

# Order to Cash in Global Shared Service Centers (SSC)



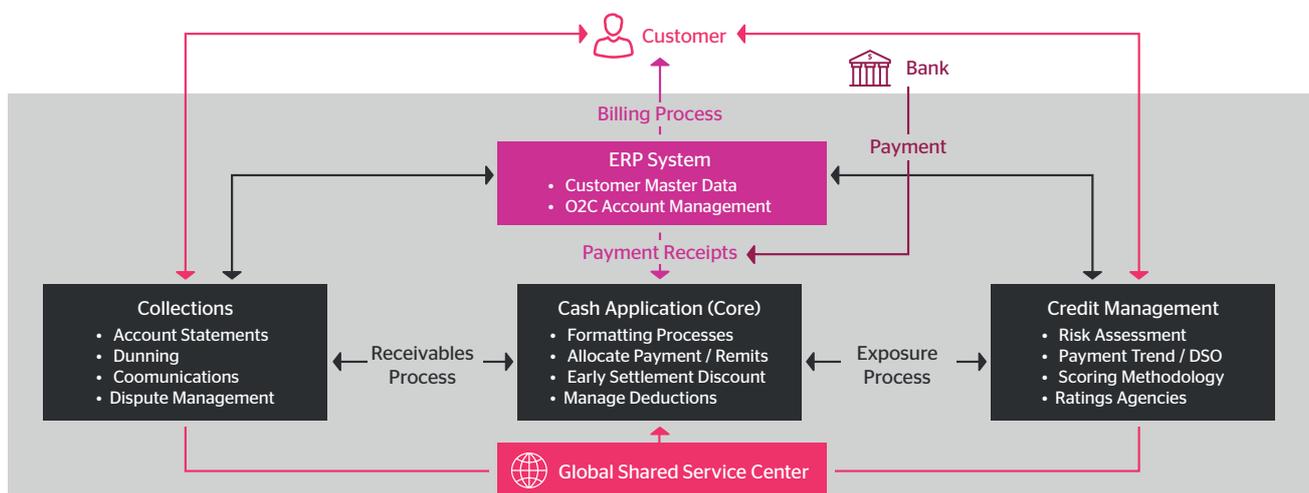
## Optimizing Global Inbound Payments with Intelligent Automation

For global companies, there is no alternative to centralization in finance. Especially in order to cash (O2C), data needs to be accessible throughout the organization to ensure portfolio and cash visibility, financing, reporting and accurate decision-making. The global shared services (SSC) model has proven to be a highly effective approach for concentrating essential and high-volume activities in centralized business units. Intelligent automation (IA) is the technological enabler, to drive efficiency, transparency and security throughout global shared services.

O2C typically involves many manual tasks that are often also very diversified and fragmented across regions and entities. Many of these manual tasks are repetitive and tend to be predictable, rule-based and simple, while others are more complex and nuanced. Bundling processes in global SSC is a first step to harmonize them. Applying technology to automate processes to highest levels is the next logical step to drive significant efficiency gains. Intelligent Automation (IA) tackles the automation of routine tasks using rule-based logic, promising to deliver powerful, intuitive, intelligent and truly business-focused processes. IA has the potential to realize real straight-through processing (STP) – replacing costly, error-prone activities and insecure manual workflows with efficient and robust automated processes on a never before seen scale.

### Benefits of Intelligent Automation in SSC

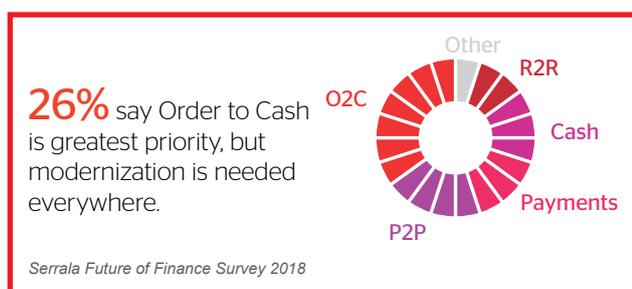
- Standardize and harmonize processes
- Lower processing costs
- Increase straight-through processing (STP) rates
- Enable 24/7/365 operations
- Scale to handle increased transaction volumes
- Automatically detect exceptions
- Efficiently onboard new businesses into the SSC



## Digital Order to Cash - powered by Intelligent Automation

Benefits of IA supported inbound payment processing include:

- Integration with e-billing and e-invoicing functions
- More efficient payment funding, debt management and improved investment opportunities through integrated cash application and collections
- The supporting database facilitates greater analytical and reporting facilities
- Intelligent and self-learning technology enables automated processes for cash application, collections, deductions and disputes as well as credit management
- Interfaces enable the direct retrieval of data from credit rating agencies, credit insurers and compliance list providers
- Improved cash flows through more efficient processing of customer billing and remittance transactions
- Operating cash is delivered to the business faster with minimal bad debt write-offs
- Improvement of KPIs (DSO, cycle times, staffing, and receivables aging)



## Case Study: Cash Applied Before Breakfast at ABB

One of the leading international technology companies, ABB centralized and harmonized their cash application processing using Serrala FS<sup>2</sup> AutoBank in their shared service centers. The company wanted to increase transparency of its company-wide cash and reduce local costs. Some of the key improvements ABB achieved:

- Increased automation rates, in some countries from 40% to 90%
- No more maintenance of Excel spreadsheets for follow up of open items
- No more printing of bank statements, receipts, postings
- Reporting by push of a button instead of manual maintaining of Excel spreadsheets
- Enhanced post-processing

With this successful project, ABB has won a highly commended Corporate Recognition Award for Working Capital Management of the TMI Award 2018 for Innovation & Excellence.

### Project Metrics at a Glance



**Countries:**  
Belgium, Netherlands, Luxembourg, Spain, Portugal, Finland, Estonia, Latvia, Lithuania, Canada, Singapore, Malaysia, New Zealand, Vietnam, Philippines



**Company Codes:**  
Approximately 20



**Bank Accounts:**  
Approximately 80



**Number of items per day:**  
Approximately 1,300

### Interested?

**Would you like to find out more about Order to Cash in Global Shared Services? Make an appointment with us today to discover the advantages it offers! [contact@serrala.com](mailto:contact@serrala.com)**

### Serrala – Bringing Clarity to Complexity

**Serrala is a global B2B fintech software company. We optimize the Universe of Payments for organizations that seek efficient cash visibility and secure financial**

**processes. As an SAP Partner, Serrala supports over 2,500 companies worldwide with advanced technology, intelligent automation and personalized consulting. Our comprehensive end-to-end portfolio automates inbound and outbound payment processes as well as the management of related data and documents. With offices in Europe, North America, Asia and the Middle East and over 600 employees, we are proud to be a trusted solution provider to customers of all sizes and in all industries.**