



Increasing Cash Velocity with Paystand's NetSuite Integration: the Antidote to Software Companies' Inflation Woes



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Businesses of all sizes are facing precarious times in an unfamiliar environment rife with inflation, business slowdown, and a lack of predictability. As the financial waves continue to rock our boats, this uncertainty is making it increasingly difficult for AR professionals to predict customer demand, revenue, inbound payments, cash flow, and profit margins.

Software companies have seen their private and public valuations cut by 40-80% as funding dries up, but operationally, their customers and revenue and payment needs are still growing. Paystand has found that software companies are especially interested in automating collections and putting their subscription revenue on auto-pilot and fixed-fee subscription-based models, which will decrease AR costs as revenue increases.

As finance teams hunker down to weather the storm, the question of how to mitigate reduced cash flow by increasing their cash velocity is top of mind.

Early access to cash is key to the survival of the enterprise. Unfortunately, many industries and buyers are known to be slow to pay, DSO feels unnecessarily lengthy, and businesses lack the tools necessary to speed up their time to cash. To put it bluntly, many AR departments feel they are officially “at the mercy” of payers and have little-to-no recourse in accelerating their payments to improve cash flow.



Just what the doctor ordered:

There's a solution to your inflation woes. Paystand offers modern, blockchain-enabled B2B payment technology that enables you to increase your cash velocity, speed up time to cash, eliminate unnecessary transaction and processing fees, and put your accounts receivable on auto-pilot.

Before jumping into the nitty-gritty, however, let's first cover some basics:

CASH VELOCITY = THE SPEED AT WHICH A BUSINESS TAKES IN MONEY

Cash velocity is calculated as cash flow divided by time. E.g., a company that has a positive cash flow of \$12,000,000 in a 12-month period, has an average cash velocity of:

- \$1,000,000/month, or
- \$4,000,000/quarter, or
- \$12,000,000/year.

Finance leaders everywhere can attest to the importance of cash velocity. Since your cash velocity helps your business plan for the future by providing reliable information about the speed with which future cash will arrive, understanding and increasing cash flow velocity allows you to set realistic goals and grow your business in a sustainable manner.

In this guide...

You'll learn actionable ways Paystand can increase your cash flow, reduce AR costs and tasks, and decrease DSO by 80% — all within your NetSuite dashboard to make your entire end-to-end cash cycle a breeze.

Everyone from AR clerks to VP's of finance are feeling the pressure to collect revenue faster while simultaneously reducing the cost of collecting revenue. Software companies, especially are facing higher invoicing and payments volume and unable to add more AR staff to handle the growth. Furthermore, many software companies are heavily dependent on either paper check or credit card payments that either slow or incur high



interchange fees as they grow. AR leaders are in desperate need of proven solutions that reduce the cost of revenue and fix the cost of AR operations while delivering a fast and measurable ROI, not just the promise of one.

Rising AR costs got you down? Paystand has the solution:

Paystand is on a mission to create a more open, equitable, and profitable financial system — starting with B2B payments. With our automated payments for NetSuite, we help our customers increase their cash velocity by putting their AR and payments on auto-pilot, significantly decreasing labor-intensive manual reconciliation and processing costs.

Paystand exists to:

- **Speed up** time to cash and end-to-end cycle time by up to 80%
- **Automate** and put billing, payments, and reconciliation on auto-pilot, reducing labor costs of AR by 50%
- **Eliminate** or reduce credit card processing fees
- **Scale-up** to manage 2X the billing and payments volume — without adding additional AR staff

Our solution speeds up your time-to-cash by 20-80%, reduces manual intervention by 50%, eliminates credit card fees, and scales up to handle double the invoice and payment volumes with ease. Paystand offers businesses fast, efficient, and profitable blockchain-enabled



payments, enabling companies to scale their revenue and business without their fees and AR tasks scaling along with them.

How do we deliver increased cash velocity, decreased DSO, and a headache-free accounts receivable process?

Paystand believes that financial institutions have locked their customers into restrictive, expensive processes to collect and track revenue for far too long. These inefficient legacy operations result in time-consuming, expensive manual processes that cut into your bottom-line.

Our automated B2B payments network speeds up time-to-cash up to 80%, reduces manual intervention by 50%, eliminates credit card fees, and scales up to handle up to double the invoice and payment volumes.

We've made it our mission to provide businesses with fast, efficient, and profitable payments. Finance teams partner with Paystand because our subscription-based model guarantees predictable operating expenses (OpEx) and a lower per payment transaction cost as their company grows.

How Paystand increases your cash velocity with ease:

Three words:

1. Speed up
2. Automate
3. Eliminate
4. Scale-up

Speed up your time to cash and end-to-end cycle time for paper checks and credit cards, resulting in 20-80% faster DSO by:

Reducing the end-to-end cash cycle for paper checks via [Paystand's Smart Lockbox](#):

Designed to enable you to process, deposit, and reconcile your paper check payments automatically and encourage payers to move to digital alternatives. We move incoming paper checks to a digital workflow, significantly increasing your financial control and transparency and allowing you to receive payments faster. Plus, automated reconciliation and cash application allows you to scale with less friction, manpower, and overhead.

Quickly win business with Advance Deposits for Quotes & Estimates:

Our industry-leading Advance Deposits for Quotes & Estimates feature allows you to quickly secure customer commitments, unlocking working capital and efficiency by significantly increasing your cash velocity. Previously, AR teams using Quotes & Estimates (Q&E) could not accept advance payments from prospects at the early Q&E stage of the sales cycle. However, with our new Advance Deposits feature, AR teams can configure a minimum deposit and accept advance payment. Plus, upon payment receipt, the Q&E is instantly converted to a Sales Order.

Simplify the payer experience:

Paystand offers multiple features designed to simplify the payer (and payee experience). With our embedded payment links, you can send customers a payment request from NetSuite via email or an automated email workflow. With Paystand, you can quickly and easily send an invoice with an embedded payment link within the email, with the “Pay Now” button carrying over the Merchant bank information, streamlining both invoice workflows and individual invoices.

Simplify the payment process even further with minimal clicks using our [Fund-on-File Tokens for B2B payments](#). Say goodbye to scheduling calls to take payments over the phone and follow-up emails, because our auto token reuse functionality allows payments to be a single click for your customers by building “Pay Now” or “One-Click”

buttons using our Funds on File tokens and an API call. Cost-effective and customer-centric, our Fund on File system enables users to securely authorize, charge, and re-use a customers' payment method without accessing their private information directly, severely reducing your risk of fraud. Tokens (secure references to stored Funds on File) allow platforms to save payment methods for their users without storing sensitive information. Using tokens, safely reference Funds on File via our dashboard or our API.

Minimize loss due to errors and fraud:

By auto-verifying bank accounts, good funds, and transaction accuracy, [Paystand's Assurety Blockchain](#) allows you to take and make payments with ease, knowing that your and your customer's private information is safeguarded from unauthorized access and bad actors.

Shift payment mix towards zero fee formats by utilizing tools like Payer incentives:

Our Payer Incentives model enables you to promote your preferred payment options among your customers. Zero-fee, or feeless, payments are free for your customer and are typically used for ACH and bank-to-bank payments. While the company absorbs these fees, they are significantly less than credit card processing fees, which only continue to rise.

Paystand has pioneered feeless B2B payments through our Payments-as-a-Service (PaaS) model, Payer Incentives Module, and the Paystand Bank Network. We built our business on how payments should be, not how they've always been. Everything we do is about creating capital efficiency for your business and delivering a frictionless payment experience to your customers, and our Fees & Incentives Model supercharges your cash velocity — with minimal manual effort.

Automate and put payments and reconciliation on auto-pilot, resulting in 50% lower AR staff costs:

Automation is king when it comes to increasing your cash velocity, something we at Paystand know acutely. **Automation** and **digitization** are kind of our whole thing. Our integrated payments platform purpose-built for NetSuite allows you to:

- Send payers automated payment reminders
- Put recurring payments on auto-pay, so AR staff only have to handle rare exceptions
- Leverage automation and blockchain technology to free up staff from time-consuming manual activities, so they can focus their energy on more high-level, strategic tasks like revenue recognition and capturing new business.

...but that's just the tip of the automation iceberg!
Paystand automatically performs the cash application for each payment, automatically uploading deposit reports

when funds are sent to the bank. Furthermore, Paystand automatically reconciles bank statements directly to the NetSuite ERP for single or multiple invoices and generates general ledger entries, eliminating the need for manual entry. AR merchants can see every transaction and access all associated data from their dashboard, allowing for a fast and easy accounts receivable process.

We **reimagined B2B payments for today's businesses**, enabling you to get paid faster and maximize efficiency by speeding up your time-to-cash, lowering costs, and automating manual processes. Get ready for smarter B2B payments, with Paystand's ready-made payment tools and PaaS platform designed to save your business valuable time and money. Our automation solution enables you to eliminate manual processes and avoid chasing down payments, increase payment remittance with our Billing Payment Portal, and consolidate your payments to accept all forms of payment quickly and efficiently.

Break free from legacy AR and payment infrastructure. Get your Paystand demo today!

Eliminate high and rising credit card fees to increase your ROI:

By shifting your payment mix toward zero-fee methods like the Paystand Bank Network, utilizing tools like Payer Incentives and passing on Convenience Fees, and fixing a monthly cost to process an unlimited number of payments, you can break free from processing and interchange fees that cut into your hard-earned revenue.



Think ROI, not fees:

Reduce spend and increase customer retention by moving away from manual workflows, inefficient operations, and non-digital payment options. By utilizing Paystand's next-gen B2B payment technology, you can:

- Cut costs by 50% (or more!) simply by eliminating antiquated payment methods.
- Decrease DSO by 60%, gaining greater control over cash flows.
- Improve margins with our 0% Payment Network and fixed cost approach.
- Scale-up to manage 2X billings/ payments volume with the same AR staff

Scale up with ease

Paystand makes it easy to scale up to manage twice the billing and payments volume — without the need to add any additional AR staff.

We know that software companies are especially feeling the tight squeeze of inflation and recession woes, and we're here to ease some of that burden. Paystand can help software companies of all sizes scale up with ease while standing strong in a turbulent economic environment with purpose-built features such as:

- White-label customization to create email templates, allowing you to quickly and easily send emails to customers with little-to-no manual intervention.

- Single-click payments using the “Pay Now” link embedded directly on the invoice, allowing customers to pay invoices in the blink of an eye.
- Upon clicking the “Pay Now” button, offer payors a seamless checkout experience with multiple payment options, including the zero-fee **Paystand Bank Network**, ACH, credit cards, and even **Smart Lockbox** for paper checks and wire transfers.
- Fixing a monthly cost to process an unlimited number of payments, allowing your revenue to scale without your fees scaling along with it.
- Fully automated invoicing, payment reminders, and application and reconciliation.
- The ability for payers to see their open invoices and even pay per line item.
- Greater visibility and ability to forecast and budget cash flows using **real-time updates and analytics**.

Paystand + NetSuite = painless AR

Paystand’s NetSuite integration provides a self-driving AR solution that enables customers to achieve fast, efficient, and profitable payments. With Paystand and NetSuite on your side, you can stand firm in a turbulent economic environment and scale your business without your fees and manual tasks scaling too.

Don’t just take our word for it, though — check out our case studies.

Choozle, an ad-tech software company, enables rapid growth with Paystand's SuiteApp. Choozle saw a 33% reduction in DSO, doubled invoice volume without new headcount, and a 50% decrease in late receivables, all in the first six months.

Thumbtack, a home contractor platform, leveraged Paystand to **reduce DSO by 40%** and write-offs by 98%. Thumbtack, further reduced manual effort in AR tasks by 87%.

What do you think our purpose-built payments solution can do for your business? Give us a call and let's increase your cash velocity today.

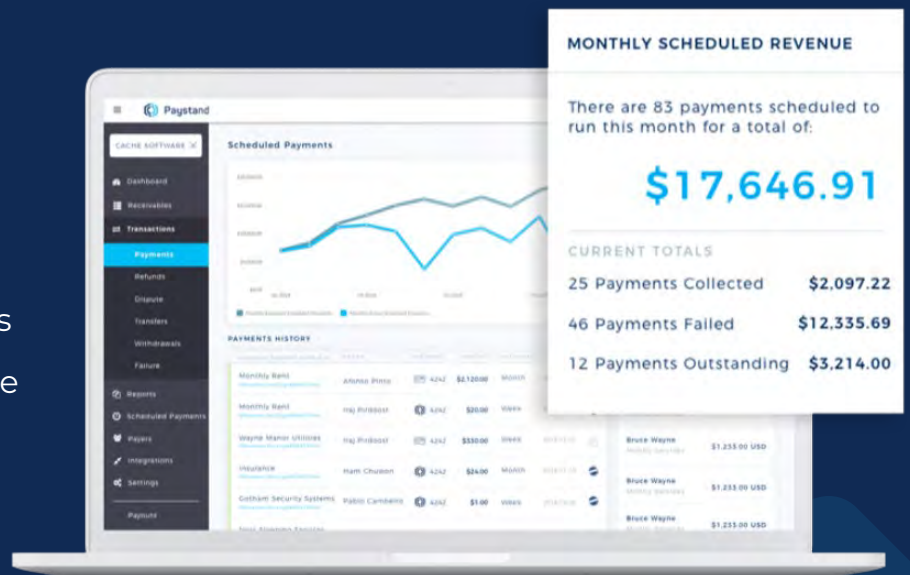
Make Payments a Strategic Advantage with Paystand

A Business Payment Network for the Digital Era

Paystand helps you:

- Speed up time to cash
- Automate complicated billing processes
- Eliminate credit card fees
- Simplify payer experience

All within Netsuite.



GET A DEMO

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