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AR'S ROLE IN MEETING TREASURY GOALS



MIKE NORTMAN

Business Development Manager, Esker

CRAIG JEFFERY

Founder & Managing Partner, Strategic Treasurer



WHAT

Considering how AR can help deliver on the financial commitments needed to reach the working capital and liquidity targets of your organization.



WHEN

Thursday, January 25, 2024
11:00 AM - 11:30 AM EST



WHERE

Live online presentation
Replays at StrategicTreasurer.com



This presentation is provided by Strategic Treasurer and Esker.

ABOUT THE SPEAKERS

GET TO KNOW TODAY'S SUBJECT MATTER EXPERTS



MIKE NORTMAN

Mike Nortman is a Principal BDM with Esker. He's been with Esker for over 7 years working with organizations looking to improve their AR process by removing manual tasks, allowing them to achieve goals like remaining headcount neutral, lowering costs, and getting cash into the company faster.

Prior to Esker Mike worked with both consumer packaging and med device companies, seeing firsthand the challenges AR presents and how issues in AR can not only impact other departments within the company but also lead to poor customer experience as well.



CRAIG JEFFERY

Craig Jeffery formed Strategic Treasurer in 2004 to provide corporate, educational and government entities direct access to comprehensive and current assistance with their treasury and financial process needs.

His 30+ years of financial and treasury experience as a practitioner and as a consultant have uniquely qualified him to help organizations craft realistic goals and achieve significant benefits quickly.

TOPICS OF DISCUSSION

KEY AREAS OF FOCUS & ANALYSIS



TREASURY'S RESPONSIBILITIES

VARIED AREAS OF DUTY TO THE ORGANIZATION



AR'S IMPACT

ON THE GOALS OF TREASURY



HOW AR CAN HELP

DELIVERING ON FINANCIAL COMMITMENTS



KEY TAKEAWAYS

AND FINAL THOUGHTS

TREASURY'S RESPONSIBILITIES

NUMEROUS AREAS OF CONCERN



Superintendent of payments



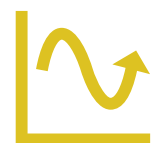
Financial risk management



Working capital management



Advisor (rational)



Liquidity management



Relationship management

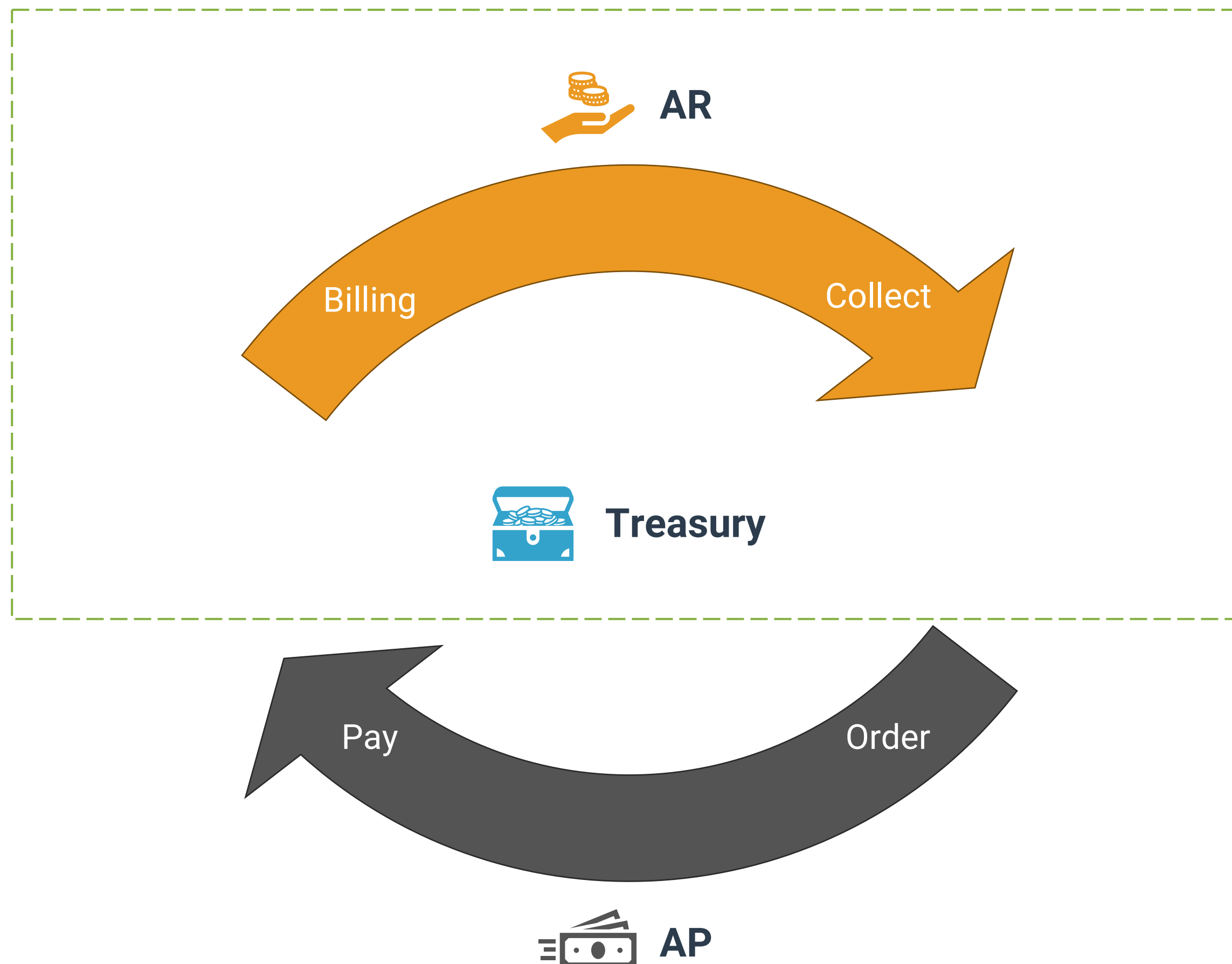


Business optimization

CASH CONVERSION CYCLE

FOCUSING ON AR'S AND TREASURY'S ROLES IN THE CCC

The interchange between AR and treasury – an opportunity to work together toward working capital and liquidity goals



AR'S IMPACT

ON THE GOALS OF TREASURY



Credit management



Speed of collection



Accuracy of payment processing



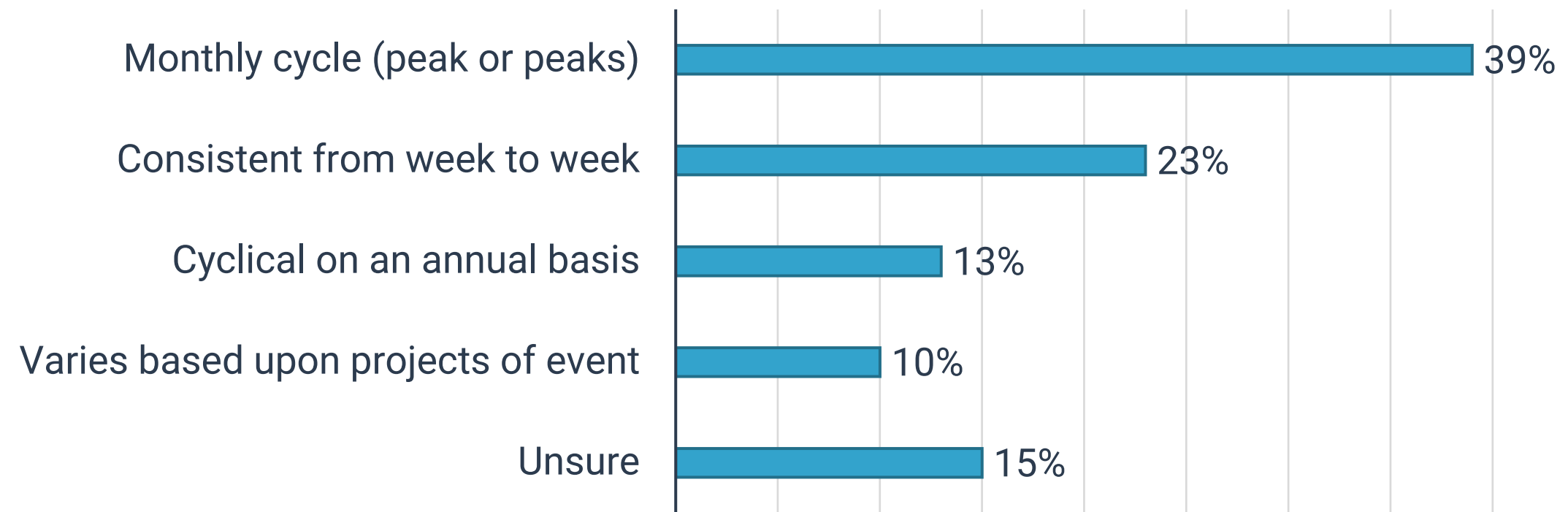
Efficiency of payment processing



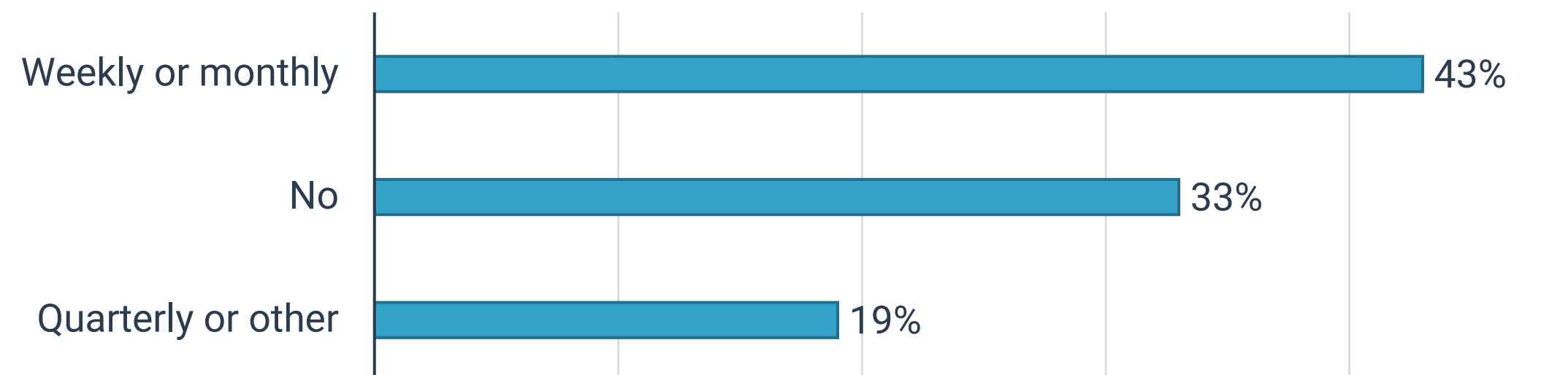
Payment security

POLL QUESTION

Poll 1 - How would you describe your cashflow from AR?



Poll 2 - Do treasury and AR have a regular meeting cadence?

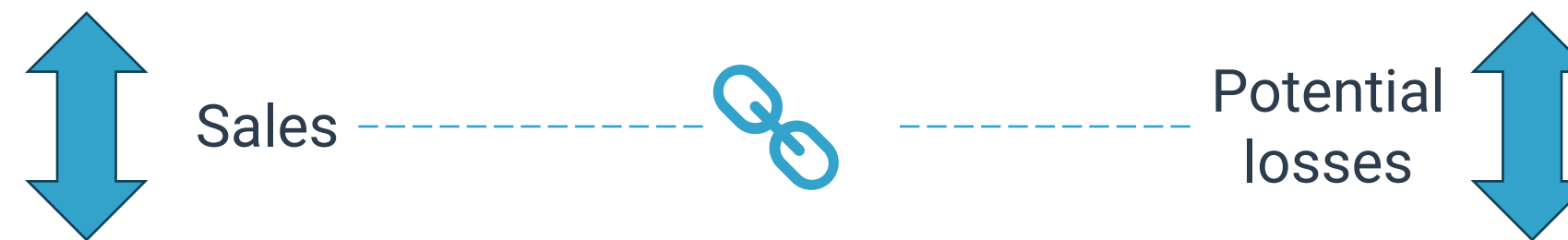


CREDIT AND COLLECTIONS

IMPROVING MANAGEMENT

Credit management

Decisions that impact the income statement:



- As sales rise and fall, so does the potential for losses due to uncollectibles
- Seek a balance between the two

Collection activities

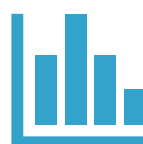
Direct and indirect impact on liquidity:



Better invoicing > Faster collection



Digital experience > Decreased errors > Better collection



More information > Less calls and cost figuring things out > Increased efficiency

PROCESSING PAYMENTS

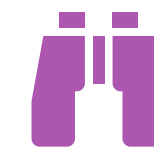
BENEFITS OF IMPROVING ACCURACY AND EFFICIENCY VIA AUTOMATION



Scalability



Faster posting



Better forecasts



Increased productivity



Decreased costs



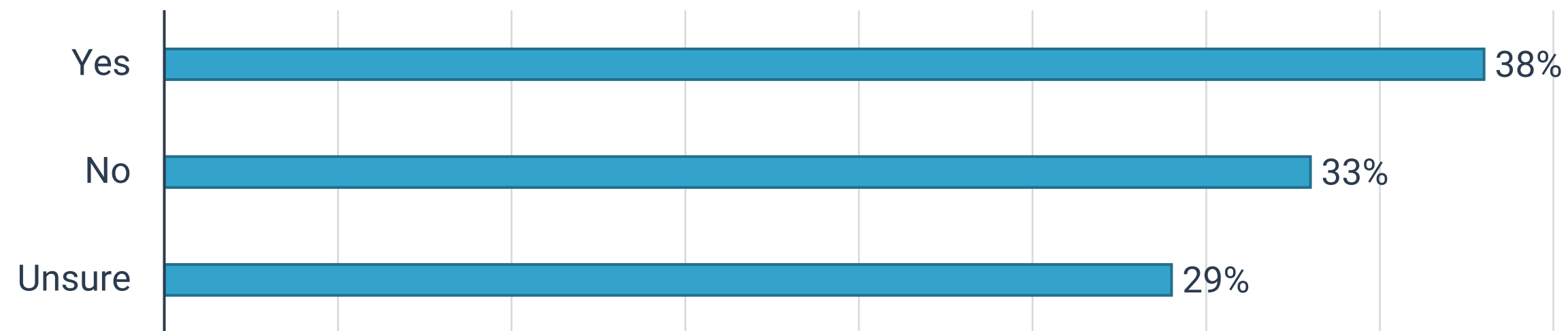
Better information



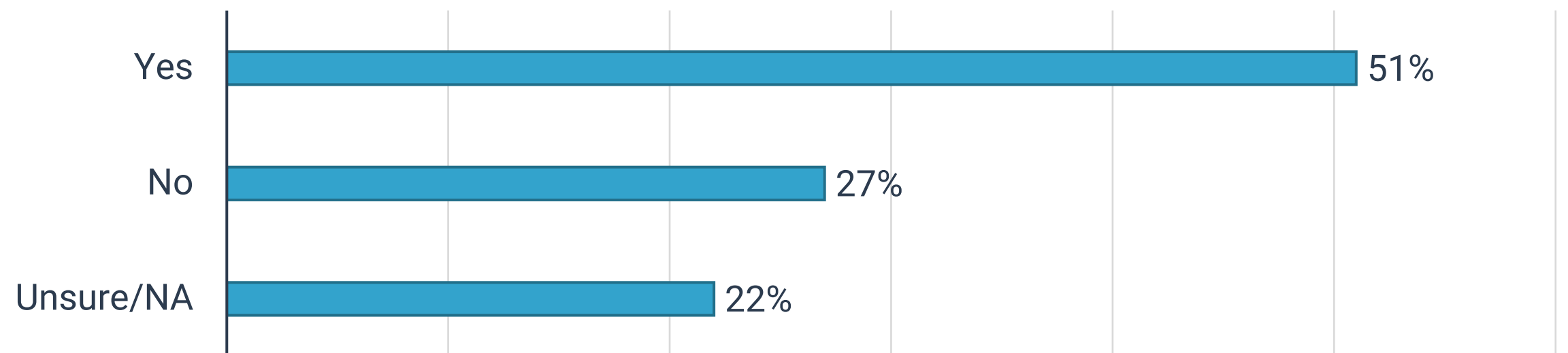
Improved cash flow

POLL QUESTION

Poll 3 - Do treasury and AR have any combined KPIs?



Poll 4 - Does your cybersecurity training include formal, recurring payment-specific security training and testing?



BETTER SECURITY

AR SUPPORTING TREASURY IN PAYMENT SECURITY EFFORTS

How tech, training and testing can help



Decreased losses



Lower disruption



Less time spent on the issues



Faster reaction time



Stable reputation

FINAL THOUGHTS

HOW TO PROCEED



AWARENESS

- Work to understand one another's aims and KPIs
- Seek complementary, not competing, KPIs
 - Liquidity
 - Efficiency for cash
 - Efficiency for operations



EXECUTION

- Treasury
 - Provide feedback to AR
 - Accuracy
 - Liquidity
 - Efficiency
- AR
 - Communication
 - Clean processes



COLLABORATION

- Meet regularly to ensure all continue to row in the same direction
- Partnerships
 - AR
 - Treasury
 - Banks, fintechs, services
 - AP

LET'S CONNECT

DON'T LET THE LEARNING END HERE...
CONTACT US WITH ANY FUTURE QUESTIONS

Thank you for your interest in this presentation and for allowing us to support you in your professional development. Strategic Treasurer and our partners believe in the value of continued education and are committed to providing quality resources that keep you well informed.



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eBook:
Transforming Payments
Improving Cashflow in AP and AR



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