DIGITAL TRANSFORMATION
STRATEGY SERIES: PART 4

EVALUATING TECH SOLUTION SETS

BRETT TURNER
Founder & CEO, Trovata

CRAIG JEFFERY
Founder & Managing Partner, Strategic Treasurer

WHAT
Methods and mindsets for
understanding your treasury tech needs.

WHEN
Wednesday, October 20, 2021
2:00 – 3:00 PM Eastern

WHERE
Live online presentation
Replays at StrategicTreasurer.com

Certified Treasury Professional®

STRATEGIC TREASURER

TROVATA

This presentation is provided by Strategic Treasurer and Trovata

ABOUT THE SPEAKERS

GET TO KNOW TODAY'S SUBJECT MATTER EXPERTS

BRETT TURNER

Brett Turner, Founder & CEO of Trovata, has spent his entire career in finance at both public and private high-growth companies – CPA at Deloitte; Controller roles; SEC Reporting at Amazon; and CFO of three tech startups since 2005. At each stop along the journey, cash & reporting have always been a major focus. In addition, he had a front row seat to the transformation of enterprise IT by AWS as a co-founder in his last startup.

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.

2021 © Strategic Treasurer, LLC. All Rights Reserved.

TOPICS OF DISCUSSION

KEY AREAS OF FOCUS & ANALYSIS

TREASURY TECH

EVOLUTION

DRIVERS

OF UPDATED SOLUTIONS

CURRENT LANDSCAPE

AVAILABLE TOOLS

FORWARD LOOKING

PLANNING FOR GROWTH

EVALUATING OPTIONS

CONSIDERATIONS

KEY TAKEAWAYS

AND FINAL THOUGHTS

#GOSTRATEGIC

2021 © Strategic Treasurer, LLC. All Rights Reserved.

EVOLUTION OF TREASURY

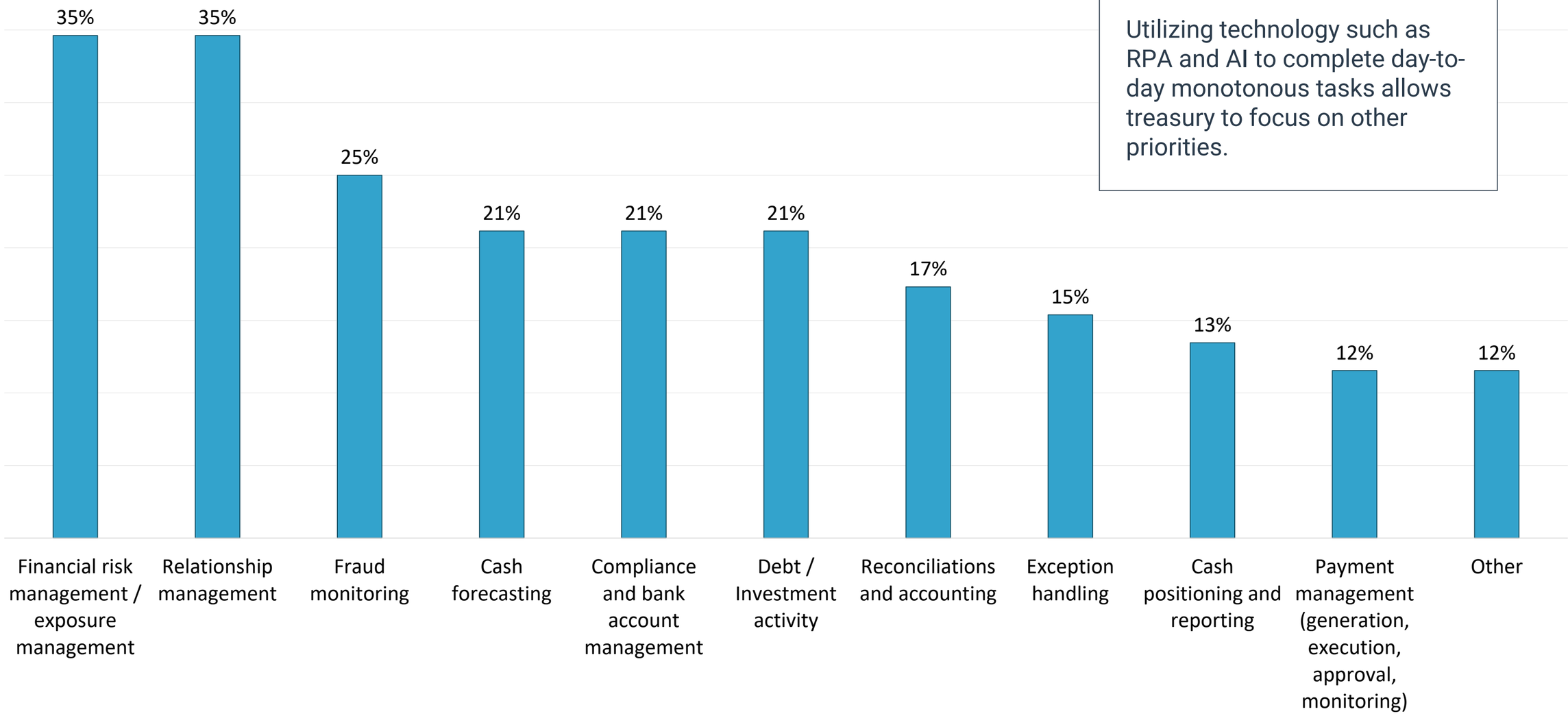
	On-Premise Installed	Hosted	SaaS	Cloud-Native
SECONDARY PHRASING	Installed	ASP	Private Cloud-SaaS	Public Cloud-SaaS SaaS, PaaS
SOFTWARE APPLICATION	Company Managed	Company Managed Vendor Managed	Vendor Managed	Vendor Managed
TENANTS	Single-Tenant	Single-Tenant	Multi-Tenant	Single
PLATFORM, HARDWARE	On-Premise	Hosted Servers	Hosted Servers	PaaS – Platform as a Service
CLOUD	Non-Cloud, Data Center	Private **Cloud**	Private **Cloud**	Public **Cloud**
HARDWARE MANAGED BY	Company	Data Center for Company - Various	Data Center for Vendor - Various	AWS, Azure, Google Cloud
RELEASES	12-24 months	12-24 months	1-3 months	1-4 weeks
NOTES	2-Tier, 3-Tier, N-Tier	N-Tier		Microservices Natural Language Search Low-Code, No Code
TYPICAL CONNECTION	Internal, Direct	Web – Citrix	Web, Web-Citrix	Web

2021 © Strategic Treasurer, LLC. All Rights Reserved.

WORK IN PROGRESS

NOT ENOUGH TIME/STAFF TO DO IT ALL

Over a third of corporate respondents indicated they currently have responsibilities that they don't have time to perform. Business-critical functions are being neglected:



Utilizing technology such as RPA and AI to complete day-to-day monotonous tasks allows treasury to focus on other priorities.

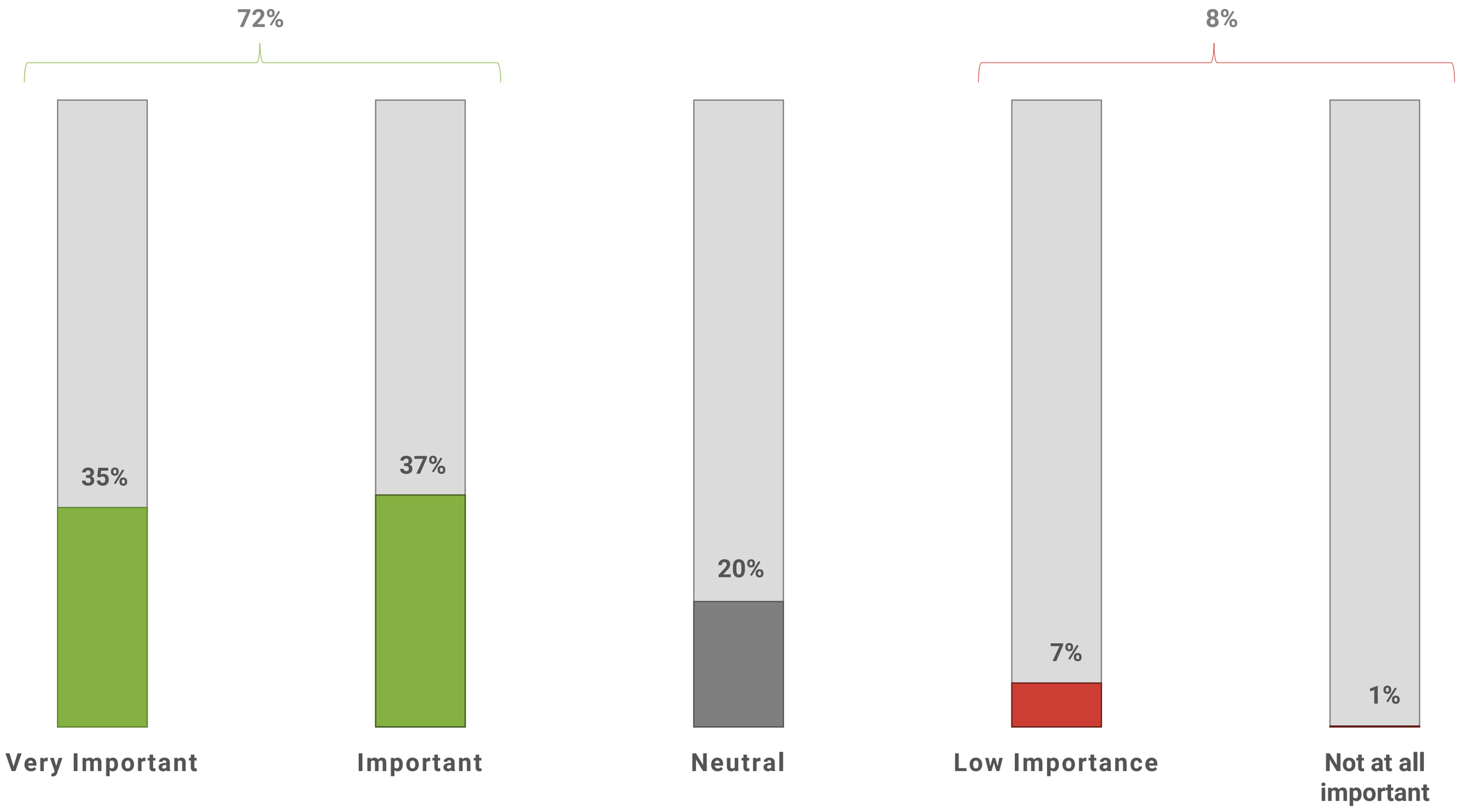
Source: 2020 Treasury Perspectives Survey

2021 © Strategic Treasurer, LLC. All Rights Reserved.

WANTING DIGITAL

UNIFYING DESIRE ACROSS CORPORATES

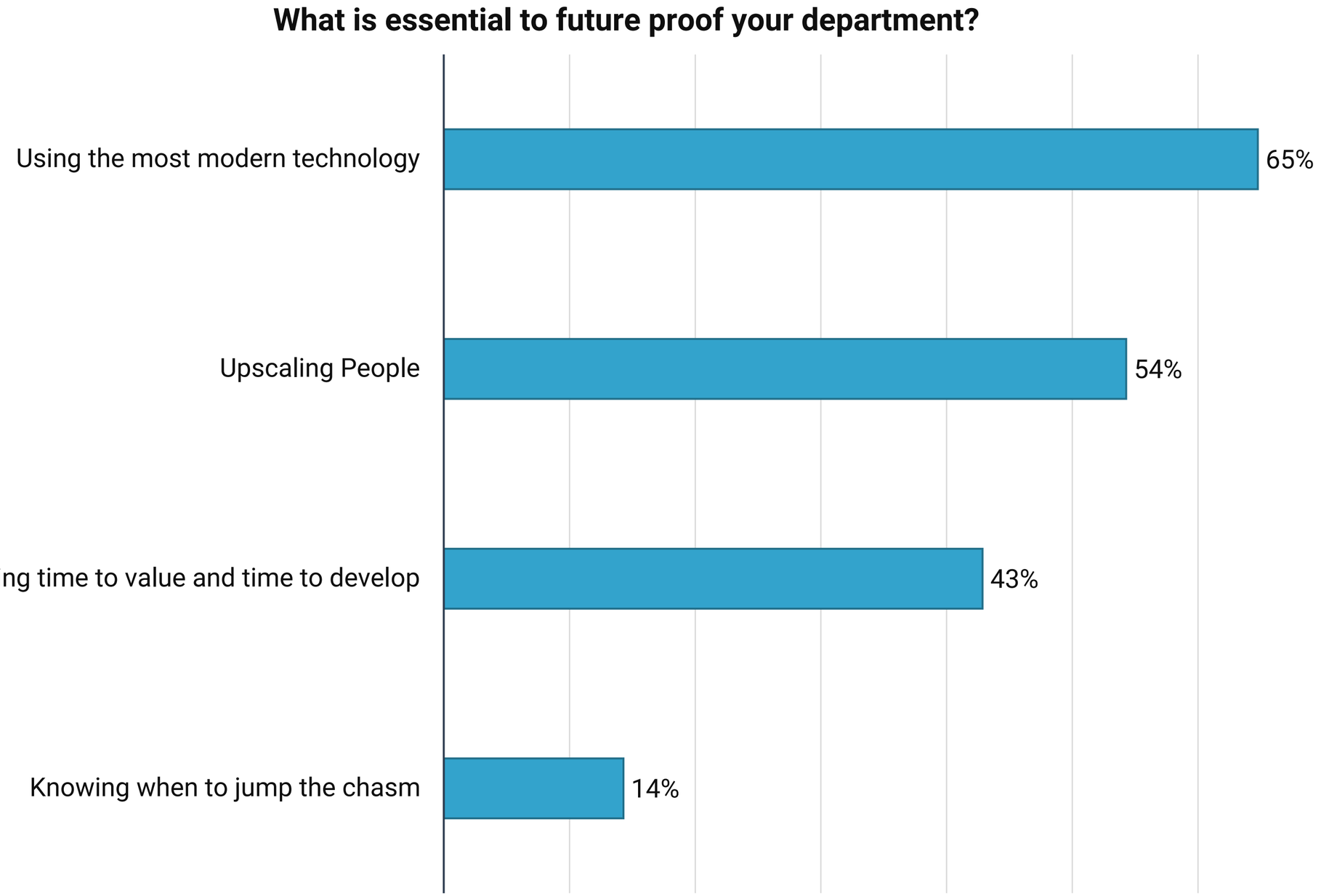
» *Our desire to move toward full-electronic processing is best described as:*



#GOSTRATEGIC

2021 © Strategic Treasurer, LLC. All Rights Reserved.

POLL QUESTION



2021 © Strategic Treasurer, LLC. All Rights Reserved.

WHY AUTOMATE

EFFICIENCY THE TOP DRIVER

» *What would drive you / drove you to more automation?*

ACCOUNTS PAYABLE

ACCOUNTS RECEIVABLE

Source: 2021 Modernizing AP/AR Survey Note: only top responses displayed

#GOSTRATEGIC

2021 © Strategic Treasurer, LLC. All Rights Reserved.

TREASURY TECH LANDSCAPE

POWERFUL TOOLS AT THE FINGERTIPS

CLOUD SERVICES
Shifting away from installed

BUSINESS INTELLIGENCE
Abundance of insights & information

DATA EXPLOSION
40-50% compound annual growth rate

FRAUD PREVENTION
Attacks are automated, persistent, sophisticated and increasing

RPA & ML
Automatic assistance for numerous functions

CONNECTION OPTIONS
Networks & APIs

COMPUTING POWER
Cost going down, processing speed going up

2021 © Strategic Treasurer, LLC. All Rights Reserved.

#GOSTRATEGIC

FUTURE PROOFING

EVALUATING FOR GROWTH

AUTOMATES PROCESSES

- Supports the automated capture of data from internal systems and interrelated transactions
- Ensures compliance with regulations through automation to improve transparency and accountability
- Captures data in real-time

IMPROVES VISIBILITY

- Centralizes transactional data for improved insights on transactions and all payment channels
- Relies on a single source of truth
- Visualizes business risk in real-time to make important decisions to eliminate risk factors

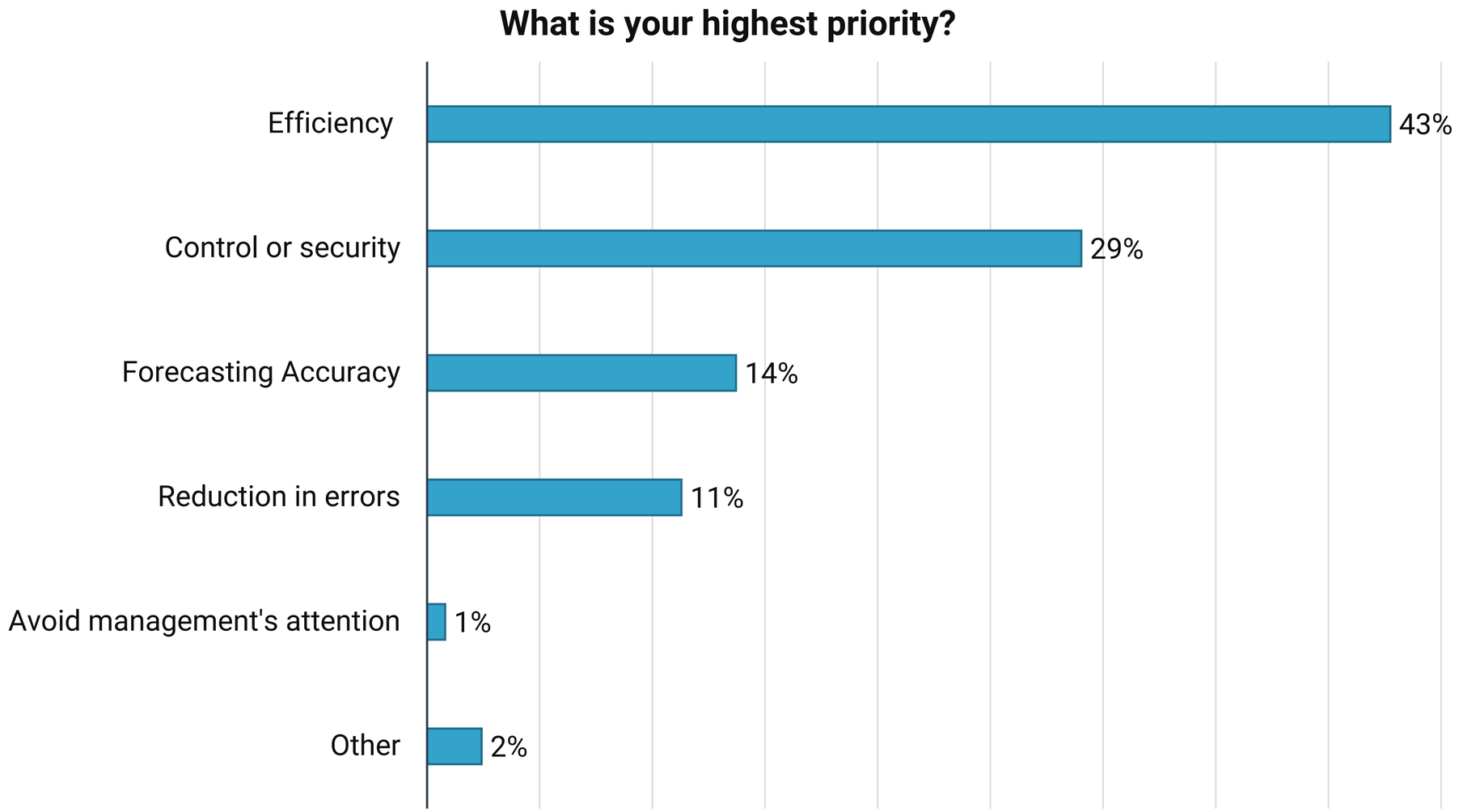
OPTIMIZES CASH MANAGEMENT

- Improves cash forecasting accuracy for data-powered decision making
- Centralizes cash management

#GOSTRATEGIC

2021 © Strategic Treasurer, LLC. All Rights Reserved.

POLL QUESTION



2021 © Strategic Treasurer, LLC. All Rights Reserved.

STRATEGIC TREASURER

TROVATA

DEMOCRATIZATION OF TREASURY

WORKFLOW AUTOMATION

SINGLE SOURCE OF TRUTH

- Real-time cash and transaction data
- Direct-to-Bank APIs

FLEXIBILITY

- Customizable
- Automated
- Drill-down capabilities
- Interactive

SYSTEM NEEDS

- Internal IT resource
- Onboarding requirements

FUNCTIONALITY

- Historical data searching
- Tags

2021 © Strategic Treasurer, LLC. All Rights Reserved.

CONSIDERATIONS

SHIFTING TECH LANDSCAPE

Onboarding and data collection process

Real-time data or manual refreshing

Current tech system(s)

Banking partners

IT department resources available

Risk identification and managing

Repetitive tasks that could be automated

Desired implementation timeline

Current & desired data analytics tools

Customer support tools available

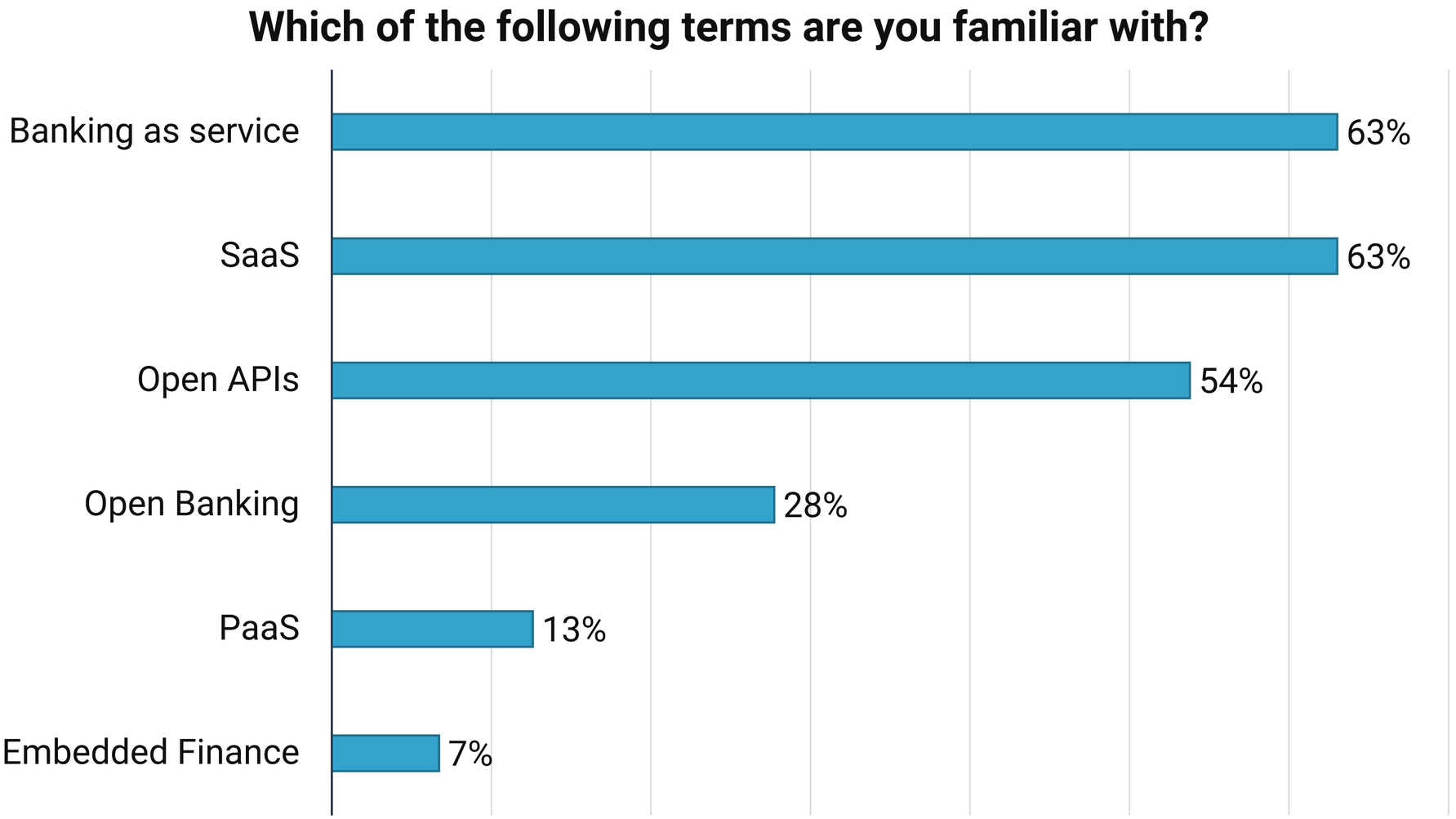
Features needed to ease reconciliation challenges

Replace system or integrate from existing technologies

#GOSTRATEGIC

2021 © Strategic Treasurer, LLC. All Rights Reserved.

POLL QUESTION



#GOSTRATEGIC

2021 © Strategic Treasurer, LLC. All Rights Reserved.

KEY TAKE-AWAYS

QUESTIONS

- Are you prepared for the shift towards cloud-native technology?
- Does your bank use APIs to deliver its services?
- Is implementation or IT required for setup?
- How future-proof is my system's environment?
- Can I access and manage data at scale?

CHARACTERISTICS OF THE FUTURE ENVIRONMENT

- Business Intelligence
- Visibility and transparency
- Automation

2021 © Strategic Treasurer, LLC. All Rights Reserved.

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.

STRATEGIC TREASURER

Craig A. Jeffery,
Managing Partner

craig@strategictreasurer.com

The Treasury Update Podcast

linkedin.com/in/strategictreasurer/

TROVATA

Brett Turner
Founder & CEO

linkedin.com/company/trovata-io/

trovata.io

EPISODE 171

Why Real-Time Cash Visibility Matters

On this episode of the Treasury Update Podcast, Host Craig Jeffery sits down with Brett Turner, CEO and Founder of Trovata, to discuss why real-time cash visibility matters. They explore Brett’s career journey in the start-up world, the concept of real-time, steps to achieving true cash visibility and ways to overcome key impediments. Listen in to find out how to access valuable cash insights to position your company for success.

Strategictreasurer.com/podcast
https://bit.ly/3DUQO7p

#GOSTRATEGIC

2021 © Strategic Treasurer, LLC. All Rights Reserved.