

GUIDE

6 Ways to Bring Order to **Your** **Order-to-Cash**

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Receiving, fulfilling orders and getting paid quickly are the foundation for successful business operations. The more efficient the process, the bigger the impact on cash flow and metrics, including Days Sales Outstanding (DSO). Processes that support DSO are typically time-consuming and inefficient: payments arrive late, often without remittance information and in various ways, making reconciliation difficult. And when reconciliation is laborious, costs add up — quickly. This is why it's essential to understand and optimize your order-to-cash (O2C) process at each stage.



"O2C is one of the most complex general and administrative (G&A) processes, with a base that typically comprises about 1 to 3 percent of revenue."

-McKinsey



Scaling with Technology: The Role of Automation

If your company is in a position to scale, you're working to understand and optimize your O2C processes with your existing team. By now, you've likely realized that scaling your team and processes without sacrificing quality requires intelligent technology solutions like automation. As with many business operations, automation can speed up and increase accuracy at each stage of the O2C process.

Minimizing Friction with the Right Technology

The right technology helps you remove friction from your growing pains, helping your existing team to be more strategic in supporting your company's growth.

When you grow, you need to scale your A/R team to deal with exponentially more customers.

Quickly, your scope increases from hundreds of buyers to thousands. And scaling with your existing team could break your systems and burn out your staff. The key is to scale and benefit by improving quality.

Having a single point of view to show all customer metrics at each stage is vital. Getting a centralized view of your customer and even your customer journey with so many systems involved can be a challenge, though. From customer support to payments to disputes, most struggle to get these data points to work seamlessly together. To bring clarity, businesses often seek out a single tool to enhance just one thing at a time, one stage at a time. But they're missing other pieces. Every action has a consequence, so to scale and sustain (or, preferably, refine) quality, you'll need to gather information from multiple sources and make many enhancements at once.

TreviPay's API-based invoicing and payment solution allows enterprises to develop a business buyer experience that seamlessly integrates purchasing, invoicing and net terms management.



B2B payments are more complicated than B2C payments, thanks to many differing elements and dependent relationships.

Meeting the Complex Demands of B2B Payments

That complexity, though, doesn't mean customers are more forgiving. They're expecting a frictionless and even flawless payment experience from qualification and onboarding to payment collection and reconciliation.

Large buyers typically assign the burden of invoicing to the seller with requirements like directly uploading to the buyer's A/P portal or integrating all invoices into an ERP system. This also puts the burden and cost on your team when they need to manually key in the information or create new integrations.

Building an Integrated Payments Strategy

Managing an effective, technology-driven payments strategy requires understanding payments complexity in transparent and integrated ways. Let's look at each stage of the B2B automated payments flow and explore how automating some components can uncomplicate O2C.

Let's not forget why you're exploring this to begin with — you want to manage risk effectively and deliver a seamless experience. While also making sure to address customers' invoicing and trade credit preferences, purchase order process and ensuring customers can pay invoices according to their preferences.

TreviPay enables clients to optimize their O2C position in multiple territories worldwide. Through a blend of technology, financial solutions and managed services, TreviPay acts as a highly optimized extension of a client's in-house A/R function.

TreviPay enables sellers to sell without the risk of receivables and, in doing so, helps your customers to pay on invoice terms that suit them and their sophisticated A/P processes.

With the right technology solutions, you can streamline your O2C process at each stage.

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"So it may not be a surprise that, with ever-advanced versions of technologies like blockchain, robotic process automation, and generative AI filtering through many corporate functions, a steady wave of digital capabilities appears to be headed toward some of the cruder areas of accounts payable (AP) and accounts receivable (AR) processing."

-Deloitte



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Quick Buyer Qualification and Automated Onboarding

First, you'll need to qualify your prospective B2B buyer and determine if they'll pay according to your agreed-upon terms. Simultaneously, as sellers expand globally, they must adhere to the Anti-Money Laundering Act (AML) and Know Your Customer (KYC) requirements, which vary from country to country.

These onboarding activities can be time-consuming and resource-intensive. Onboarding needs to happen as quickly as possible because delays can damage the customer experience and potentially even lead to them skipping the purchase altogether.

These challenges illustrate the appeal of an automated buyer qualification and onboarding process supported by self-service functionality.

TreviPay uses machine learning technology to automate the onboarding process. Your business buyers are able to start purchasing on terms in minutes rather than days or weeks.

AI can be used to improve customer onboarding processes and create massive efficiencies. For example, German-based company Y wants to purchase components for equipment they produce from France-based company Z. Company Z needs to qualify company Y based on the information they've made available in Germany to ensure they comply with AML and KYC requirements. Using multiple data sources and ML, you can quickly identify fraudulent applicants and low-quality applications.

With an effective onboarding process, you can onboard more buyers, rightsize credit lines for the customer, and expand into other countries to generate higher average order values (AOVs).

For certain credit lines (e.g., those less than \$100,000), TreviPay underwriting can issue an approval in 60 seconds or less.

Machine learning (ML) or artificial intelligence (AI) and automation combined with integrations of data sources make all the difference between onboarding quickly and not making the sale.



[Watch the video to learn more about TreviPay's solution for customer onboarding.](#)

2 Streamlined Omnichannel Purchasing

While B2B payments advances usually follow B2C purchasing developments, the B2B arena's adoption of B2C trends is accelerating. Like their consumer counterparts, B2B buyers increasingly expect an omnichannel experience; they want to buy through their preferred channel or channels (the seller's website, a marketplace, a mobile app, etc.) and use their preferred payment methods (credit card, check, ACH, pay by invoice, etc.) and under their desired terms (net 15, net 30, net 45, etc.).

There are 3 different aspects to ensuring that the omnichannel purchasing process is streamlined for buyers:

- Easy-to-manage profiles allowing individual credit limits within a buyer organization. As an example, a company may have several employees authorized to purchase from a particular seller but have different permissions. One can buy only product X for up to \$100, while another has a limit of \$100K and can buy all products. Buyers are identified on every record on the invoice, making it easy to reconcile and identify purchases.
- Security is a growing concern as fraud continues to grow in all channels. Looking for a payments partner with multi-factor authentication at purchase — both in-store and online can keep fraud low and cash flowing in.
- Transactions submitted into the buyer's ERP system or custom portal don't always pass the rules, resulting in rejected transactions. These exceptions are usually discovered manually and will cause payment delays.

Our research shows that **72% of B2B buyers prefer to pay on their net terms¹**.

Using bots — such as Robotic Process Automation (RPA) to monitor for exception reports and when exceptions occur can streamline the process. The **bots automatically identify exceptions** and then use the information to create tasks in the CRM system for reps to take action on.



[Watch the video to learn more about TreviPay's solution for omnichannel ordering.](#)

3 Invoicing at Point of Purchase

To deliver an efficient and smooth invoicing process for B2B buyers, three critical aspects need to be addressed:

The invoicing format contains purchase order (PO) information and any other data or customized fields buyers require.



Invoices are automatically delivered to the buyer system. Based on a recent case study we conducted on invoicing integrations, automatic delivery diminishes errors and increases spend.



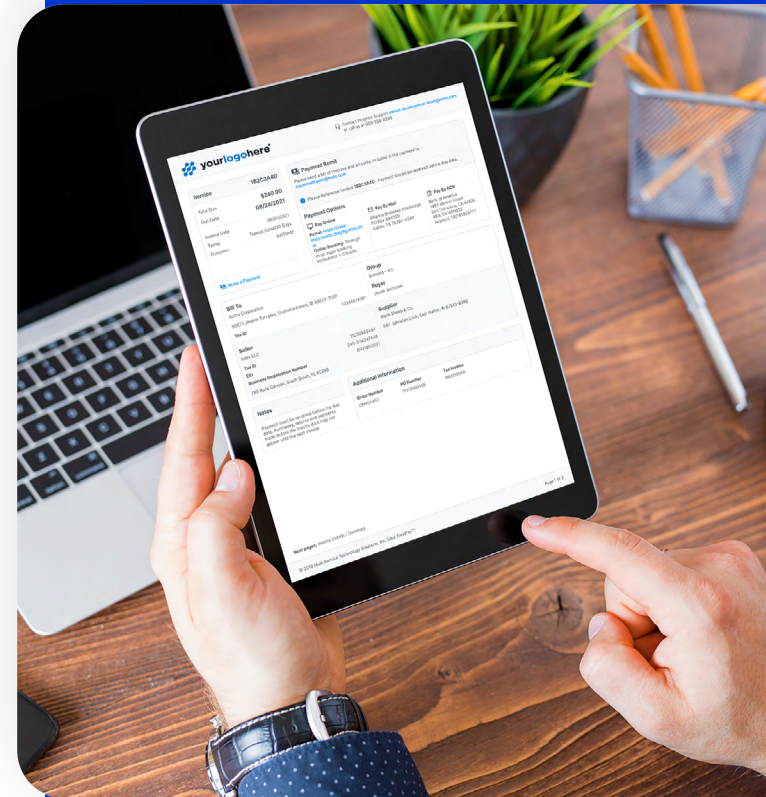
Software that can read remittance files sent to the seller that helps reconcile the payment.



Dealing with multiple invoice formats — from paper to PDF and then attempting to integrate them into a digital system is a manual and error-prone process. AI enables easy integration as it automates the data reading from multiple formats.

ML supports these processes by quickly reconciling invoices with a PO and other metadata so the buyer's A/P department can automatically process the payment without touching it. Without this tech, PO details often don't match submitted transaction details, resulting in costly A/R delays.

TreviPay uses Optical Character Recognition (OCR) software to convert physical paper documents, PDFs and images into an accessible electronic version with text.



A partner with modern APIs can easily integrate well with your ERP systems and support all needed formats — EDI, XML, cXML, PDF, etc. Even better — a partner that can stand them up within weeks!



[Watch the video to learn more about TreviPay's solution for customer invoicing.](#)

4 Guaranteed Seller Settlement, Fast

What would be possible if you could take A/R off the table as a risk and effectively future-proof your business?

During the macro-financial environment changes during the pandemic, we all learned that getting paid on net terms became a struggle. As a result, we saw bad debt rise significantly.

Payment settlement timing is critical. And sometimes, payments that take too long to settle can spark cash flow challenges. Settlement variability and delays can also reduce the accuracy of cash flow forecasts in companies with hefty working capital management capabilities.

Automated payments solution providers that optimize processes to minimize delays and variability help sellers lower DSO. Optimized O2C processes are a reliable way to ensure invoices don't get lost and are always correctly reconciled. However, software automation only provides incremental DSO improvement. TreviPay gives B2B sellers "perfect DSO." When using TreviPay funding, you receive payment for every invoice on the DSO day you select every time. Whether you prefer to be paid in 2 days or 15 days, your DSO remains predictable regardless of buyer payment delays.

TreviPay helps sellers improve DSO with Guaranteed Seller Settlement in as little as 48 hours.



[Watch the video to learn more about TreviPay's solution for seller settlement.](#)

5 Customized Payment Collections and Reconciliation

Dunning and collections, processes often burdened with complexity and many manual steps, is more efficient with TreviPay's highly customized auto-dunning solution. Improving on processes that are complex and often manual, TreviPay combines automation with managed services for a highly customized and optimal payments experience.

This solution intelligently combines data from our billing platforms, customer tiers, days past due, unique branding and various contacts to draft and compile notifications according to the treatment policy. It can also attach a list of outstanding invoices, all automatically pulled and attached by our AI processes.

Previously, capturing or monitoring a buyer's Promise to Pay (P2P) was challenging. However, within our system, you have the power to capture the buyer's P2P. The bots then diligently 'listen' for the payment to clear the P2P. If the P2P doesn't receive payment by the due date, the bot will remove the P2P and resume collection efforts, giving you full control.

Simplifying Cross-Border Payments In Different Currencies

[Expanding to other geographies](#) carries uncertainties with currency and invoicing. Our recent research revealed that having an easy first payment and a consistent purchasing experience were among the top essential factors for business buyers. Buyers will always want to pay their invoices how they want — including in their preferred currency.

For example, some Canadian-based travelers may wish to pay invoices in Canadian Dollars (CAD). TreviPay's solution allows European franchisees to enable foreign exchange, allowing Canadian travelers to purchase from them in CAD instead of having to deal with a separate business account in CAD for payments.



TreviPay operates in **30+ countries and 20+ currencies** and enables transactions when the buyer seeks to be invoiced and pay in a currency different than the currency paid to the merchant. This enhanced trade credit ability strengthens buyer loyalty, which begins at the payment.



[Watch the video to learn more about TreviPay's solution for customer payments.](#)

When sellers can accommodate, even when new to cross-border payments and international invoices, they create loyalty. The right partner will ensure that these preferences are satisfied automatically.

As part of our strategic focus to offer loyalty-building payments experiences, TreviPay's cross-currency transactions technology allows more buyers to select their preferred payment method and currency at checkout.

Payment Application is an Expensive Part of the O2C Process.

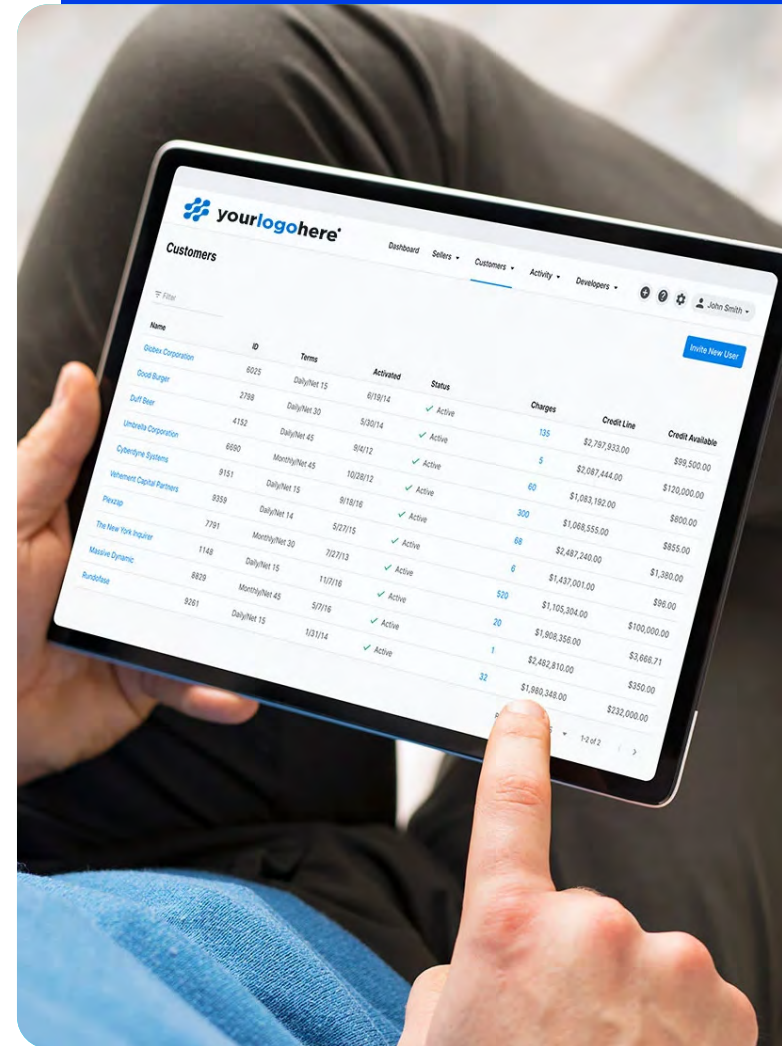
Payment application can be costly because there's a need to apply a payment to a specific invoice. Using AI, you can automatically match the right payments to the right invoices, helping you avoid non-payment risk and reconcile payments faster. With training, AI recognizes a payment from a familiar bank account and knows where to look to apply the payment properly.

Part of the problem with developing and implementing RPA in-house to increase capital, though, is many companies move too slowly. They tread in gradually, using a one-off approach, setting up one at a time. If you do this, prepare for it to take up to several years to get value out of a bot.

Through our research and implementation with our clients, you'd see results faster when you implement at least a handful of bots per year.

Receiving and Consuming Remits in All Formats

Remits are received in TreviPay's CRM system. The bot will send these messages to OCR. Once OCR extracts the necessary data, the matching information is sent to uniPAY for payment matching the invoice and/or line item.



6 Funding: Capital Complexity Considerations

Accounts receivables tie up capital that could otherwise be used to grow your business. TreviPay offers business sellers the flexibility to use their own capital, use TreviPay's, or leverage a bank partner. TreviPay's Financial Partner Gateway allows banks to easily and quickly integrate with the TreviPay platform through a modern set of APIs, giving banks the management control they need while giving sellers and buyers TreviPay's full suite of O2C capabilities. Having options to fund accounts receivables helps you guard against economic uncertainty and reduce the impact of unforeseen downturns.

"Trade credit brings together many aspects from across the organization—the shopping experience, credit risk evaluation, point-of-sale checkout, future payment intake and processing, and the very human experience of customer service."

-Bill Dworsky, a senior manager at Deloitte Consulting LLP.



TreviPay's APIs integrate with multiple banks today and can integrate with your preferred bank.



[Watch the video to learn more about TreviPay's solution for flexible funding.](#)

Investing in O2C Process Improvement Is the Fast-Track to Digital Transformation Success

Since the O2C cycle is complex, digital transformation in this area is worth investing in — particularly when evaluating a third-party provider.

To overcome operational inefficiencies and errors, integration challenges and multiple reconciliation payment points, the O2C processes demand a harmonious solution that ends repetitive, manual tasks prone to human error.

Ready to Uncomplicate Your O2C Processes at Each Stage and get Paid Faster?

TreviPay's cloud platform provides digital onboarding, AML/KYB, flexible financing options and O2C automation using ML and robotics in deliberate ways to reduce errors and enhance your customer experience.

Get in touch with our sales team — we're happy to help you determine when and how to expand and support you in your next steps.

Learn more at www.TreviPay.com

