



Improving Your Client & Project Billing to Increase Your Cash Velocity



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with Paystand's Sage Intacct Integration

It's no secret that we're all a bit more stressed than usual, facing inflation woes, recession warning bells, business slowdown, and a lack of predictability. As the financial waves continue to rock our boats, this uncertainty makes it increasingly tricky for AR professionals running Finance on Sage Intacct to predict customer demand, revenue, inbound payments, cash flow, and profit margins.

On top of the economic uncertainty we're all facing right now, Professional Services firms have a more diverse mix of clients and projects, leading to increasing billing complexities. Clients want different billing terms, invoice formats, and data, and keeping track of all this information can be a daunting task, let alone making sure invoices are sent out on time.

To survive, professional service firms need to improve client and project billing.



But how?

“Improving client and projects billing” may feel easier said than done, but that’s what Paystand is here for. We make the hard things easy so you can focus on what matters most: collecting and recognizing revenue.

We’ve identified four major pain points in the professional services industry, and we have solutions for each of them.

Are slow billing and payment processes putting a drain on your cash flow? Do you spend countless hours manually reconciling payments every month, leading to a lengthy month-end close? Is your current billing software unable to support your clients’ preferred billing methods? Have you identified revenue leakage due to unbilled expenses and hours?

If any of that sounds familiar to you, keep reading. We’re here to help you improve your client and project billing to speed up your time to cash, reduce manual AR tasks, eliminate credit card convenience fees, and manage client and billing growth while keeping your AR overhead flat.

In an uncertain economic environment, Paystand offers modern, blockchain-enabled B2B payment technology, enabling you to:

1. Increase your cash velocity
2. Speed up time to cash
3. Eliminate unnecessary credit card fees
4. Put your AR tasks on auto-pilot

In this ebook...

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

Everyone from AR clerks to VPs of finance are feeling the pressure to collect revenue faster while simultaneously reducing revenue costs. As a result, 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.

Before jumping into the nitty-gritty, 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 sustainably grow your business.

Improving your client and project billing with ease

Build upon the power of Sage Intacct with Paystand's enhanced features purpose-built to make your entire end-to-end cash cycle a breeze.



Solution #1: Speed up

Early access to cash is key to the survival of the enterprise. Unfortunately, many industries and buyers are known to be slow to pay, Days Sales Outstanding (“DSO”) feels unnecessarily lengthy, and businesses lack the tools necessary to speed up their time to cash. That’s where we come in.

Simplify the payer experience

Embedded payment links

Send clients automated email invoices with embedded payment links, supporting various underlying billing methods in the ERP. With Paystand, you can quickly and easily send an invoice with an embedded payment link within the email. The “Pay Now” button carries over the Merchant bank information, streamlining invoice workflows and individual invoices.

Custom invoice templates

You need flexibility and customization for your invoices when working with such a varied client base. You need to capture and present invoices in the right format, with the right terms and amounts, using the right data, using a variety of fixed price and T&M (Time & Materials) methods. Clients want different billing terms, invoice formats, and data, and keeping track of all this information can be a daunting task, let alone making sure invoices are sent out on time.

Paystand allows you to quickly and easily apply custom invoice templates based on specific projects for each customer and configure invoices to individual client formatting specifications. You no longer have to try and keep track of each client’s billing and invoicing specifications because our platform stores all that information for you and deploys email workflows automatically based on pre-set specifications.

Simply **set it and forget it.**

Minimal clicks

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. Instead, 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 reuse a customer’s 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 API.

Proactively offer Early Payment discounts to payers — on your own terms

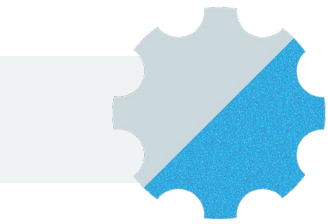
Early payment discounts incentivize buyers to pay sooner, giving you earlier access to cash and reducing your DSO.

Early access to cash is key to business survival in today’s inflationary environment. Unfortunately, while early payment terms have always been buried in paper and electronic B2B contracts as generalized static terms, AR teams haven’t been able to take advantage of these to speed their cash flow.

Our AR-centric dynamic discounting solution allows suppliers to control the terms of discounts, allowing for more flexible terms and time-sensitive discounts any time between the customer invoice creation date and the due date.

We built our business on how payments should be, not how they've always been. Everything we do is about increasing cash velocity for your business and delivering a frictionless payment experience to your customers. Our Fees & Incentives Model supercharges your cash velocity — with minimal manual effort.

Reduce the end-to-end cash cycle for paper checks (50-75% of payments) with our **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 carry 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 will enable you to scale with less friction, manpower, and overhead.



Solution #2: Automate

Automation is king when it comes to increasing your cash velocity, something we at Paystand know acutely. **Automation** and **digitization** are our whole thing. Our integrated payments platform, purpose-built for Sage Intacct, 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 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 Sage Intacct 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 dashboards, allowing for a fast and easy accounts receivable process.



Solution #3: Eliminate

You work hard for your money; you shouldn't have to share it with credit card processors. Paystand's solution allows you to 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.

By fixing a monthly cost to process an unlimited number of client and project payments, you can say goodbye to transaction fees. We call it Payments-as-a-Service (PaaS).

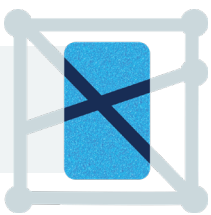
PaaS upends the traditional fee-based payment model, utilizing a subscription-based software model instead.

That means you pay a flat monthly rate to use PaaS software instead of losing a cut of every transaction to processing and transaction fees. Think Netflix: You get access to hundreds of shows and movies for a flat monthly rate instead of paying for them individually. Now apply that same concept to payments, and you get PaaS.

Here's how it works:

The Paystand Bank Network provides digital payment options such as real-time fund-verified transfers, e-checks, and credit cards, all for a low monthly fee — instead of forcing businesses to rely on punitive transaction costs to collect their revenue.

With a low-cost subscription model, companies know their costs upfront, and when transaction volume climbs, the low monthly cost remains the same, and AR costs decline. This means that as sales increase, companies can reap the rewards of higher revenues — rather than recalculate the costs of their higher fees.



Solution #4: Scale up

Paystand makes it easy to manage client and billing growth while keeping AR overhead flat.

We know that professional services firms are especially feeling the tight squeeze of inflation and recession woes, and we're here to ease some of that burden.

Paystand can help professional service firms 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.

Improve your client and project billing! Get your Paystand demo today!

Increase your cash velocity with the only zero-fee B2B payments option for Sage Intacct.

Paystand is committed to creating a self-driving money experience for finance teams, and our Sage Intacct integration is a critical component of making that goal a reality. Our mission is 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.

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.

Break free from legacy AR and payment infrastructure

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

Interested in learning more?

Check out this webinar and get expert advice on increasing your cash velocity by leveraging Sage Intacct AR and Paystand payments.

Make Payments a Strategic Advantage with Paystand

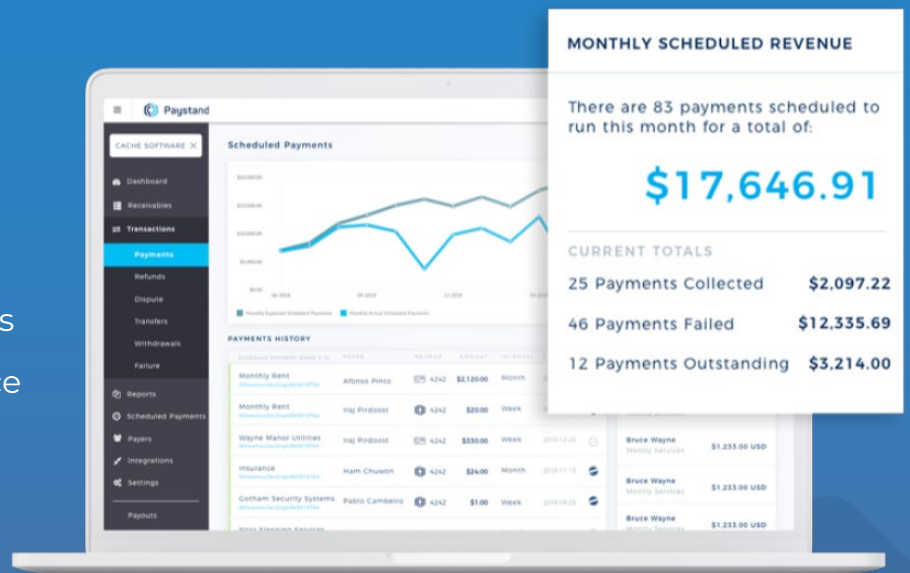
A Business Payment Network for the Digital Era

Paystand helps you:

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

Integrated seamlessly with Sage Intacct.

[GET A DEMO](#)



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