

Moving Towards Digital Transformation in Accounts Receivable

How Technology Supports Your Business Continuity, Process Improvement, Document and Cost Management



**Credit
Research
Foundation**



Your Speakers



Michael Koehler

Principal Solution Architect

With more than 10 years' experience working in the order-to-cash field, Michael's present and previous roles have given him unique insight into best practices in managing credit, compliance and supplier risks as well as collections operations for businesses of various sizes and industries.

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Daniel Bertaska

Director Solution Architects Americas

Daniel is responsible for Serrala O2C solutions in the Americas. Before joining Serrala, he was the Global Process Owner for O2C at a global pharma company, responsible for centralizing and standardizing the Cash Application process across multiple markets, through the implementation of Serrala's cash application solution.

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Key Facts About Serrala



2,700+

Customers globally, between SAP on-premise, in the cloud, and managed services



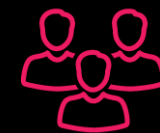
25%

Of Global Fortune 100 companies are our customers



30+

Years of experience with SAP Solutions



700+

People focused on O2C, P2P, Payments, Cash/Treasury Mgmt, and Data/Document Management



13

Offices worldwide (Asia, Europe, North America, Middle East)



Our Functional Solution Expertise

Procure to Pay

- Accts Payable Processing & Mgmt
- Supplier Evaluation
- Supplier Management

Order to Cash

- Credit Management
- Cash Application
- Collections & Disputes
- Risk & Compliance

Payment Management

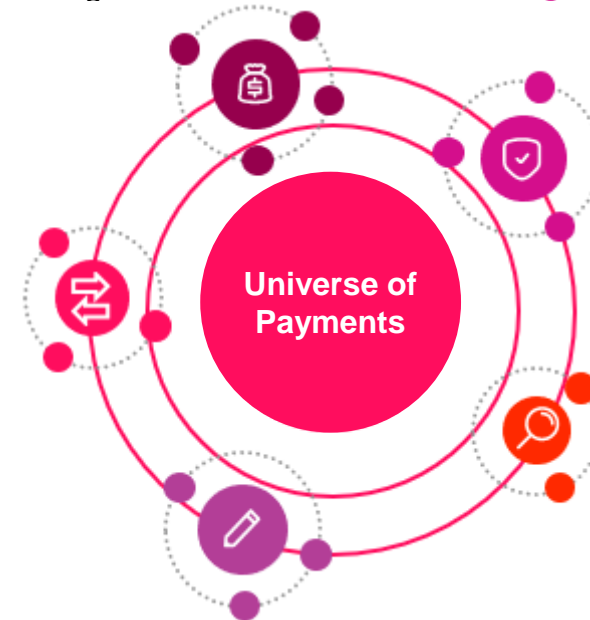
- Payment Processing
- Global Payment Factory
- Connectivity & Formats
- Payment Compliance
- Fraud Detection & Prevention

Data & Document Mgmt

- Archive Service
- Data Volume Management
- Legacy Decommissioning
- Privacy and Compliance
- Audit Readiness

Treasury & Cash Visibility

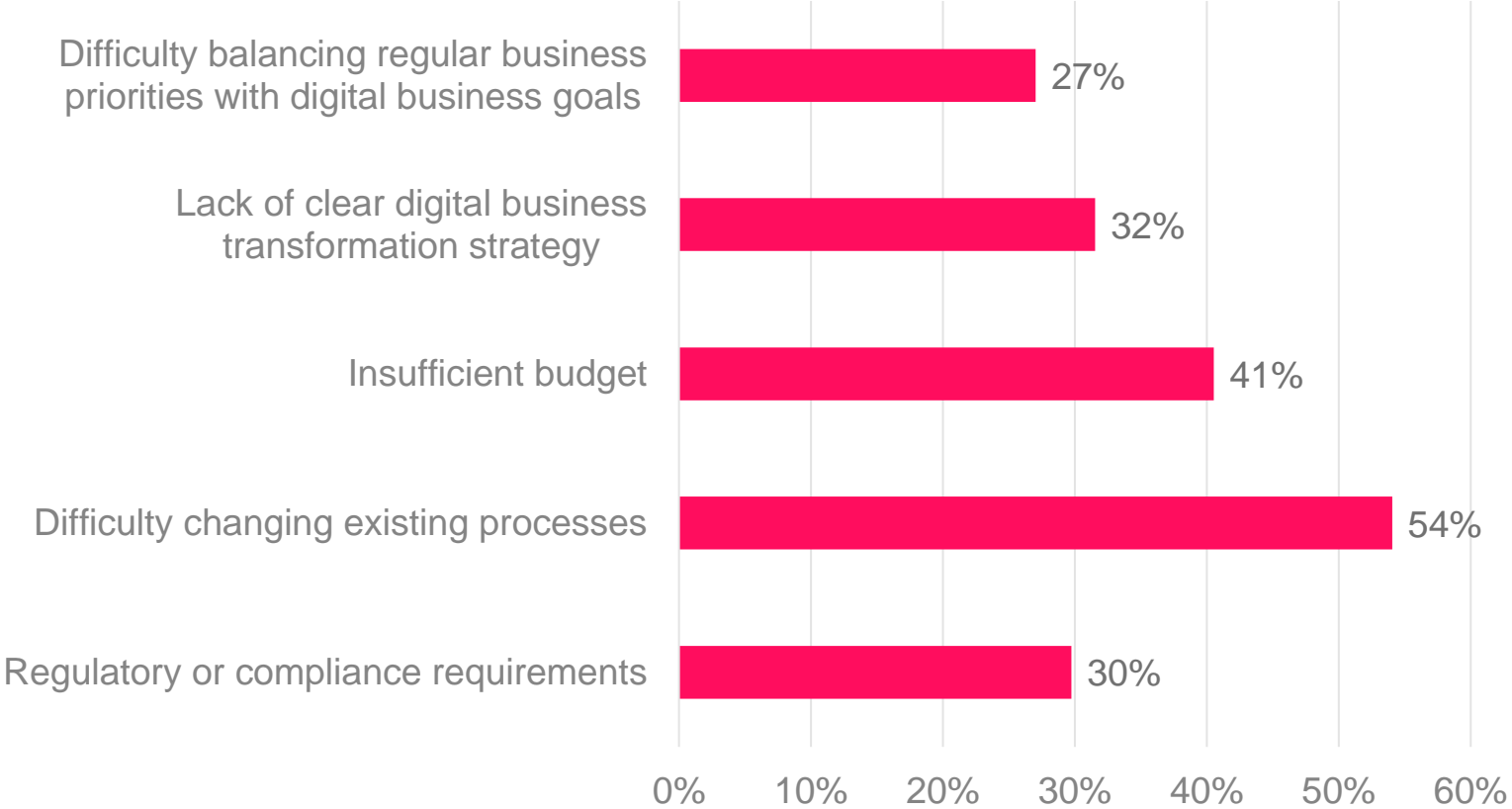
- Cash Management
- Liquidity Planning
- Treasury & Risk Mgmt
- In-House Banking
- Bank Account Mgmt
- Bank Relationship Mgmt



Bringing Clarity to Complexity

Digital transformation challenges: changing processes, budget, lack of strategy

What obstacles do you face with digital transformation?



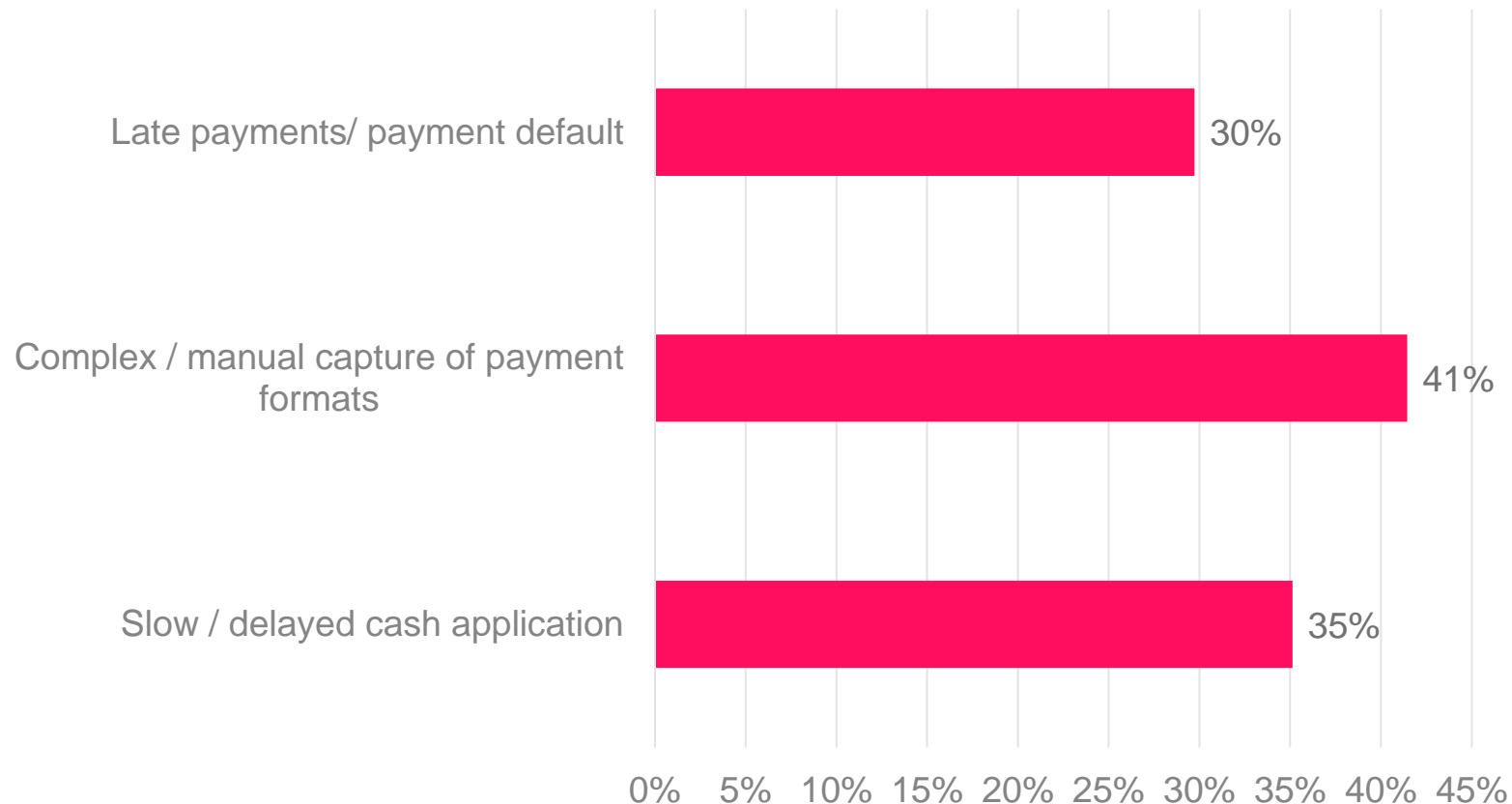
54% have difficulty changing existing processes

41% have insufficient budget

32% lack a clear digital business strategy

AR Challenges: processing complex payment formats & capturing invoices

What are your greatest accounts receivable (AR) challenges?



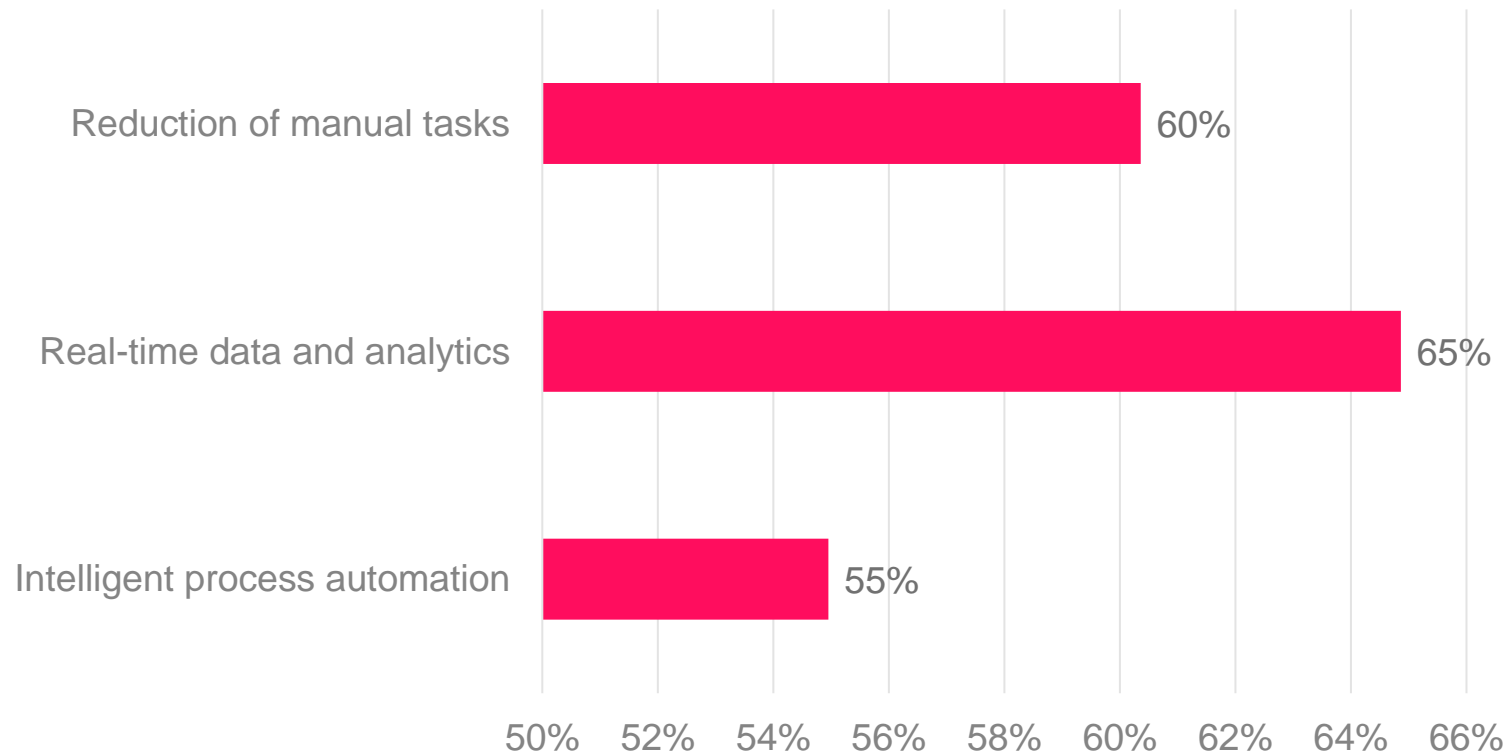
41% are challenged by complex / manual capture of payment formats

35% report slow/delayed cash application

30% reported late payments/payment defaults

Real-time data & reducing manual work are essential for the future of finance

Which capabilities are essential for building a future-proof finance organization?



Top 3 priorities for the future of finance are:

- **66%** Real-time data and analytics
- **60%** Reduction of manual tasks
- **55%** Intelligent Process Automation

Less than **10%** consider outsourcing as essential for the future

Thank you!

To Learn More, Contact Us Today



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