



# The Ultimate Payables Survival Guide



**The definitive guide to surviving a payables nightmare. This is the manual for aspiring finance leaders who understand the pain of payables and want insights and tactics on how to best cure it.**

## Table of Contents

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Chapter 1: The Untamed Wilderness of Finance ▶

Chapter 2: Forging a Payables Path ▶

Chapter 3: Strategizing Your Next Move ▶

Chapter 4: Automation—The Ultimate Survival Tool ▶

Chapter 5: Real-Life Payables Survivalists ▶

# Chapter 1

## The Untamed Wilderness of Finance



# The Untamed Wilderness of Finance

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Today, the finance function has **more responsibilities** than ever.

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In high-performing, digital companies, every operation is inexplicably tied to investment versus reward. To survive the uncharted road ahead, modern, forward-thinking businesses have to future-proof their organization for success.

# Chapter 2

## Forging a Payables Path



# Forging a Payables Path

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According to the Institute of Finance & Management, accounts payables is the number one most time-consuming function in finance.



Payables is a **cost center**, money goes out but rarely comes in



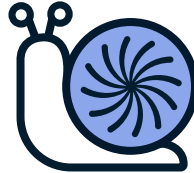
Payables is fueled by **labor-intensive** tasks



Payables is ripe for inefficient processes that lead to **costly errors**, both financially and legally



Payables is riddled with manual operations that may expose your company to **fraud**



Payables strains partner relationships with inefficient onboarding that delays payments

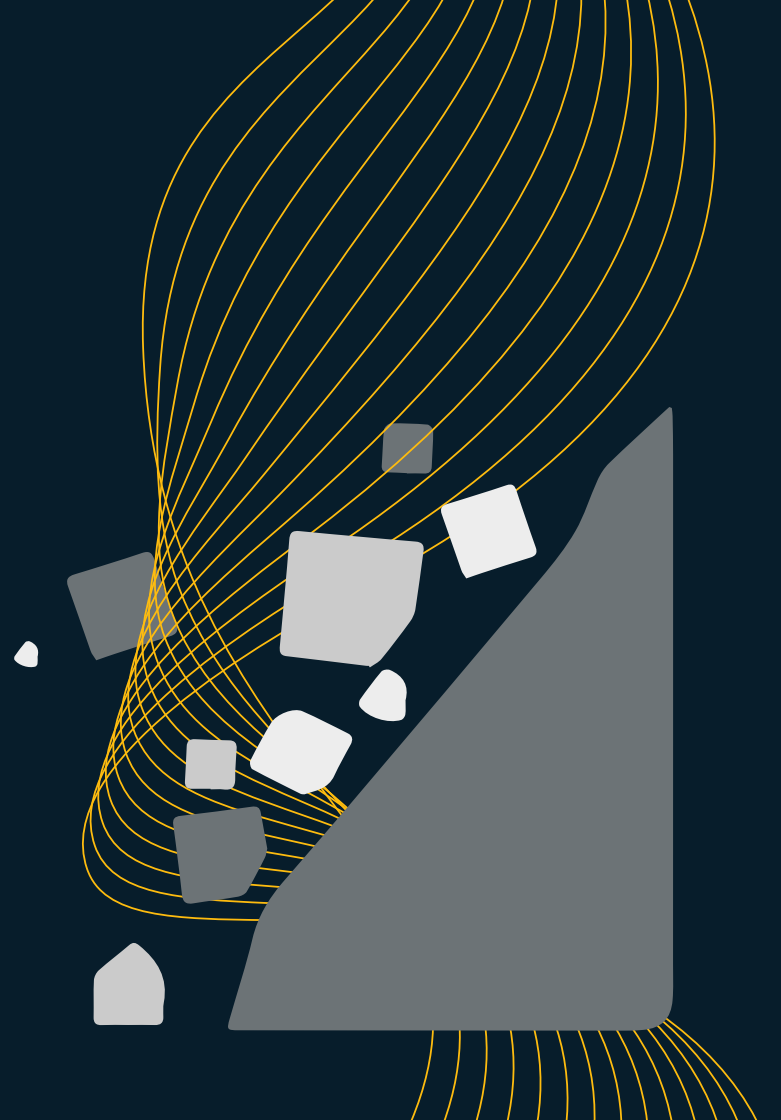
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The finance team protects your company's cash—so why is payables always the business function that is neglected?

# Warning

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Payables has a bad reputation, so how can you change your organization's perception? Elevate the prestige of the function by highlighting the real value of payables—gaining total control over chaotic, manual operations and scaling your business for growth.



# Chapter 3

## Strategizing Your Next Move

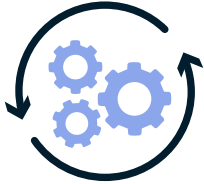




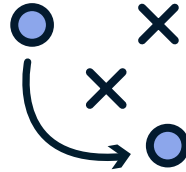
# Strategizing Your Next Move

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Modern companies have successfully paved the way for transitioning their financial team from administrative processors to strategic business partners. Their method? Creating processes and workflows that streamline the payables process, with a hyper-focus on these key functionalities:



Functionality #1  
**Improve efficiencies**



Functionality #4  
**Improve payment strategy**



Functionality #2  
**Reduce costs**



Functionality #5  
**Convert currency without the complications**



Functionality #3  
**Ensure compliance with laws & regulations**



# Strategizing Your Next Move (CONTINUED)

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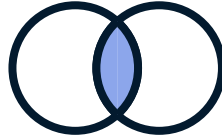
Functionality #6  
**Protect against fraud and financial control risks**



Functionality #9  
**Gain control & visibility over corporate spend**



Functionality #7  
**Pay partners on time**



Functionality #10  
**Integrate with Performance Marketing Systems**



Functionality #8  
**Positively improve the bottom line**

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Implementing a new payables workflow is an intimidating task—*your operations have always been done this way!* But with executive buy-in, clear and documented processes, and the right technology in place, you'll find that the **reward** far outweighs the **risk**.

# Be aware

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Not paying a partner can have detrimental effects—a delay in payments directly puts the customer experience at risk. Late payments can also cause partner attrition and ruin the reputation of your network.



# Chapter 4

Automation—  
The Ultimate  
Survival Tool



# Automation—The Ultimate Survival Tool

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**80%** of  
your payables  
workload can be  
reduced by automation.

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*Those laborious, manual tasks?*  
Gone.

*Costly errors and increased  
fraud exposure?*  
Eliminated.

With automation, your finance team gains critical real-time insight into the payables process. Cloud-based systems let executives and managers access financial reports at any time, anywhere.

Plus, partners gain visibility into their payment status and history on demand.

With automation, your finance team is spending less time processing and more time strategizing—they can now tackle higher-value initiatives.



# Don't Forget to FUSE

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Evaluate potential technology partners using the FUSE method, and find the right solution for your business:

**F**

## Features

End-to-end, seamless financial workflow

**U**

## Usability

High partner-retention & satisfaction

**S**

## Scalability

A solution that will grow with the business

**E**

## ERP Integration

Robust integration with existing or planned ERP

# Chapter 5

Real-Life Accounts  
Payable Survivalists



# Pubmatic

## Survival Scenario | Digital Advertising Technology

■ PubMatic

The sell-side platform of choice for agencies & advertisers

### Danger Signs

- ✧ Rapid, global growth
- ✧ Multiple currencies managed
- ✧ Increasing publisher count
- ✧ Bi-monthly payments schedule

### Survivalist Bonus

- ✧ Mass payments to multiple countries
- ✧ Robust integration with ERP, NetSuite
- ✧ Self-service supplier management portal
- ✧ Increased fraud prevention



**3-minute** payables  
processing time achieved





# Survival Tip

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Decrease operational workload while rapidly expanding your partner base.



# Tapjoy

## Survival Scenario | Mobile Advertising & App Monetization

Tapjoy

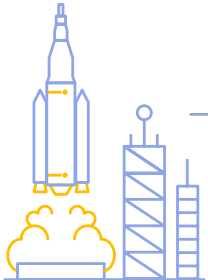
Enabling the world's most popular mobile games and apps

### Danger Signs

- ✦ Rapid, international expansion
- ✦ Multiple countries serviced
- ✦ Increasing app count
- ✦ Increasing global users

### Survivalist Bonus

- ✦ Implemented multiple payment methods and currencies
- ✦ Improved time spent on reconciliation
- ✦ Increased tax and regulatory compliance capabilities
- ✦ Built greater loyalty & satisfaction with publisher partners



**50% decrease** in payment management workload



# Survival Tip

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Prioritizing timely and accurate payments is a critical way to improve partner retention.



# SmartShoot

## Survival Scenario | Online Marketplace

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SmartShoot 

Delivering on-demand, high-quality  
photos and videos for brands

### Danger Signs

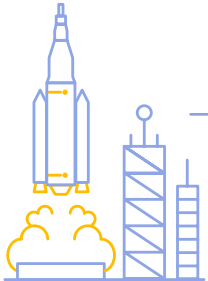
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- ✦ Rapid, international growth
- ✦ Increasing payments
- ✦ Increasing global partners
- ✦ Inefficient partner onboarding

### Survivalist Bonus

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- ✦ Automated the entire payments process
- ✦ Freed up finance to lead strategic corporate development
- ✦ Eliminated US and global tax penalty risks
- ✦ Improved onboarding for a vast network of partners



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**24 days** of payables work  
saved each year

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# Survival Tip

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Be as lean as possible and automate everything that slows down operations.



# The Payables Survival Guide Checklist

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On the treacherous journey to a streamlined payables process, what are the danger signs you should be looking for?



## Global Payments

you're paying in multiple countries and currencies & need to maintain regional bank accounts solely for payouts



## Multi-Entity

you're managing across several subsidiaries



## Procurement

you have no control or visibility into company-wide spend



## Invoice Workflow

your current management process is manual or has limited capabilities



## Financial Controls

your current controls don't address role permissions, fraud, or regulatory screening in an audit-proof way



## Tax & Regulatory Compliance

you're manually collecting tax identity forms and validation for IRS and VAT compliance



## Partner Onboarding

you're managing banking and payment data collection and maintenance, not your partners



## Reconciliation & Reporting

your financial reporting process takes weeks and is error-prone



# Powering payables, today and tomorrow

Tipalti's fully-brandable global mass payables automation solution for performance-based business models minimizes manual effort, maximizes self-service, and dramatically increases scalability and auditability.

**SCHEDULE A FREE DEMO**

## Contact Us

[tipalti.com](https://tipalti.com)

© Tipalti

1810 Gateway Dr., Suite 300  
San Mateo, CA 94404 USA  
[contact@tipalti.com](mailto:contact@tipalti.com)

1055 West Georgia Street  
4th floor  
Vancouver BC V6E 3P3

Mappin House  
4 Winsley Street  
Fitzrovia, London  
W1W 8HF

Kibbutz Gilil Yam  
4690500, Israel

