



Palette White Label Program

# Business Case for Accounting Firms

## Recurring Revenue in a Growing Market



**“I just found a \$560,000 invoice that wasn't on the spreadsheet I sent you.”**

It's month end, and as a CFO, controller, plant manager, or accounting manager you need accurate, up-to-date data. Unfortunately you only have an estimate as to where your payables stand. Some important documents are missing for a large invoice that is overdue. And one of the large spreadsheets a manager sent you has some missing fields – making you wonder what else is out there you can't see.



**Give your customers visibility with real-time invoice status, a one-click mobile approval workflow, automated PO matching, and a complete archive and audit system.**

**Help them eliminate the paper-based processes that suck time and create inefficiencies in AP.**

## Technological change is everywhere... Except in the AP Operations of Finance

- 1 Companies are discovering the value of digitally transforming their operations**  
From human resources to field operations, companies are taking advantage of SaaS software and digital tools to boost productivity, obtain more visibility, and reduce costs.
- 2 Automation and AI are augmentative**  
Rather than being seen as a threat, automation and AI technologies are being used to not only avoid adding to headcount, but to enable employees to be more productive, have less stress, and be freed from drudgery.
- 3 Finance might be the last bastion of paper-based processes & practices**  
After making investments in technology for all areas of the organization, companies are looking for the next place to optimize business processes – and that's in finance.

Your customers are using technology in every aspect of their business, but if you walk into the finance department you'll find paper processes, filing cabinets and rubber stamps. **What gives?**

**Manual invoice processing, manual approval processes and manual PO matching are prevalent in AP departments.**

That means no visibility, too much “paper shuffling” and wasted time.

**\$14/7**

**It takes an average of \$14 and 7 days to process one invoice**

Because of manual input methods, invoice approvals taking too long, missing documentation and increasing invoice volumes AP departments are spending excessive time and resources in the processing of invoices.

**Both PO and non-PO invoices have to be approved or matched manually**

Matching supplier invoices to POs and Goods Receipts has to be done manually with a line by line approach. The average time it takes to match an invoice is 15 minutes — multiply that by the number of PO invoices your customers receive every month.



**Executives struggle with lack of visibility and control**

Approximately 50% of companies say there are 12-24 employees outside of AP involved in invoice processing and management. Most companies use a combination of email and spreadsheets to keep track of communications with non-AP staff.

## Palette AP Automation in the Cloud

Cost to process one invoice

**Up to 3X Less**

Days to process one invoice

**Up to 3X Faster**



### Process ANY format of scanned paper or emailed invoice

Get visibility into both invoice status and payables in real time. Flag invoices or line items and send them to business users for review and approval. Invoices, purchase orders, goods receipts, approvers and their messages are archived in the cloud for a complete audit trail.

### Automated 2 and 3 way PO matching

Purchase orders, supplier invoices, and goods receipts are automatically matched. Import external POs. Exceptions are put into a defined approval workflow that gives approvers the information they need to make a decision ASAP.



Invoice exception rate

**Up to 3X Lower**

% of invoices linked to PO

**Up to 2X More**

Approval cycle times

**Up to 3X Less**

% of invoices processed  
straight thru

**Up to 2X More**



### Flexible 1-click approval workflow

Approvers can approve an invoice with one click in their email on a mobile device. Every relevant role in the organization is connected to an approval workflow. Workflows can be re-routed without having to pay for coding or additional user license costs.

## Seamless Integration with Your ERP

Palette uses native tools and methodology to ensure your system's business rules, data control and validation are applied for any data communication.



Web Service



File



Stored Procedures

Whether you use our standard API to integrate or one of our many connectors, Palette Integrated Solutions supports Stored Procedures, Web Service or Files, XML and/or text files and tab-delimited integrations.

- Master data residing in your ERP in the general ledger or other accounts that includes suppliers, currency exchange rates, and payment data are imported.
- Business transaction data such as purchase orders and delivery receipts are imported for invoice matching.
- Regular synchronization takes place between Palette and your ERP in full or incremental methods.
- The transfer of approved/matched supplier invoices, employee expense forms and other optional transactions such as purchase requisitions are sent for further processing and/or vouchering by your ERP.
- All business logic is managed by your ERP, and any error messages from the ERP are sent on to Palette. No data is directly written to or retrieved from the database.



## Will my customers be happier?

### Palette's high user ratings give you confidence

Our customers consider Palette to be a worthwhile investment, thanks to important features such as flexibility and an easy to use interface.

- **For I.T.** it means fewer support calls and hand-holding
- **For approvers in any role across the organization** it means not having to learn another complex "system"
- **For finance staff** it means more productivity and less stress

**96%** Feel that Palette fulfills expectations

# THE VALUE PROPOSITION FOR ACCOUNTING FIRMS

Accounting Firm White Label Opportunity

**For your customers who are looking to optimize their business operations, Palette provides flexible cloud-based AP automation**

Unlike other solutions, Palette has **no user licensing costs**, an interface that gets **high marks** from 200,000+ users, a **track record** providing white label solutions to international banks and accounting firms, and **rock-solid compliance** with HIPAA, SOC1, SOC2, GPDR, and PEPPOL.

## Opportunity Highlights

- Grow your business with a robust white label solution that integrates with your ERP
- Increase your customer's allegiance with another level of engagement
- Offer a solution that can handle multiple countries, currencies, and tax rules
- Use Palette's secure Azure cloud or your cloud



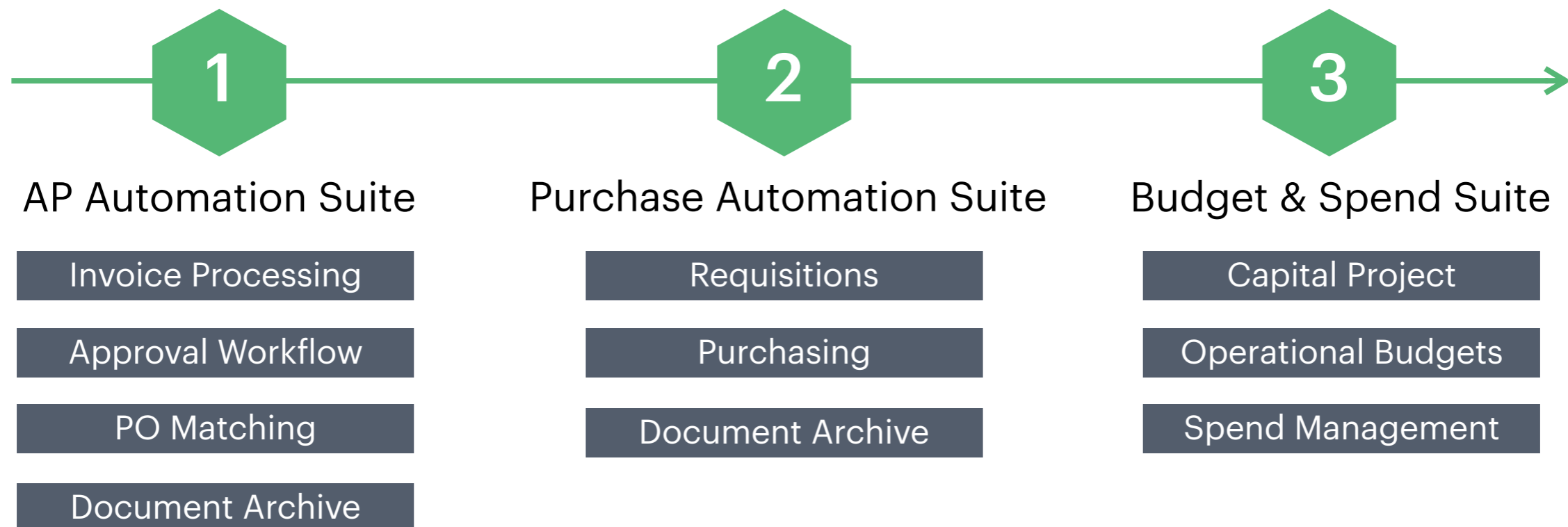
# THE REVENUE MODEL FOR ACCOUNTING FIRMS

Accounting Firm White Label Opportunity

## A Recurring Revenue Model With Service Fees & Upsell Opportunities



Palette's modules-based approach gives you the option of upselling to the next level of automation.



# A RECORD OF SUCCESS WORLDWIDE

Accounting Firm White Label Opportunity

## Name Brand Clients



## Customer Satisfaction

250,000+ Users

96% Recommend Ratings



## Established with 26 Year Track Record



15% Of annual revenue is invested in R&D



Consistently profitable and growing since 1993.

## Compliant With U.S. & International Bank Security Standards

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## Cloud Technology

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Microsoft  
Partner



Gold Cloud Platform

# Get Started

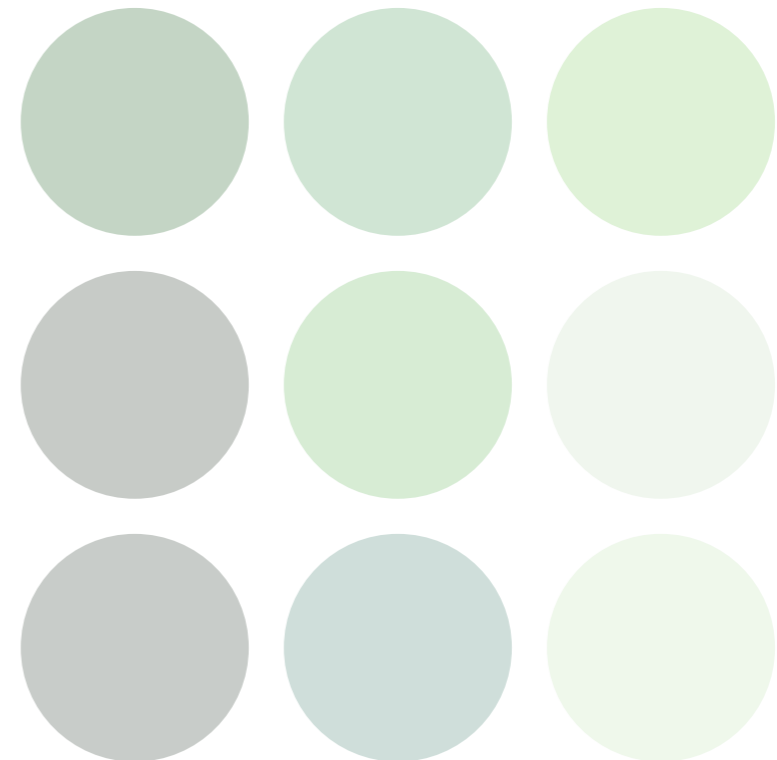
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