



» Case study

# Divvy

Modern card issuing unlocks growth for a spend management disruptor

**Industry:**

Expense Management

**Features:**

Gateway JIT Funding, physical and virtual cards, tokenization, Commando Mode

# Background:

The idea for Divvy began in 2015 when Blake Murray was running a restaurant business and, with little time on his hands, got frustrated by the amount of time he was spending combing through his employees' expense reports. Not only that, but he had little insight into the financial health of his business in real time.

In 2016, Murray partnered with Alex Bean to found Divvy and address these pain points. They wanted to eliminate the need for workers to get reimbursed for spending their own money on business expenses for employers that aren't large enough to qualify for corporate cards. Divvy offers its customers rewards that are typically reserved for large corporate cards, as another incentive for small businesses to use their services. Customers also love the real-time visibility into their finances, budgeting capabilities, and time saved by not running finance reports. And Divvy reports that it is growing quickly as a result, hitting \$100 million in revenue in 2021, a year-over-year increase of 67%.



With Divvy's expense cards powered by Marqeta, customers can issue physical or virtual cards to each employee with powerful spend controls that give business owners peace of mind, and can see in real time which employee is making a purchase, along with transaction details.

# The problem:

Divvy wanted to find a platform that would be a true enabler, not an inhibitor, of its business. Above all, Divvy needed a processor to power its world-class card experience and help fuel its growth. Its team searched for a solution that would enable it to build a best-in-class product and a scalable, reliable product for its rapidly growing customer base.

## Why Marqeta:

Divvy selected Marqeta after a competitive vetting process that considered multiple potential processors with thorough analysis of their capabilities. Some of the key reasons for Marqeta's selection were:

### 1. User-friendly API documentation

Marqeta's documentation was extensive, clear, easy to understand, and well-organized. For the Divvy team, an added benefit was that Marqeta's documentation preemptively answered questions they hadn't yet thought of. The comprehensive documentation saved Divvy's developers time upfront as they were able to understand the program setup ahead of launch, which helped Divvy get to market quickly.

### 2. Demonstration of capabilities in a real-world setting

Marqeta was able to give Divvy confidence in how its application would work outside of a sandbox environment by demonstrating production API calls and responses through real scenarios that are critical to Divvy's business.

### 3. Ability to unlock growth

Previously, Divvy was wasting hundreds of hours per week on manual processes. Divvy needed a processor that would match its appetite to grow the Divvy business. Marqeta fit the bill with its ability to scale with Divvy and provide 99.995% platform uptime. Marqeta demonstrated it could enable crucial user experiences for Divvy with push-provisioned cards to digital wallets and varied card types for different spend scenarios, and could proactively innovate on new payment experiences instead of reactively meet Divvy's requests. Additionally, Marqeta's platform had attractive economics, tying its own growth to customer success.

### 4. Business reputation

Marqeta powers the world's innovators, and Divvy felt confident seeing the breadth of customers using Marqeta's platform for their payments programs. Divvy also looked at potential processors' program volume and was impressed by Marqeta's strong numbers. The caliber of Marqeta's team was also a selling point for Divvy. In product demonstrations, the Marqeta team brought a clear outline of Divvy's use case and dove into technical details without hesitation.

# The solution:

A new processor for Divvy is key to growing its world-class card experience

**Divvy utilizes Marqeta's processor functionalities to enable a best-in-class customer experience, including:**



## Physical, virtual, and tokenized cards

Marqeta enables Divvy to fulfill physical cards for employee wallets, as well as virtual cards which are often used to make online payments with various vendor accounts. Virtual cards can be issued instantly, and have advanced spend controls with transaction amount limits, and the ability to freeze or delete cards. Customers can create unlimited virtual cards so that each online purchase has a unique card number, which provides protection in the event of a data breach. Marqeta also powers push-provisioned tokenized cards that employees can keep in their digital wallets.



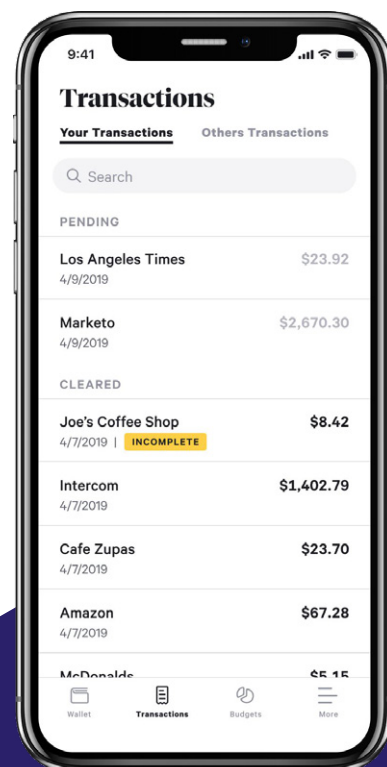
## Commando mode

If a Divvy customer initiates a transaction and for any reason Divvy's system cannot respond to the Gateway JIT Funding request from Marqeta, Divvy can use Marqeta's stand-in processing, known as Commando Mode. The Marqeta system will store a Divvy customer's available balance and be able to make an authorization decision based on the criteria Divvy has defined, which helps Divvy provide a smooth customer experience with as few declines as possible.



## Gateway Just-In-Time (JIT) Funding

Expense fraud can be a huge headache for businesses, and Divvy's solution helps prevent it by using Marqeta's Gateway JIT Funding for comprehensive fraud mitigation. Gateway JIT Funding enables Divvy to control the authorization parameters for its business expense cards, mainly the customer's available balance. With Gateway JIT Funding, Divvy can set up additional logic to enable its customers to easily decision on expense transactions.





“We sought out the most reliable payments platform that would allow us to scale without compromising on quality, especially during this time of rapid growth for our company. After an exhaustive search, Marqeta emerged as the clear winner that would provide us with the best-in-class product experience to support Divvy at scale.”

Blake Murray, Founder and CEO, Divvy

# Looking ahead

After selecting Marqeta via a rigorous vetting process to replace its previous processor, Divvy has been ramping onto the Marqeta platform and continuing its laser focus on providing the best possible customer experience for corporate cards. Together, Divvy and Marqeta look forward to growing the Divvy business and innovating in new ways for its customers.



*“By offering seamless corporate card experiences, we empower our customers to focus on their business goals instead of spending valuable time combing through expense reports. Marqeta’s open API platform is the perfect fit for our business, and will support us as we continue to innovate and come up with new product offerings to offer our customers.”*

Blake Murray, Founder and CEO, Divvy

## About Marqeta

Marqeta is the modern card issuing platform empowering builders to bring the most innovative products to the world. Marqeta provides developers advanced infrastructure and tools for building highly configurable payment cards.

With its open APIs, the Marqeta platform is designed for businesses who want to easily build tailored payment solutions to create best-in-class experiences and power new modes of money movement.

Marqeta built its simple, trusted, and scalable platform from the ground up to help companies design seamless payment experiences, streamline purchase flows, and bring products to market faster, while minimizing fraud risk.

### Marqeta's payment APIs enable:

- **Card issuing:** Instant issuance of physical, virtual, and tokenized cards with direct provisioning to digital wallets
- **Card processing:** Real-time funding using our Just-in-Time (JIT) Funding feature with dynamic spend controls to reduce fraud
- **Card applications:** A suite of applications and tools that help you build, manage, and run your card program
- **Modern architecture:** Developer-friendly, modern open APIs, cloud infrastructure and webhooks

Marqeta is headquartered in Oakland, California.

For more information, visit [www.marqeta.com](http://www.marqeta.com), [Twitter](#) and [LinkedIn](#).

You see a card, we see endless possibilities

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