Digital products need digital processes

Digitizing core business processes, like the order-tocash cycle, is critical to seizing market opportunity in the heavy machinery sector.

DIGITAL PRODUCTS

STATE OF THE INDUSTRY

MISSED OPPORTUNITY

OEMs are scrambling to digitize their excavators, cranes and other machinery

Replace fragmented, manual

DIGITIZE INTERNALLY

financial processes with efficient, integrated ones ACHIEVE SCALABILITY

Get the scalability and flexibility

CHANGING REVENUES Rental income now makes up 55% of the construction machinery market

necessary to grasp the opportunity in the market MARGIN RELIEF

Mitigate rising labor costs by

streamlining and automating

biggest challenge, forcing wage costs higher

of the industry*

LABOR SHORTAGE

NEGATIVE THINKING Digitization is seen as a challenge rather than an opportunity by 19%

58% of the industry say it's their

COMPETITIVE ADVANTAGE

financial processes

of the pack to secure competitive advantage

Digitize accounting processes ahead

How to digitize order-to-cash



Digitize by putting credit applications online to improve risk management

and reduce friction between sales and finance. Billtrust helps you process credit applications quickly and automatically,

monitor your whole portfolio and combine internal and external data.



Digitize by letting customers order online to speed up purchasing, improve customer satisfaction and get data right from the start.

Billtrust helps you build your own web store, add your branding and link data across the lifecycle.



Billtrust helps you offer your customers every billing format: print, mail, fax, email, EIPP and even directly into their accounts payable portal.

and compliant.

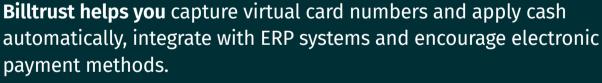
INVOICING

PAYMENTS

Digitizing payments lets you offer credit card payments without prohibitive

costs, reduces labor through automation and means payments are secure

4 **CASH APPLICATION**

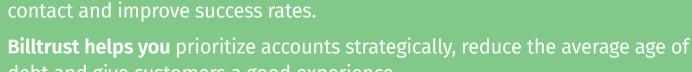


Digitizing cash application improves accuracy and speed of reconciliation,

allowing faster access to cash.

exceptions and post to an ERP system.

Billtrust helps you cut data entry costs, perform smart matching, investigate



debt and give customers a good experience.

approximate customers

that Billtrust serves in

COLLECTIONS

Replacing spreadsheets helps you prioritize accounts, automate customer

100 80%

the North American heavy machinery industry. <u>Learn more ></u>

cash to zero when Thompson Machinery implemented our services. Read the full case study >

and reduced misapplied

automatic match rate achieved

It's critical to digitize the entire order-to-cash cycle as an integrated process. With Billtrust you will get the scalability you need, mitigate rising cost and secure competitive advantage.

