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RECEIVABLES MODERNIZATION: ENHANCING CASH WITH INNOVATION



WHAT

Discussing how efficiency and convenience in collecting payments can be achieved through modern technology.



JOHN RUBINETTI III

President, B2B Payments, Deluxe

CRAIG JEFFERY

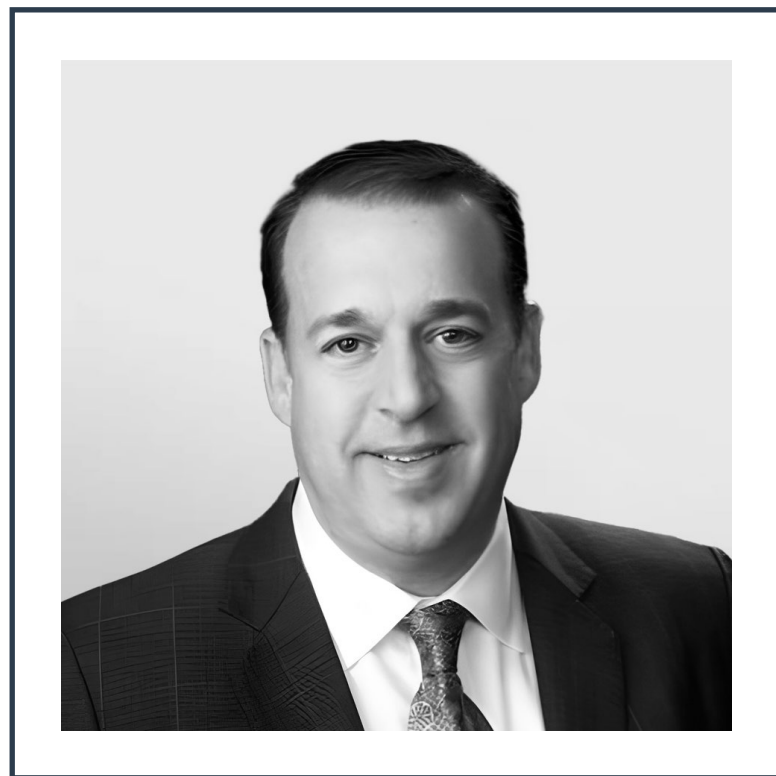
Founder & Managing Partner
Strategic Treasurer



This presentation is provided by Strategic Treasurer and Deluxe.

ABOUT THE SPEAKERS

GET TO KNOW TODAY'S SUBJECT MATTER EXPERTS



JOHN RUBINETTI III

John joined Deluxe in 2024 and brings more than 30 years of industry experience. He has a proven track record of driving growth and innovation in Treasury and B2B Payments solutions, with specialized expertise in leading large sales and relationship management organizations.

John formerly served as Fiserv's Senior Vice President/General Manager, Head of SMB, Middle Market & Strategic Partnerships. He previously held executive positions at RBS/Citizens, American Express, and Bank of America Merchant Services.



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



PAYMENT COMPLEXITY

AND THE RELIEF A THIRD
PARTY CAN OFFER



VENDOR PARTNERSHIP

BENEFITS



MODERNIZING RECEIVABLES

A WAY FORWARD



KEY TAKEAWAYS

AND FINAL THOUGHTS

RECEIVABLES CHALLENGES

WIDESPREAD IMPLICATIONS



Manual processes

- Invoice generation
- Collection
- Payment processing
- Reconciliation



Inefficiencies in cash flow management

- Forecasting
- Liquidity



Lack of integration



Fragmented customer experience



Payment and info disconnected

- Errors/defects
- Calls



Payment delays

- Negative impact to treasury goals



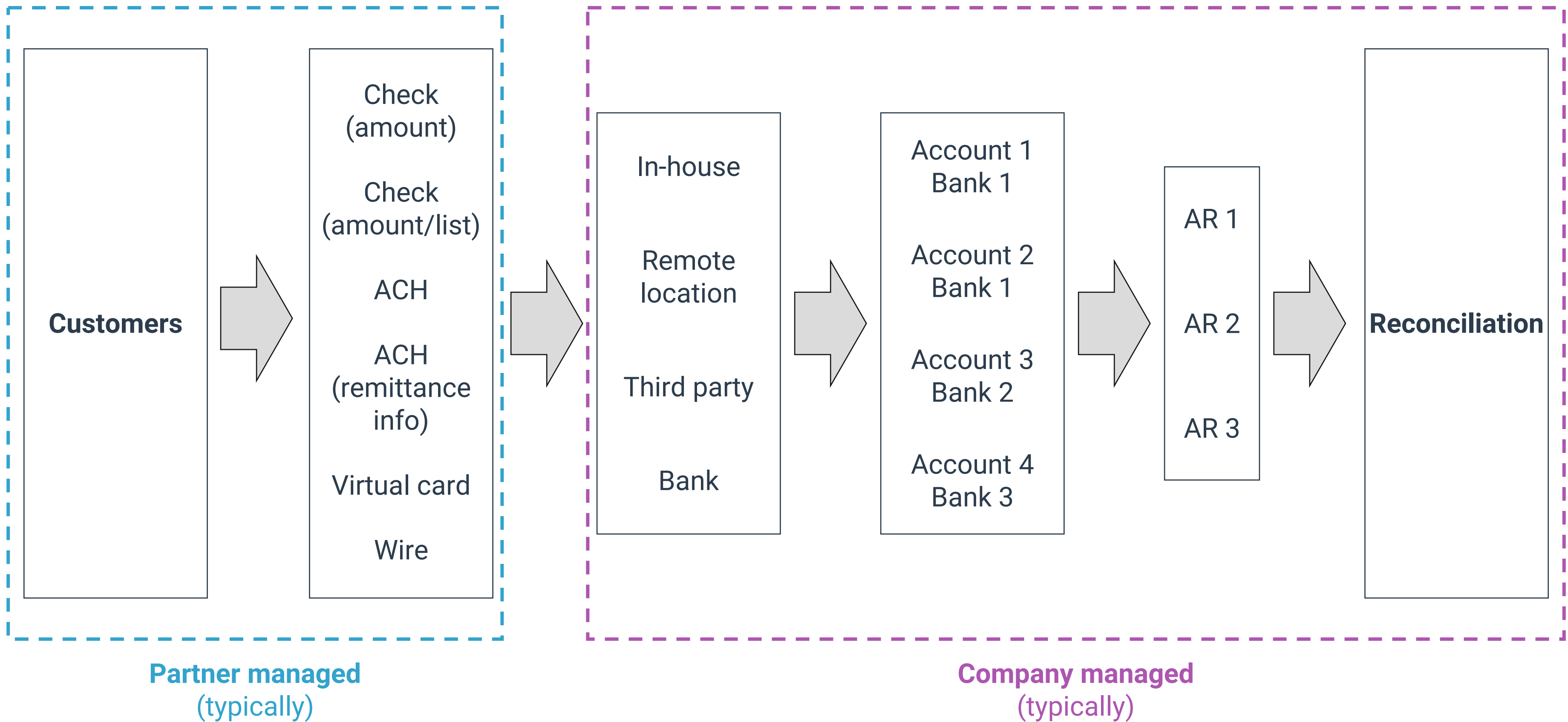
Poor visibility



Hindered scalability

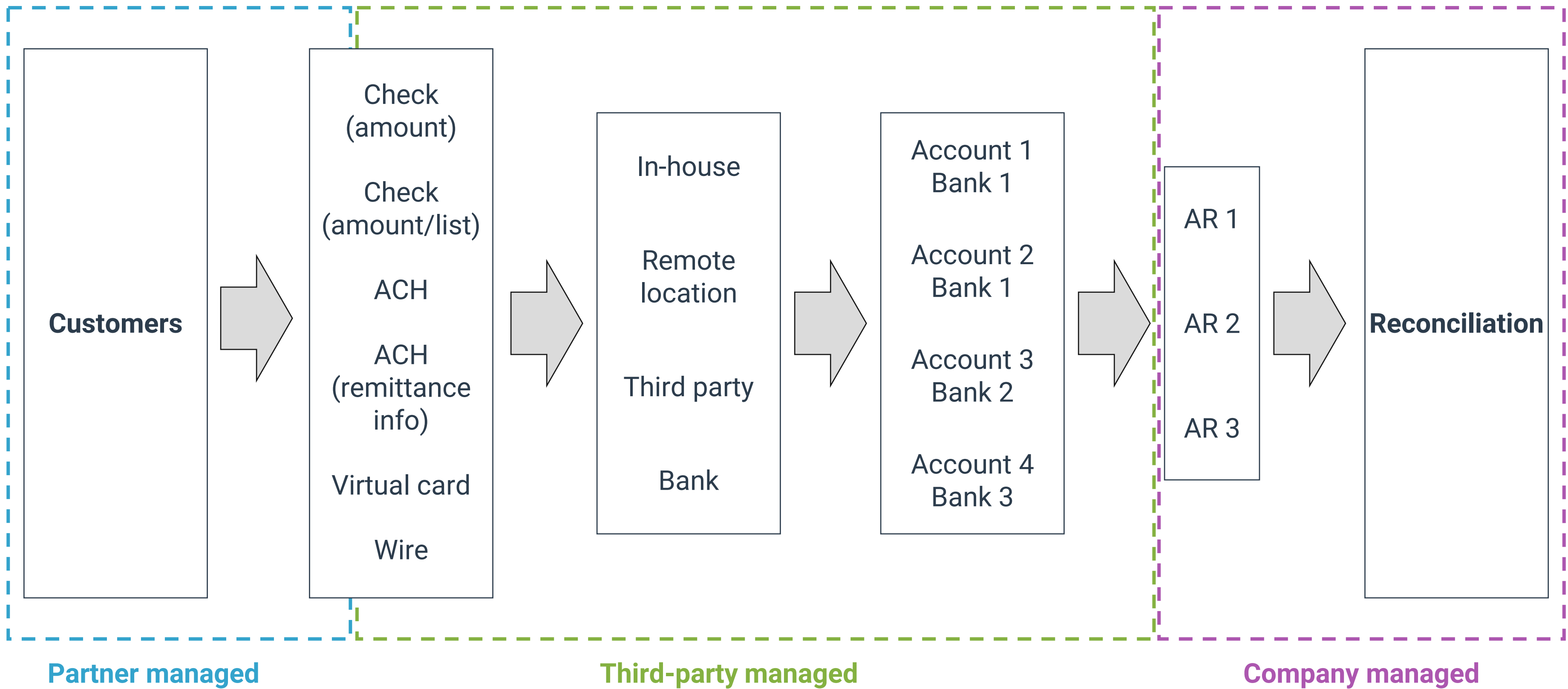
TRADITIONAL LANDSCAPE

RECEIVABLES PROCESS



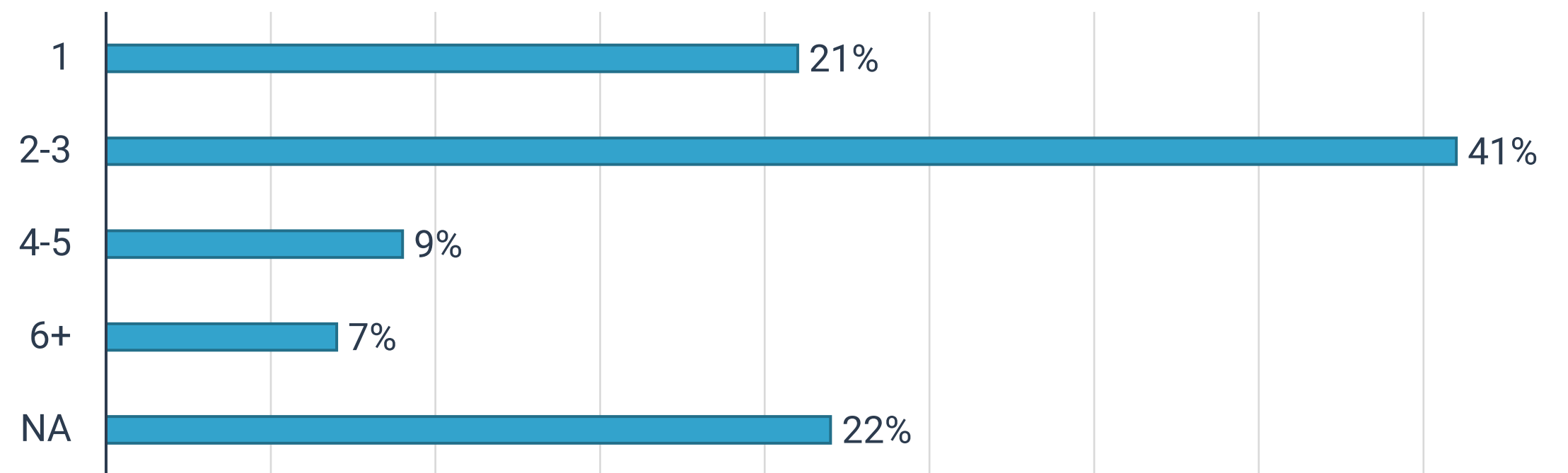
MODERNIZED PROCESS

THIRD PARTY INTEGRATED INTO FLOW

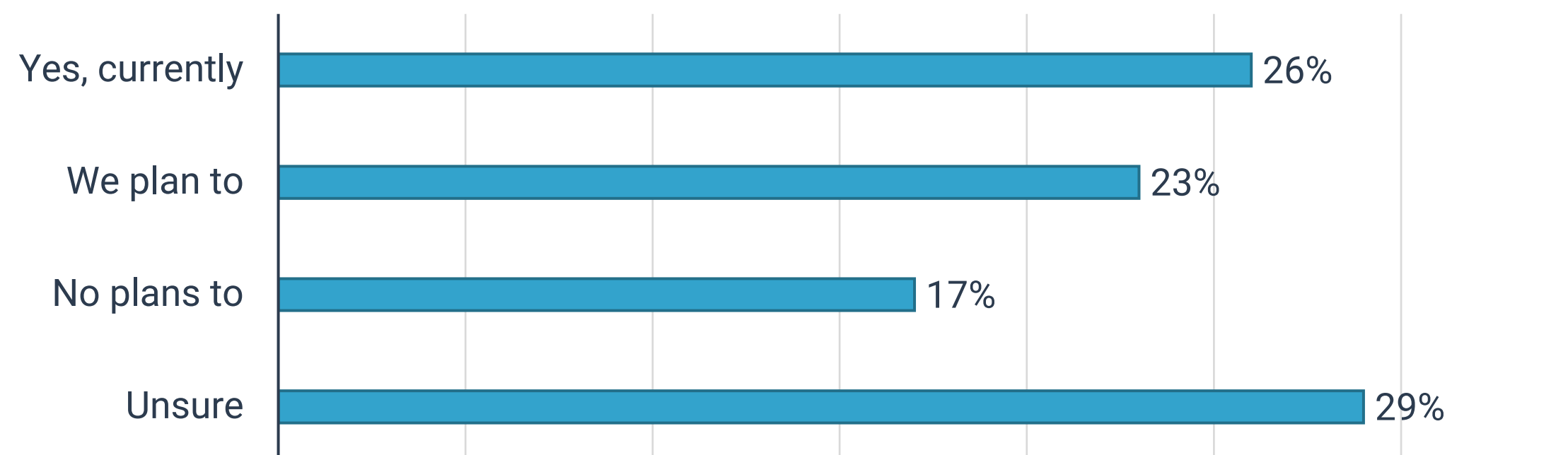


POLL QUESTION

Poll 1 - How many systems do you have for AR (e. g. billing, cash application, ERP)



Poll 2 - Are you moving towards rationalization to integrate data and systems?



PARADIGM SHIFT

CONTEXT TO BEAR IN MIND



Current thinking

Desire to offer payment form and channel flexibility

Need for liquidity

Drive for visibility and efficiency

Lack of concern for process defects at a trading partner

If companies don't want to pay early, why will they move to digital methods?



Considerations

Desire to have a simplified collection process, and client choices/preferences often work against that

Cash as fast as possible and when expected:
not a zero-sum game

- Who wants to pay faster?

The end-to-end to end-to-end view impacts both us and our clients

Defects boomerang back on us

- Aim to optimize the full process

There are other benefits

- Approving a payment doesn't mean the funds leave your company faster
- Defects harm all parties
- Visibility and accuracy improve DSO and relationships

PAYMENT COMPLEXITY

HOW OUTSOURCING CAN HELP SIMPLICITY



Issues multiple payment types present



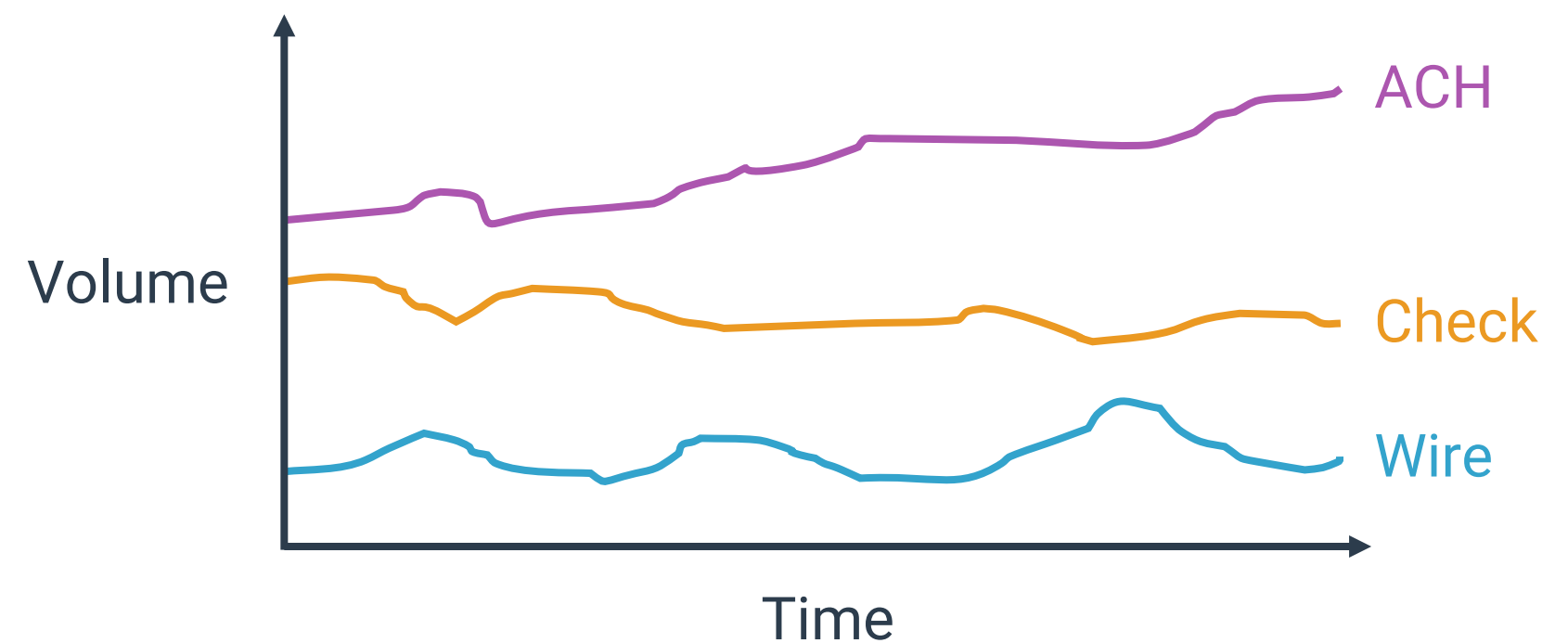
Outsource the complexity and the changes over time

Data in different formats

Data disconnected from payment

Physical delay/loss

Planning and staffing for changes in payment types and formats over time

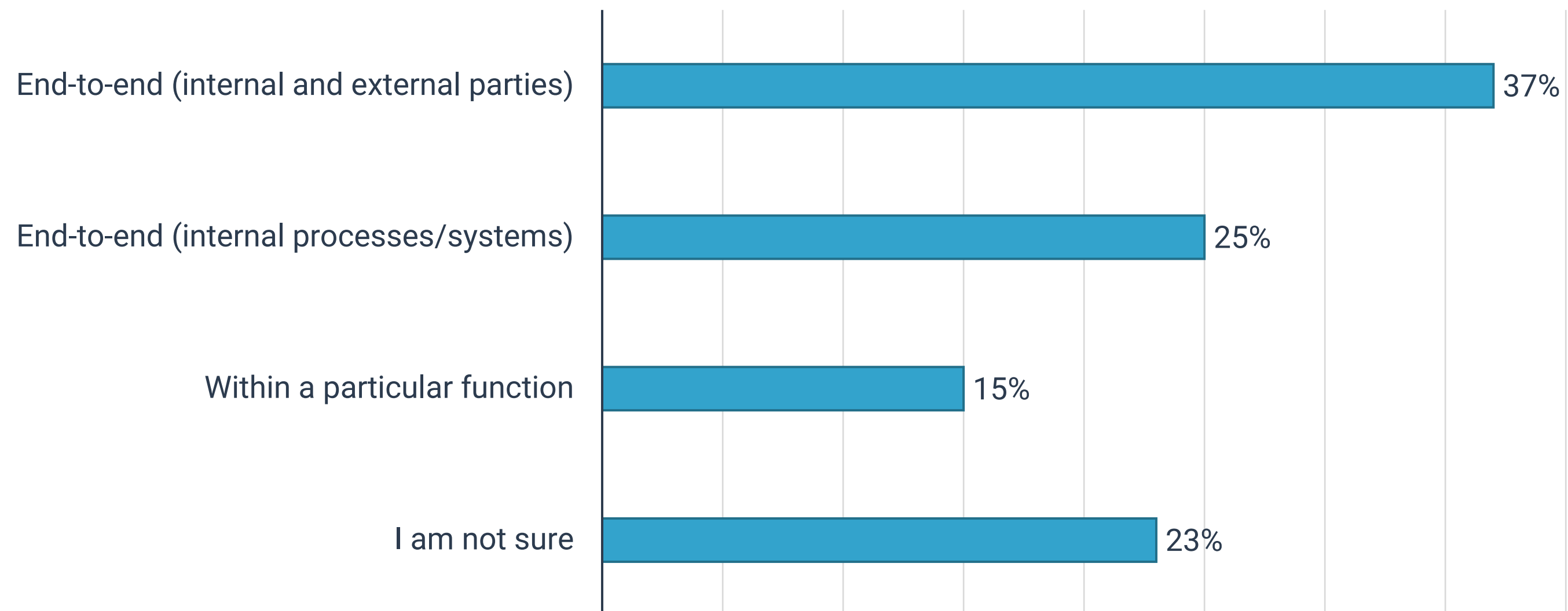


Third party manages the inconsistencies

- Convert physical to an image and data
- Start with data when possible
- Payment and cash application are constant

POLL QUESTION

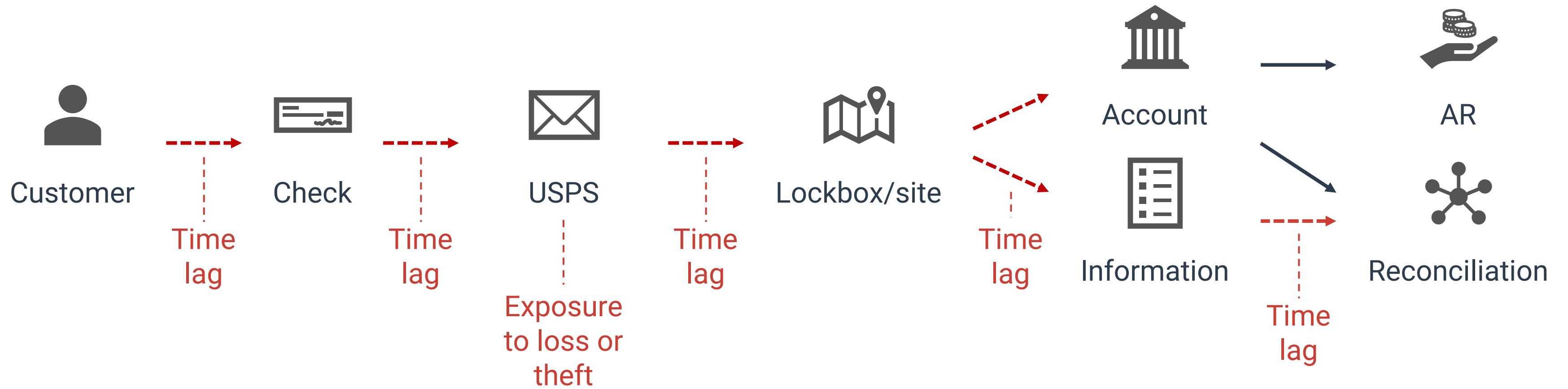
Poll 3 - Our focus on the business process is most accurately described as:



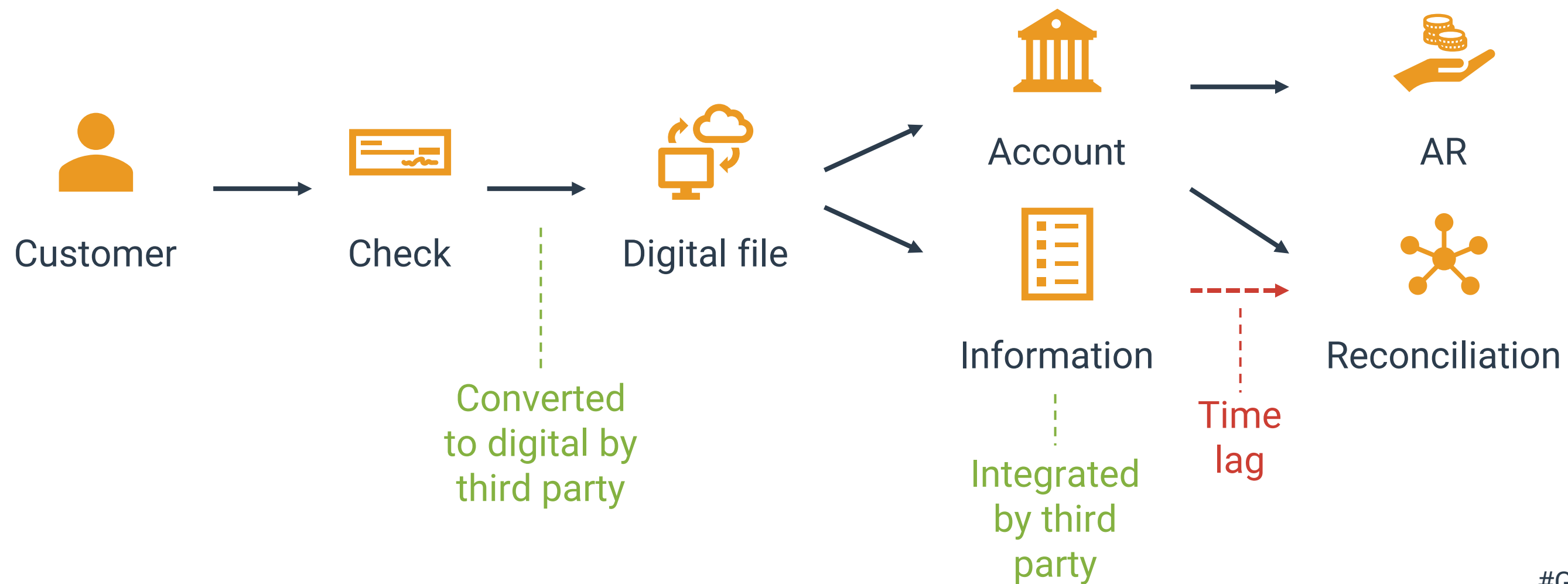
AN EXAMPLE

REDUCING TIME LAG IN PAYMENT AUTOMATION

Physical check

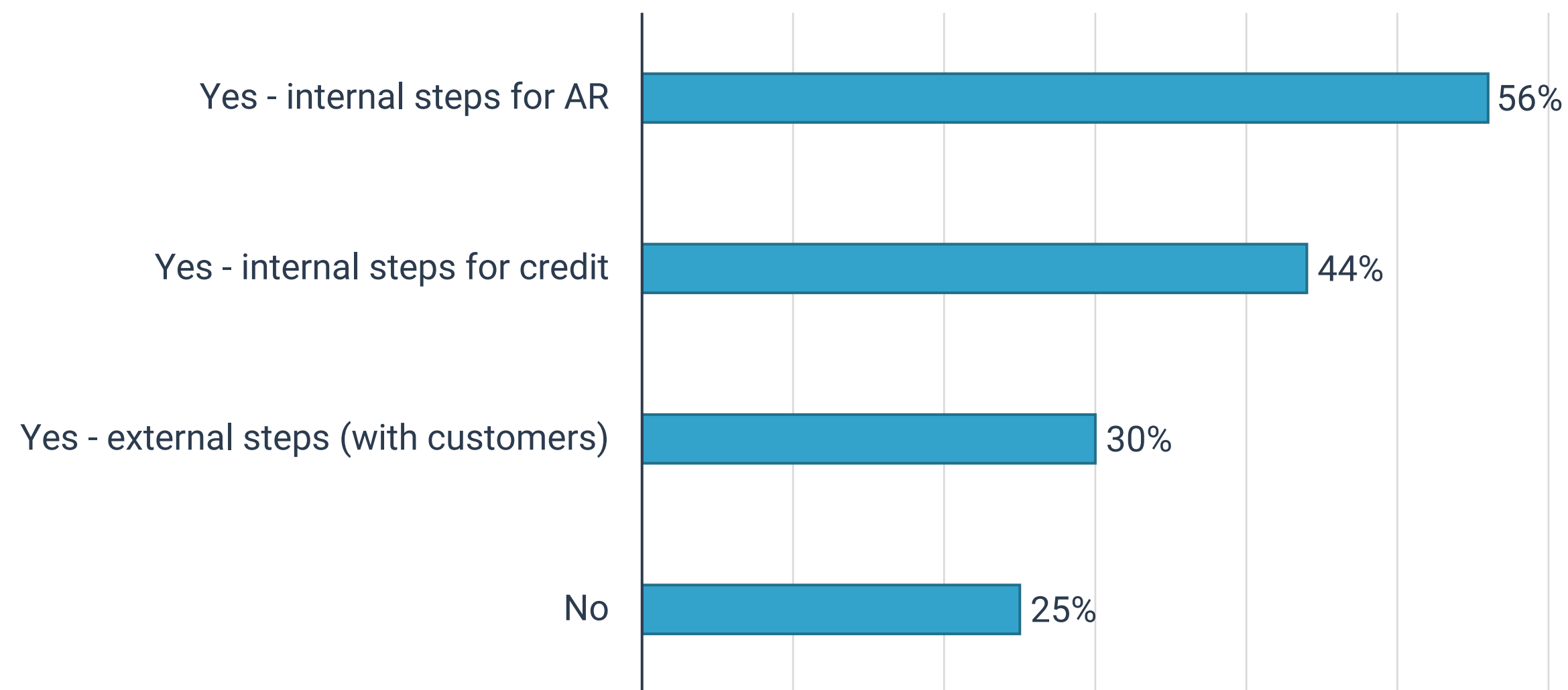


Check to digital



POLL QUESTION

Poll 4 - Do you have an end-to-end view of your credit and accounts receivable processes? (all that apply)



STRATEGIC ADVANTAGES

OF TRUE VENDOR PARTNERSHIP



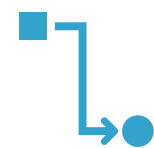
Better cash flow from faster cash application



Improved working capital management



Comprehensive end-to-end view



Continuous improvement that fosters innovation and supports scaling



Enhanced efficiency and speed from fewer defects

MODERNIZING RECEIVABLES

HOW TO APPROACH

1

Assess current processes

- Identify gaps and inefficiencies
- Analyze cash flow

2

Set clear objectives

- Define specific, measurable goals
- Prioritize needs

3

Choose the right technology

- Automated solutions
- Integration capabilities

4

Develop a phased implementation plan

- Pilot phase
- Full rollout

5

Train and engage stakeholders

- Employee training
- Stakeholder communication

6

Monitor and optimize

- Measure performance
- Continuous improvement

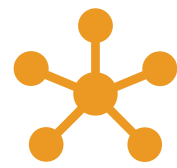
7

Leverage vendor partnerships

- Collaborate with vendors
- Explore innovation

FINAL THOUGHTS

HOW TO PROCEED



CONSIDER ALL NEEDS

- Treasury
- AR
- AP
- Finance



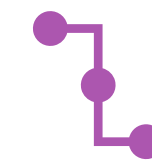
CONSIDER OUTSOURCING

- Cost saving opportunity
- Added services



VENDOR PARTNERSHIP

- Keep your partners involved in discussions that lead to decisions



AUTOMATE AND STANDARDIZE

- Reduces defects
- Don't optimize part of the process
- Move toward optimizing the whole process via a comprehensive view to all involved parties

LET'S CONNECT

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



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Episode 266

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