



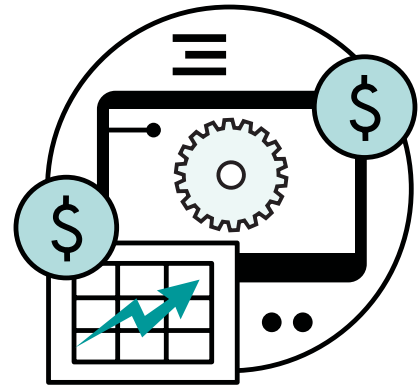
# The Key to Driving Business Growth.

An easier, better, and faster way to take your business to the next level in the digital world.

eGuide



# Growing Your Business in the Digital World.



When it comes to managing your cash flow, your customers are setting the pace. Amazon and mobile apps like Venmo have made it easier than ever to make and receive payments. As a business, you need the right financial tools to cash in on the action.

Instead of having multiple systems to handle different aspects of your financial transactions, wouldn't it be easier to have one system? While there are several separate solutions you can use, the key is finding an all-in-one fintech solution to meet all of your needs.

Specifically, one integrated, innovative financial system that accepts different ways to pay, automates back-office processes, and gives data-driven insights for better business decision making.

That's why we created this eGuide. So you know how using one robust financial platform can help you accelerate business growth.

## What's Inside.

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# Adapting to Customer Expectations.

With so many apps and digital tools at their disposal, your customers have come to rely on them to streamline their daily lives. So much so that they expect the same seamless and easy experience when they do business with you. If you're not offering electronic payment options, then you're falling behind.

In 2019, the global digital payment market was valued at **\$3,885.57 billion**, and it's expected to reach **\$8,686.68 billion by 2025**.<sup>1</sup> Tapping into this market requires you to provide a seamless customer experience, starting with how they pay you.

From the beginning of their search to the moment they hit submit on the check-out page, your customers determine if they will continue doing business with you based on their experience.

While B2C and retail have been able to deliver on that front with payment options like email, text, online, and more, B2B has been slow to catch up. And the payment gap between B2B and B2C is starting to take its toll.

In a study by Mastercard, the majority of respondents reported being **unsatisfied with paper checks, preferring ACH and credit cards** due to ease of use and convenience.<sup>2</sup>

For customers, the process of cutting a check, sending it to the bank, and waiting for it to clear and deposit cost time and resources that could be put to better use. Not to mention the cost associated with the process, about **\$4 to \$20 per transaction**.

## Customers Top Favorite Ways to Pay.



Mobile Device



Computer



Apps



Voice

Source: Visa and Pymnts.com, 2018

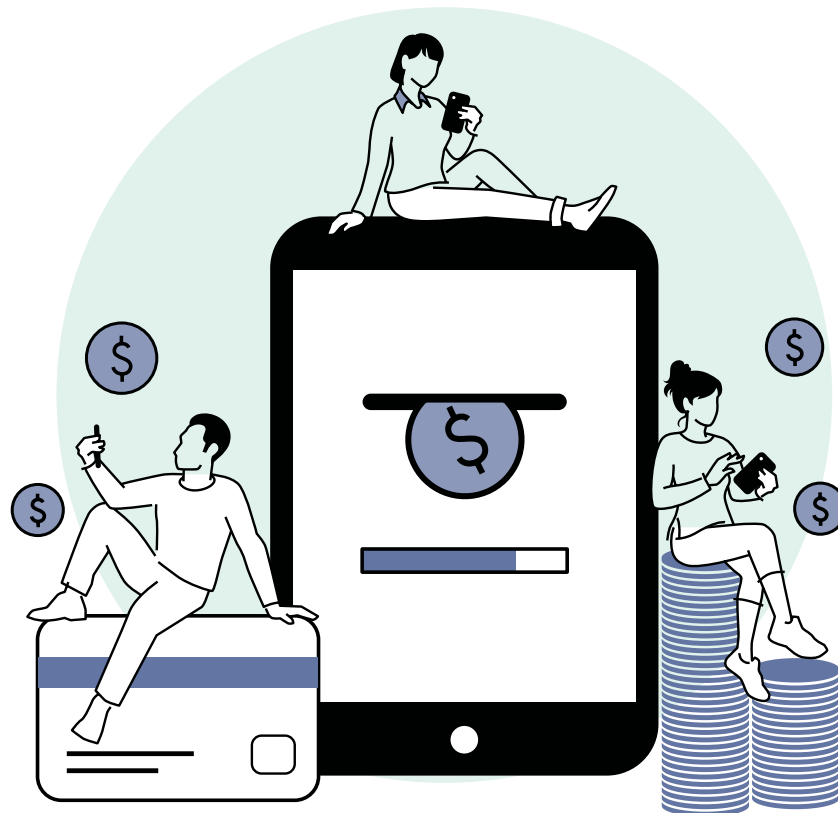
It's not just bad for customers, it's also bad for business as the same process can cost a company **\$31 per transaction to accept the funds**. No wonder **37% of businesses are looking to use electronic payments** in the future. Not only is the processing cost per payment \$22 less than a paper check, but because it's digital and simple, you can gain faster access to your funds.

Solutions like MerchantE are beneficial for your customers and they're also good for you. Features like automatic billing help you get paid faster while reducing days sales outstanding (DSO). MerchantE Invoice, for example, makes paying easy with a click of a

button. Integrations with online e-commerce platforms and the ability to accept payments on the go or mobile apps let you maximize the way you receive funds, without the headache typical of traditional payments.

By providing your customers with more ways to pay, you increase customer loyalty, enhance sales, and acquire more new customers. And by removing friction, your customers are more likely to refer new business. A win for everyone.

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1. MarketWatch, "Global Digital Payments Market 2020-2025," Feb 2020
  2. Mastercard, "The B2B Payments Tipping Point," Sep 2018



# It Starts With Your People.

Studies show companies that excel in customer experience have employees that are **1.5 times more engaged than employees** at companies with less satisfactory customer experiences.<sup>3</sup> Additionally, companies with highly engaged employees **outperform their competitors by 147%**.

A key to keeping your team more engaged and productive is to automate the tedious back office functions that go into processing payments so they can focus on their purpose—helping customers.

Automating functions like accounts payable cuts down on time spent generating invoices and sending them via snail mail to your customers. It also reduces processing time and human errors, improving the customer experience.

Tools like automatic billing, for example, streamline the process of sending out invoices. Simply program the system to send out invoices at the end of a project or on specific billing cycles. You can even send them out in batches if need be.

And when it comes to reconciling transactions, a robust financial system makes it a breeze.

By automating the process, your team can clear transactions faster, increasing cash flow and diminishing DSO.



With less time spent bogged down in manual entry and sifting through multiple spreadsheets, employees are more engaged and productive. Not only does automating key processes foster a better company culture, it also increases employee satisfaction and can help in recruiting new talent.

Randstad, an employment and recruitment company, conducted a study that showed **technology played a significant role in a candidate's decision to work for you.**<sup>4</sup>

Outside of the technology you use, your vendor partnerships are also a determining factor. Most sales professionals have a preferred CRM they would rather use, while financial professionals usually have their own preferences for ERP or accounting tools.

Beyond providing better work experiences, a robust financial tool can make you a more attractive employer by redefining payroll and HR functions. Why adhere to a biweekly payment cadence when you can pay employees as you go?

A tool like EmployeePlus Payouts<sup>SM</sup> makes paying gig workers and service workers easy. No need to manually compute the time reported or deal with data entry errors.

Automation takes care of the process, calculating the time and appropriate taxes

instantly and immediately paying employees once HR reviews and click submit.

For corporate employees, services like Pre-Imbursements<sup>SM</sup> remove the stress from submitting expense reports. Spending limits for employees and vendors can be pre-approved in the system to automatically reimburse their bank accounts once an expense is submitted.

When you automate and streamline the back of the house, you can focus on delivering better customer experiences, positively impacting the bottom line.

3. Forbes, "50 Stats That Prove the Value of Customer Experience," Sep 2019
4. Cision, "Randstad US Research Reveals the Digitally Driven DNA of Job Satisfaction," Jan 2018
5. Forbes, "Why Employee Engagement," Sep 2012

## Benefits of Automating Back Office Functions.



Improved Cash Flow



Increased Productivity



Increased Efficiency



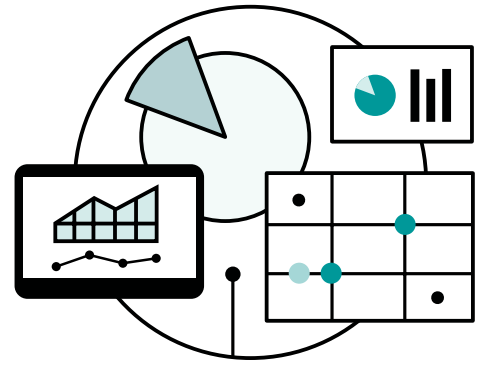
Clearer Insights



Stronger Customer Relationships

Source: Mastercard, 2018

# Data + Insights = Better Cash Flow Visibility.



If you don't know how your money is moving—coming in and going out—then knowing if your business is performing well is a lot like shaking a Magic 8 ball and hoping that the answer is “yes.”

Wouldn't it be better to invest in a system that will give you the data you need to forecast business growth by 38% YOY?

Because electronic payments produce a lot of data, a financial platform that collects it all for you in one place while integrating with your ERP benefits you. Extracting insights via analytics and a powerful dashboard makes it easier to make more informed business decisions that fuel growth.

Decisions like creating a new product or service that will help make your customers' lives easier becomes a no-brainer when you can see the future impact on your cash flow. The same is true when deciding to sunset products or services that are waning in popularity and profitability.

And in the case where your data is predicting that your finances will be a bit tight, you can use the same financial tool to request additional funds. A handy feature for when you need that extra stretch or help covering an unexpected expense. Services like Same Day Funding and Pre-Funding, which are invite only, help you gain access to funds within two hours of your request.





As your cash flow becomes more predictable, you're better equipped to navigate and pivot your strategy with ease. The business environment is always evolving, making it hard to keep up.

There are always new regulations, compliance, and security measures that can impact your finances. Finding a tool that has these considerations built in can be a huge relief.

When you use a full suite of financial services like MerchantE, you can automate your financial processes to deliver customer experiences that drive ROI.

Making decisions becomes easier because all the data is right at your fingertips, so there's no second guessing. Plus, you'll enjoy the added bonus to your bottom line as your workforce becomes more efficient and more productive.

## Qualities of a Great Financial Partner.



Innovative Product Roadmap



Full-Suite of Financial Services



Developer Friendly



Dependable Customer Service





# Moving Forward.

There's no shortage of financial tools that you can use. But managing one system helps to simplify the way you run your business. After all, why use multiple tools and spend unnecessary time and money implementing them when you can accomplish more using a single system?

Taking this approach will put you in the driver's seat when it comes to gaining control of your cash flow. The results are greater visibility, lower costs, and faster access to your funds. As you look for a financial provider that can help you do it all, make sure that they also take security, compliance, and regulations seriously, which is a must for any business.

At MerchantE, we've leveraged our 20 years of fintech experience to develop a full suite of innovative financial services for businesses like yours. We integrate with leading technology providers, like NetSuite and Magento, to help companies unlock their full potential to accelerate growth—quickly, securely, and transparently.

**Interested in learning more about MerchantE?  
Get in contact with one of our specialists to explore the possibilities.**

Let's Grow Together



## MERCHANT<sup>SM</sup>E

MerchantE provides a financial technology platform that drives digital commerce and supports the money management needs of growing businesses. Our customers gain a competitive advantage with our services to revolutionize the way they bring money in, move money out, and make money decisions. We help our partners by offering tools and revenue streams to integrate, self-brand, refer, or resell our products and services. MerchantE has 300+ employees and is located at 1150 Sanctuary Parkway, Suite 300, Alpharetta, Georgia 30009. For more information please visit [www.MerchantE.com](http://www.MerchantE.com).