PAYMENT CYCLE MANAGEMENT
ACCELERATE INVOICE-TO-CASH
From its inception, Billtrust has believed the potential of the invoicing process was undervalued and under-recognized as a core strategic business component. The technologies and initiatives Billtrust deploys help businesses move invoicing from the back office to a strategic weapon that connects them with their cash and their customers.

Billtrust is the premier provider of automated invoice-to-cash solutions for business-to-business clients across a wide spectrum of industries. Billtrust’s comprehensive offerings help its clients solidify customer relationships, increase productivity, improve cash flow, and seamlessly migrate to electronic channels.

WHY BILLTRUST

Businesses choose Billtrust for a variety of reasons. The CFO might mandate more efficient automation or insist that payments get collected and applied faster. Or sales is battling out in the field with customers who think it’s too hard to do business easily and get the invoicing right. And of course, dependence on the shaky USPS keeps a lot of business managers up at night. Below are some motivators that apply universally to businesses that have selected Billtrust.

- IT resources are in demand. Many companies find it hard to justify high levels of IT involvement in the invoicing process when better alternatives, like Billtrust, are available.
- There’s a risk of customer base erosion due to service dissatisfaction. Technology has empowered business and consumers alike with choices. A company might get complaints, or even defections, from customers who want more invoice receipt and payment options.
- Internal invoicing efforts have become too costly, unwieldy, and unable to deliver on providing newer channels. While ERP systems have valuable roles in many businesses, they are not ideally suited for complex invoicing, payment, and cash application processes.
- As complexity grows, the need for manual labor to support the invoicing process grows. More staff is required for the (1) presentation of invoices across a range of channels, and (2) for accurate application of payments.
- “Hope” is not a strategy in dealing with potential disaster from a weather event or technology failure. The possibility of losing data or being “down” to the point where cash flow halts is an unacceptable risk. Billtrust insulates clients from the risks and potential damage of a catastrophic event.

“OUR EXPERIENCE WITH BILLTRUST HAS BEEN VERY POSITIVE. IT IS NOW EASIER FOR OUR CREDIT MANAGERS TO SUPPORT OUR CUSTOMERS. AND WE HAVE ACHIEVED SIGNIFICANT SAVINGS AS WE HAVE MOVED TO ELECTRONIC BILLING.

...JASON HOUSINGER
DIRECTOR OF CREDIT
CDW

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www.billtrust.com
THE BUSINESS CASE FOR BILLTRUST

The invoice-to-cash process is comprised of three general segments: Invoice Delivery, Invoice Payment, and Cash Application. Billtrust not only integrates these functions, it also automates them.

The invoice-to-cash process requires comprehensive Payment Cycle Management for reducing DSO, controlling costs, cementing customer relationships, and moving customers from paper to electronic channels.

By being a single point of integrated automation, Billtrust provides an unbeatable combination of best-in-class services that spans the entire invoice-to-cash process.

Meet diverse buyer demands and reduce DSO through invoice-to-cash flexibility and automation.

- Deliver accurate invoices in the format customers want
- Enable buyers to pay the way they want
- Match multiple invoices and reduce cash flow delays

"WORKING WITH BILLTRUST WAS A GREAT DECISION FOR CHIQUITA. WE HAVE ACHIEVED OUR PRODUCTIVITY TARGETS. IT IS NICE TO WORK WITH A PARTNER THAT YOU CAN COUNT ON TO DO WHAT THEY SAY THEY ARE GOING TO DO."

MEGAN LOCKE
CREDIT SUPERVISOR
CHIQUITA BRANDS INTERNATIONAL

"BILLTRUST'S SOFTWARE ENABLED US TO ACHIEVE BEST PRACTICE CAPABILITIES IN THE ACCOUNTS RECEIVABLES DEPARTMENT AS WELL AS IMPROVE INTERACTIONS WITH OUR CUSTOMERS AND THE QUALITY OF OUR EMPLOYEES' DAY-TO-DAY ACTIVITIES."

...KRISTI MINNICK
FUNCTIONAL LEAN PROGRAM MANAGER FOR FINANCE AND ADMINISTRATION WESCO

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Billtrust provides a variety of channels for issuing invoices and facilitating payments. Conventional print & mail and electronic channels are highlighted below.

**ELECTRONIC CHANNELS**

There are many advantages in utilizing electronic invoicing channels: (1) presentment and payment of an invoice via an electronic channel is a fraction of the cost of a mailed invoice and return mailed check, (2) Billtrust clients get paid faster which means DSO is reduced and funds are available earlier, and (3) many of Billtrust’s clients’ customers prefer the convenience and flexibility of receiving and paying bills electronically.

Billtrust clients can issue invoices via email, through a personally branded online portal, or through Invoice Central, the first business aggregated site where customers can receive and pay bills from multiple vendors with just one login.

Further, a growing number of companies are using AP Portals and requiring their suppliers to submit invoices exclusively to these systems. The problem is, each of these networks has different standards and protocols, so it’s often a challenge to satisfy requirements. Billtrust’s AP CONNECT allows businesses to send their invoicing data seamlessly to third party AP Networks.

**BILLTRUST ELECTRONIC CHANNELS**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
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<tbody>
<tr>
<td>eMAIL CONNECT</td>
<td>Email delivery in PDF format with payment integration.</td>
</tr>
<tr>
<td>eINVOICE CONNECT</td>
<td>Secure, hosted EIPP (Biller Direct) portal. One-to-one usage between seller and buyer.</td>
</tr>
<tr>
<td>invoicecentral</td>
<td>Secure web service where B2B bill recipients receive and pay invoices from multiple vendors.</td>
</tr>
<tr>
<td>AP CONNECT</td>
<td>Provides automated integration into leading AP Systems (e.g. OB10, Ariba).</td>
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Traditionally, the vehicle for business invoicing was conventional paper and mail. Despite the emergence of newer channels and the trend to focus on electronics, many companies have customers that prefer paper invoices. No matter if a business currently uses an outside mail house or have internal operations for getting invoices out, Billtrust can handle the process more efficiently, at lower cost, and with the ultimate level of accuracy.

- Every year, Billtrust flawlessly handles hundreds of millions of mailed invoices and clients enjoy the benefits that this level of economy of scale yields.
- Billtrust has eight distribution centers in North America so invoices can be printed and mailed from the center closest to the recipient for faster delivery times. And the redundancy of the centers is better than disaster recovery, it’s disaster avoidance.
- Bullpenning technology allows billers to delay the mailing of low dollar invoices to reduce costs of postage and processing. By setting a minimum dollar threshold before a bill will be sent billers can reduce their costs.

Billtrust’s North American Print Distribution Network
Often, the third leg in the payment cycle, cash application, is the most troublesome. Companies cannot realize cash until payments are properly matched and applied to the right account. That can be time-consuming and labor intensive, to say the least.

Historically, there have been three options for remittance processing.

1. Outsource to a bank lockbox, which typically charges by the keystroke to manually capture remittance data
2. Receive payments in-house and manually key the data
3. Receive electronic payments and manually associate them with separately delivered remits

The problem is, lockbox data is expensive and riddled with errors—leaving staff to rework it later. And in-house processing is simply too manually labor intensive. Further complicating electronic payment processing, which continues to grow in usage, is the creation of more work because there is no structure or workflow around it.

Billtrust’s cash application solution unravels these challenges. As the premier provider of automated cash application, Billtrust is revolutionizing its clients’ enterprise cash application processes with automation technology. Companies can accept and manage payments and remittances in almost any format from distributed and centralized locations, resulting in an immediate and measurable impact on credit effectiveness, collections efficiency and treasury performance.

The Billtrust Cash Application Service

1-3 Days Reduction in DSO | 100% Elimination of Data Entry Costs | 70% Reduction in Exceptions
The promise of great benefits from electronic invoicing doesn’t materialize just by having a range of invoicing channels. It’s about driving usage of these channels and that’s where MEAP (Managed eAdoption Program) becomes invaluable.

A Billtrust team of experts guides clients through the process of boosting eAdoption rates quickly and to dramatic levels. Plus, there’s a special “My MEAP” portal that finance and marketing teams can access anytime for templates, training, tips, and tricks.

**“myMEAP” Marketing eAdoption Planner**

Billtrust has created a Marketing Planner tool that is easy to use and sets clients up for success. Achieve eAdoption goals by calculating savings, creating a plan, downloading proven customizable marketing pieces, as well as accessing a series of best practices and case studies.
The effectiveness of the invoice-to-cash process has direct impact on executives and departments throughout an organization. The benefits of great invoice-to-cash management affect many of the primary concerns of C-Level executives:

**CEO**
- Grow revenue and “make the number”
- Meet shareholder expectations for profitability
- Innovate and out-execute the competition
- Manage risk

**CIO**
- Free resources to invest in core business
- Better control costs
- Manage security and risk

**CFO**
- Enable profitable growth
- Manage expenses
- Manage working capital/cash flow
- Contain risk

**CMO**
- Drive customer revenue
- Build customer loyalty
- Build alignment with Sales/Marketing

Executives are positively impacted by an efficient payment cycle.

From 30,000 feet, the invoice-to-cash cycle looks like a simple process. But that couldn’t be further from reality; it’s fraught with pitfalls. But Billtrust handles the details and automates many of the formerly manual processes. The resulting efficiencies and positive customer experiences benefit C-level executives and the entire organization.
Billtrust has earned the reputation as a trusted provider of comprehensive, next-generation invoicing and payment. There are partnerships with more than a dozen software companies, buying groups, and trade associations who have selected Billtrust as their recommended invoicing service provider.

Billtrust’s extensive customer base spans multiple verticals in the business-to-business arena. Many of these names are among the most known and respected companies in North America.

Companies in just about all B2B verticals rely on Billtrust as their primary conduit for invoicing, payment and vital interface with their customers.
To find out more about best practices for automating your invoice-to-cash process contact Billtrust at sales@billtrust.com or call 609-235-1010.

ABOUT BILLTRUST
Billtrust is the premier provider of payment cycle management solutions, helping businesses accelerate invoice-to-cash. By integrating the three key areas of the payment cycle: invoice presentment, invoice payment, and cash application, Billtrust is committed to delivering a flexible solution to improve buyer satisfaction and DSO. In 2014, the Billtrust invoice-to-cash solution processed over $250 billion in receivables for leading companies including Kraft Foods, Under Armour, Ryder and CDW.

To learn more visit www.billtrust.com