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SIMPLIFYING THE COMPLEXITY OF INBOUND CROSS-BORDER PAYMENTS



GREG LEVEN

SVP, International Business, Flywire

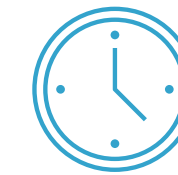
CRAIG JEFFERY

Founder & Managing Partner, Strategic Treasurer



WHAT

Discussing how to better manage inbound cross-border payments.



WHEN

Thursday, March 28, 2024
11:00 AM - 12:00 PM EDT



WHERE

Live online presentation
Replays at StrategicTreasurer.com



This presentation is provided by Strategic Treasurer and Flywire.

ABOUT THE SPEAKERS

GET TO KNOW TODAY'S SUBJECT MATTER EXPERTS



GREG LEVEN

Greg Leven is the SVP, International Business for Flywire. His subject matter expertise has helped many global organizations unlock value from their existing payment and collection processes. Prior to Flywire, Greg was the Global Head of Coupa Pay at Coupa Software and also co-founded Mastercard Track, a B2B network focused on taking the friction out of business payments, while at Mastercard. Most importantly, Greg lives in Kansas City with his wife and four children.



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.

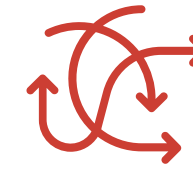
TOPICS OF DISCUSSION

KEY AREAS OF FOCUS &
ANALYSIS



GLOBAL ECONOMY

IMPORTANCE AND VALUE



COMPLEXITY

CAUSES ACROSS VARIOUS
AREAS



DEPARTMENTAL CONCERNS

RELEVANCE OF CROSS-
BORDER PAYMENTS



REDUCING COMPLEXITY

SIMPLICITY FOR YOUR
CUSTOMERS AND YOUR BUSINESS



USE CASE

PRACTICAL EXAMPLE

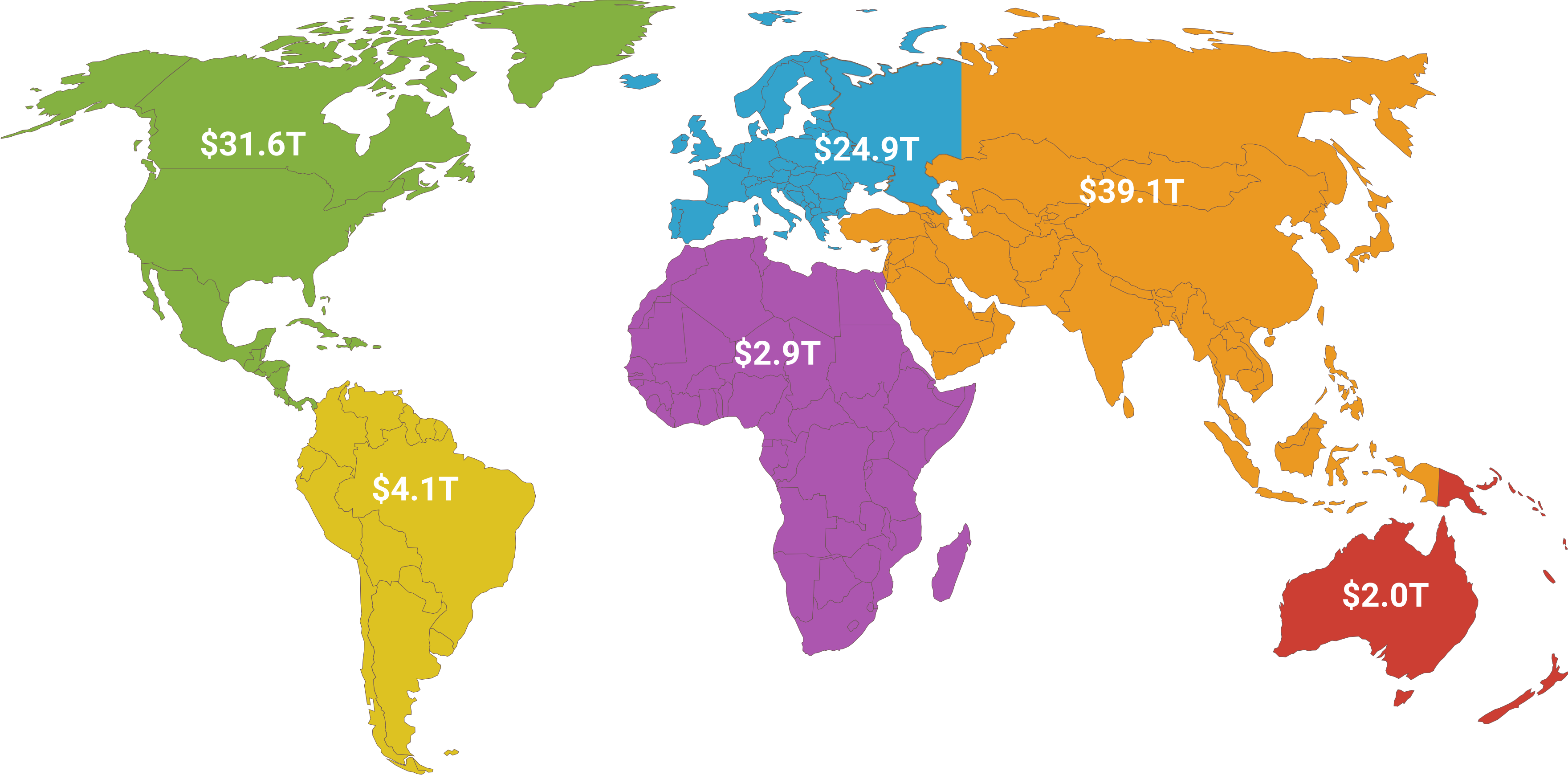


KEY TAKEAWAYS

FROM THE RESEARCH

HUGE OPPORTUNITY

GROSS DOMESTIC PRODUCT

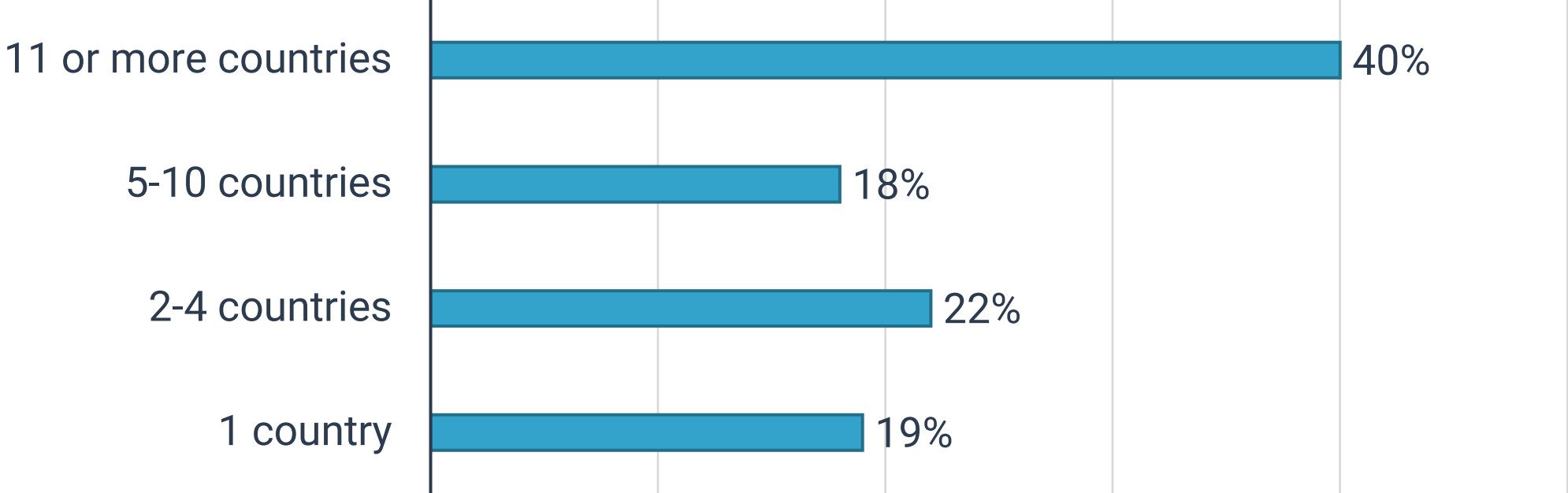


Total global economy: \$104T

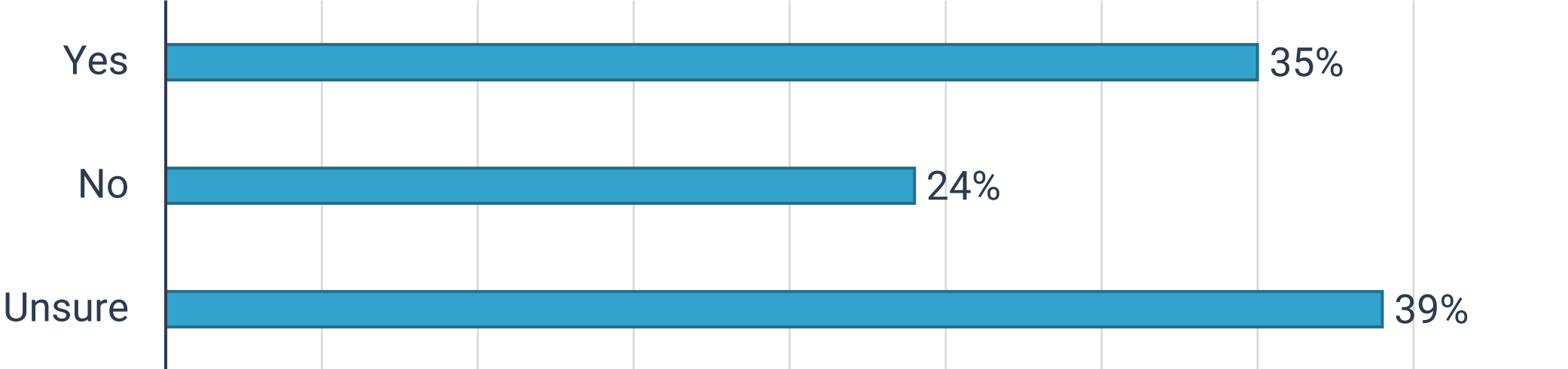
Source: imf.org

POLL QUESTION

Poll 1 - Our status of global payments is that we make payments in:



Poll 2 - We plan to add payments to more countries in the next year.



MASSIVE COMPLEXITY

THAT CROSS-BORDER PAYMENTS BRING



Globalization

- Distance
- Latency
- Different countries' rules
- Different currencies
- Variety of banks



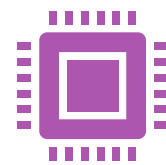
Payments

- Methods
- Rails
- Information
- Timing



Customers

- AP
- Receiving



Company

- Ordering systems
- Banking systems
- Cash application
- Foreign exchange
- Credit



Banking

- Operations
- Country
- Accounts

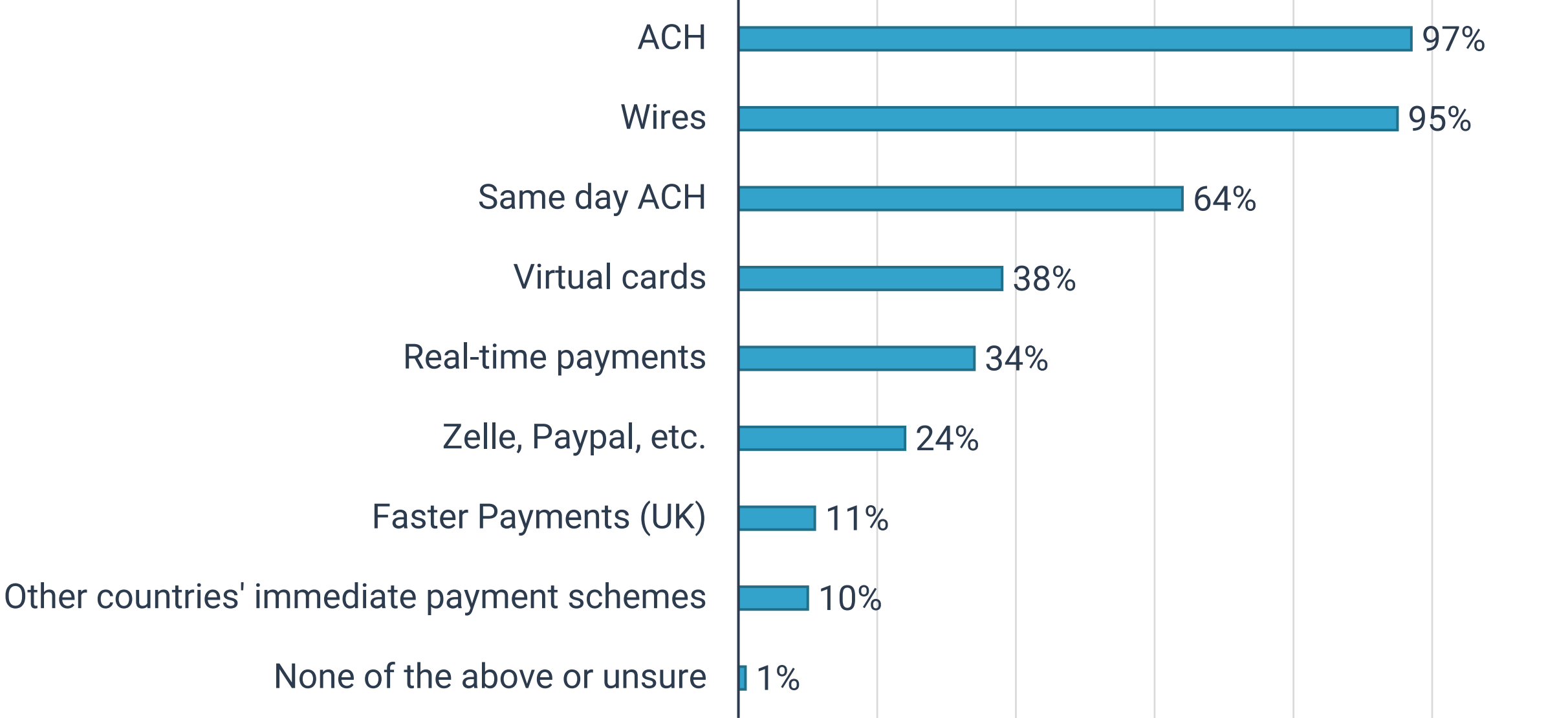
DEPARTMENTAL IMPLICATIONS

CONCERNS AND RESOLUTIONS

	Area of concern	Resolution
	Treasury <ul style="list-style-type: none"> • FX risk • Liquidity • Bank accounts • Entities 	<ul style="list-style-type: none"> • Simplify <ul style="list-style-type: none"> • Banks • Know Your Customer (KYC) • Accounts • Overall complexity • Reduce DSO • Cost savings
	AR <ul style="list-style-type: none"> • Cash application • Manual reconciliation • Disparate data across multiple systems 	<ul style="list-style-type: none"> • Centralized cash application • Payment visibility • Streamlining collections • Single source of truth
	Sales <ul style="list-style-type: none"> • Customer ease • Inability to grow and scale into certain markets 	<ul style="list-style-type: none"> • Local payments • Ease of billing and paying • Ability to sell into new markets quickly • Faster commission
	IT <ul style="list-style-type: none"> • Time and resources required for new payment methods 	<ul style="list-style-type: none"> • One implementation • Direct integrations

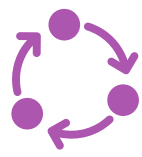
POLL QUESTION

Poll 3- We use the following payment types: (select all that apply)



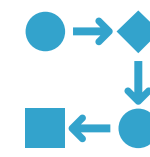
REDUCING COMPLEXITY

FOR YOU AND YOUR CUSTOMERS



Effective liquidity management

- Visibility
- Timeliness
- Awareness
- Forecasting accuracy



Increase operational efficiency

- Decrease defects
- Decrease points of friction
- Decrease number of separate processes
- Increase flexibility for customers
- Decrease complexity for my AR department



Low total cost

- Increase operational efficiency
- Decrease cost of transaction
 - Fees
 - Banking
 - Foreign exchange



Happy customers

- Pay how I like
- Pay in my currency
- Quality reporting
- Efficient payment process
- Avoid foreign exchange risk
- Minimize the effort

ELIMINATING STEPS

BEGIN BY ASKING QUESTIONS



Ask:

- What exists?
- What must we build internally?
- Can I make my default position simpler?



Eliminate steps related to:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Account opening • Know Your Customer (KYC) • Number of reporting tools • Payment inquiries • Manual reconciliation | <ul style="list-style-type: none"> • PCI compliance • Chargeback/refund management • Managing multiple systems • IT work for new payment methods • Delayed issue resolution |
|--|--|

MOVING TOWARD SIMPLICITY

GETTING BACK TO THE BUSINESS YOU'RE IN

From

To

Historical timing

- Waiting until customer is ready to pay before talking about payments



More effective and efficient timing

- Start talking about payments at contract phase

Accidentally becoming a payments company

- How much time are you spending on payments?

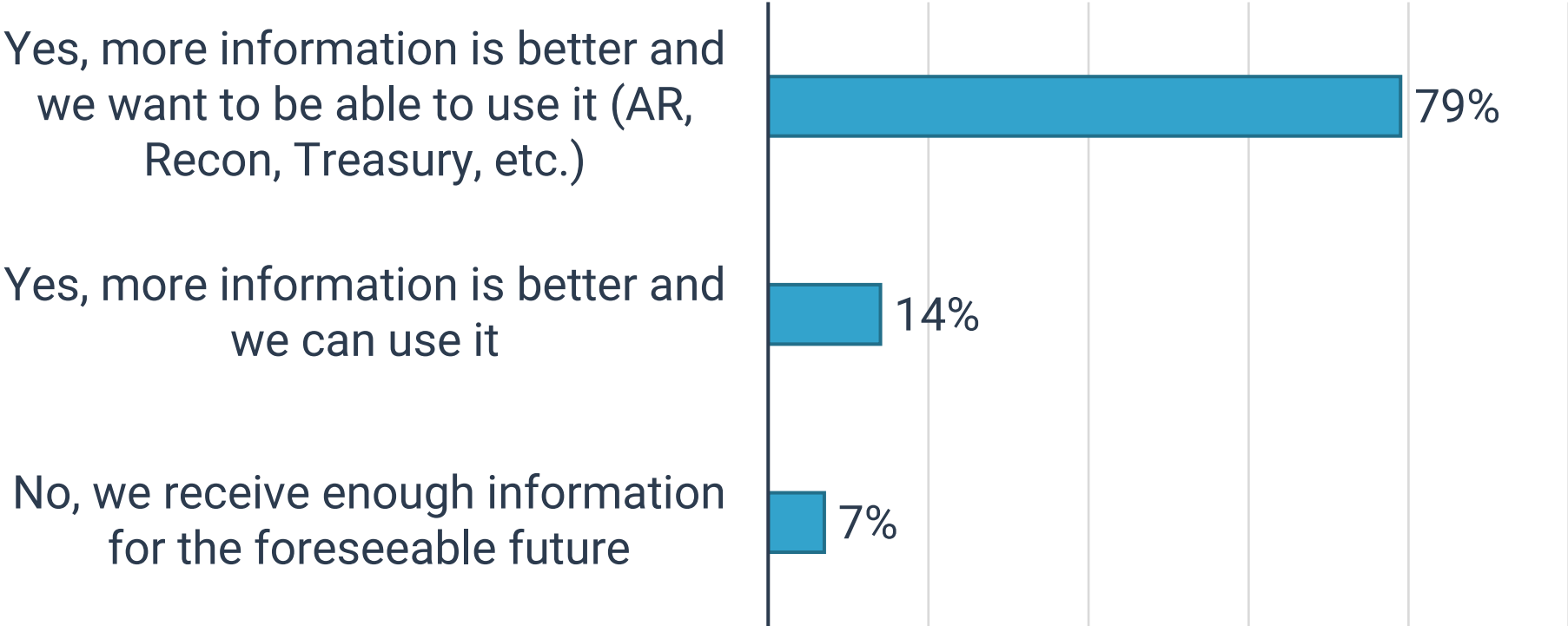


Focus on core business

- Simplify reconciliation
- Reduce back-office work
- Elevate payer experience

POLL QUESTION

Poll 4 - Detail matters to us for information reporting in the following way:



CASE STUDY

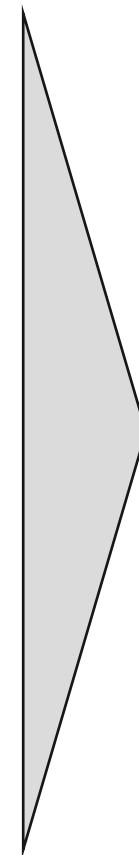
REDUCING COSTS, SAVING TIME AND IMPROVING THE CUSTOMER EXPERIENCE



Leading marketing measurement, analytics and engagement company

Situation

- Monthly, quarterly, annual invoicing in USD, EUR, GBP
- 10,000+ enterprise, mid-market and SMB customers
- Customers in 100+ countries; 80% of volume from 24 countries
- Growing payment processing costs from rapid international expansion
- Time consuming, manual reconciliation
- Unable to provide customers with local payment options
- Spending time on the long tail of customers



Results



Payment link on company's invoice went live in ~2 weeks



Local payment options offered to global customer base



~45% reduction in payment processing costs YoY



70%+ time savings to reconcile manual payments

FINAL THOUGHTS

HOW TO PROCEED



VISION

- For being easy to pay and do business with
 - Customers
 - Internal areas



ASSESSING COMPLEXITY AND COST

- Time to manage foreign exchange related payments
- Do you know how your customers want to pay you?



DETERMINE STEPS TO TAKE

- Determine who's going to be involved in each roll out
 - Stake holder
 - Payment partners
- Eliminate complexity
- Automate
- Outsource

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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- Liquidity & Risk
- Banking Services
- Treasury Technology



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- Employee Security Training
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- Connectivity & Onboarding



RESEARCH Market Data

- Survey Participation
- Research Report Access
- Industry & Peer Benchmarking
- Critical Treasury Assessment



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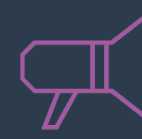
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