IDC MarketScape

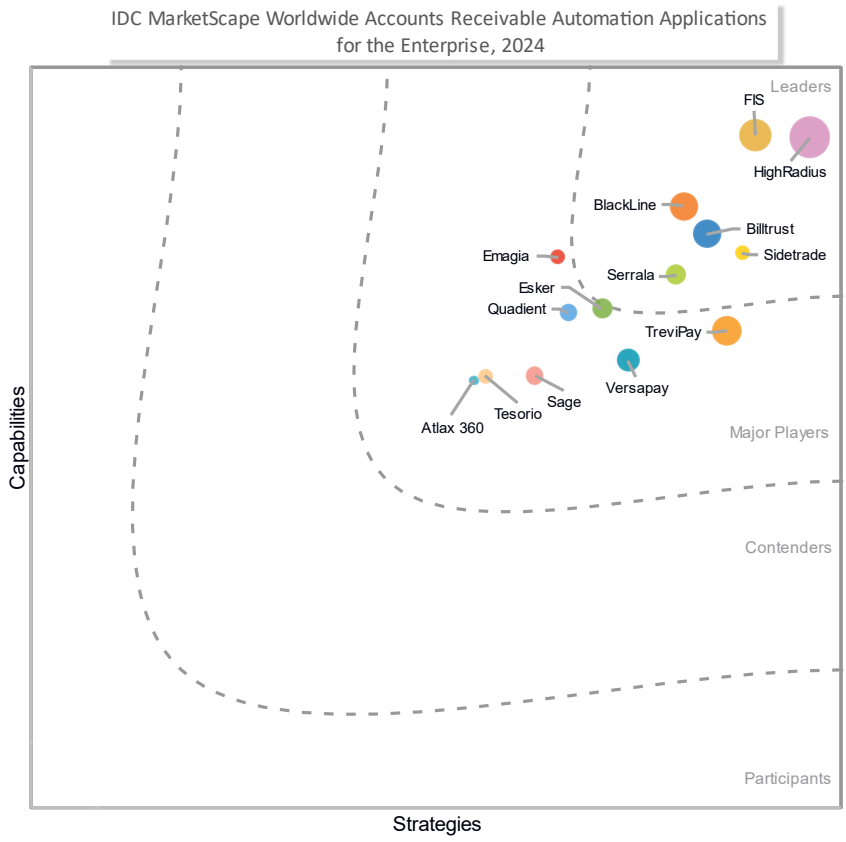
IDC MarketScape: Worldwide Accounts Receivable Automation Applications for the Enterprise 2024 Vendor Assessment

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IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Accounts Receivable Automation Applications for the Enterprise Vendor Assessment



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See the Appendix for detailed methodology, market definition, and scoring criteria.

IDC OPINION

The challenges of traditional accounts receivable (AR) processes are well documented, primarily revolving around inefficiencies that negatively impact financial operations. Slow payment cycles, often due to manual efforts, can strangle a company's cash flow and are prone to errors such as inaccurate billing, underbilling, or overbilling. Modern AR software addresses these issues by automating the AR process, significantly reducing the time spent on billing and collections, thereby accelerating cash flow and improving billing accuracy. This automation allows finance teams to focus on strategic activities rather than day-to-day operational tasks, contributing to better customer relationships and a stronger bottom line.

Key challenges in AR include bad debts, unpaid bills, late invoicing, billing mistakes, and ineffective payment tracking. Bad debts arise when businesses cannot collect money from customers due to nonpayment, bankruptcy, or refusal to pay. Unpaid bills and slow payments disrupt consistent cash flow, placing a financial burden on companies. Manual invoicing can cause delays in reaching customers, leading to delayed payments and negative cash flow. Billing mistakes, such as wrong amounts or duplicate invoices, are more likely with manual processes. Ineffective tracking of payments makes it difficult to know which invoices are paid and which are pending, complicating follow-up efforts.

Effective communication with customers is often undervalued, typically occurring through untracked emails or phone calls, making it hard to keep track of important information. Modern AR software offers key features to address these challenges, including scalability, customer management tools, and compliance/security measures. Scalability ensures the software can handle increased workloads and maintain performance and stability. Customer management tools streamline the payment experience, improving customer relationships. Compliance and security features help businesses adhere to legal, regulatory, and ethical standards, crucial for handling sensitive billing and payment data.

Selecting the right AR software is crucial for enhancing financial health and operational efficiency. This decision should be based on a thorough understanding of business needs, software scalability, integration capabilities, and security measures. The future of AR technology, with the integration of artificial intelligence (AI) and machine learning (ML), promises even greater advancements, making AR operations more predictive, secure, and efficient. Embracing these technologies optimizes AR processes, positions businesses at the forefront of financial management innovation, enhances cash flow

management, reduces administrative burdens, and improves customer satisfaction. Therefore, staying informed and proactive in integrating advanced AR solutions is imperative for transforming business operations for the better.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

The vendor inclusion list for this document seeks to accurately depict the vendors that are most representative of any given software application on buyer's selection list based on the following:

- Vendors must have a SaaS or cloud offering — on-premises-only applications are out of scope.
- Software applications can be purchased separately (not only functionality built into a larger system) and are available off the shelf without required customization.
- Software application has capabilities for cash application management, credit management, presentment/billing, deduction management, collection, and reporting capabilities.
- The vendor had 2023 revenue in at least two countries.
- The vendor had at least $5 million in 2023 software revenue.
- The vendor must have a minimum of one account receivable product in the market for at least three years.
- The vendor must have a significant footprint with a business of more than 1,000 employees.

ADVICE FOR TECHNOLOGY BUYERS

Accounts receivable applications are evolving rapidly as vendors invest research and development dollars into bolstering, augmenting and, in some cases, redesigning their applications. The applications must align with the new digital enterprise and its preferred way to absorb technology. The vendors must work to align their go-to-market strategies and product development strategies with the new digital enterprise. While the vendors in this study may vary widely in size, experience, levels of support, and sales model, the goal for all the vendors listed in this study is the same — create/curate a differentiating user experience. To do that, the user experience must go beyond the software to include the sales process, accounting management, implementation, and post-implementation support.

As a buyer in this market, here are a few of the key questions to consider during the buying process:

- **Begin by looking inward.** Before making purchasing decisions on software, here are a few key questions to ask regarding the internal resources and processes:
  - What are some of the issues I would like to resolve with this new system?
  - Are the issues technology related?
  - What are my internal support resources and capabilities?
  - How should we define success for this implementation?
  - Which internal stakeholders should we include in the evaluation processes?
  - How will a new system change my organization?
- **Select the right partners (internal and external).** The first step in the journey to implementing accounts receivable systems is developing a strategy and plan for the implementation. This includes doing due diligence in finding the right vendor. Here are a few key questions to ask regarding the software vendor:
  - Does the vendor have experience with my type of product, service, and company size?
  - Can the vendor show me a hands-on demo with my organization's "live/real" data to show the benefit to the business?
  - Does the vendor understand the regulations that will impact my business? How are these regulations reflected in my current product, and how will it change in the future?
  - What is the vendor's strategic investment outlook for the next three to five years? Why? How will that change and enhance my business?
- **Consider the foundation.** Accounts receivable applications vendors have seen many iterations from a technology architecture standpoint. Even among cloud vendors, there are many different varieties of software architectural approaches. IDC believes that taking time to understand the foundation of the software and its advantages (or limitations) is of critical importance during the buying decision. Here are a few key questions regarding the software vendor:
  - What is the data flow design within the current solution?
  - What kind of APIs are available now from this vendor? RESTful? SOAP? GraphQL?
  - What kind of developer tools does the vendor provides (e.g., sandbox, dedicated portal, low-code/no-code tools, and database management tools)?
  - Is any part of the software currently built on a microservice architecture? If so, which parts?

- **Take ownership of the implementation.** For the best results, organizations must take a very active role in the actual implementation of the software. Accounts receivable software touches upon a lot of other back-office systems (budgeting and planning, accounts payable, payroll, sales management, talent management, etc.). As a result, extreme attention must be given to how the accounts receivable system is set up and how it interacts with other systems within your organization. Here are a few key questions to ask regarding the software's implementations:
  - What levels of support are available and are they geographically available for my business?
  - How should I set up the service-level agreement (SLA) before signing any contracts?
  - Can the system integrate with my company's other IT systems and those of my partners?
  - Which IT system needs to be integrated and to what degree?
  - How are we setup to deal with frequent product updates?
- **Post-implementation is critical.** In many ways, the success of any SaaS implementation hinges on what happens after the implementation is up and running. This is where change management takes center stage and the people's side of accounts receivable management becomes essential. Here are a few key questions to ask regarding the post–go live phase of software implementations:
  - Do we have a strategy to encourage rapid adoption among employees?
  - Do we have the right amount of training for employees to master the new features within the system?
  - Are we communicating the purpose and benefits of the system change to the relevant employees?
  - Have we aligned existing policies and procedures to enable the adoption of the new workflows?

This IDC MarketScape assists in answering the aforementioned questions and others.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

Atlax 360

After a thorough evaluation of Atlax 360's strategies and capabilities, IDC has positioned the company in the Major Players category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

Atlax 360 is a global company specializing in B2B credit risk that seeks to optimize order-to-cash (O2C) processes. The company provides its clients with two cloud platforms for the management and automation of accounts receivables: Yndika and Triniom. Both platforms include functionality for credit assessment, debtor portfolio monitoring, collections, and reporting, with varying degrees of functionality depending on the platform.

Quick facts about Atlax 360 include:

- **Employees:** 183
- **Total number of clients:** 492
- **Globalization:** 31 countries
- **Industry focus:** Construction, transportation, manufacturing, and food and beverage
- **Partner ecosystem:** 6

Strengths

- **Credit risk assessment:** Atlax 360's strength in credit risk assessment lies in analytical capabilities based on machine learning through its XGBoost. The company is able to develop customized credit risk indicators for each client while considering the particularities of each of the client's relationships with debtors over time. Atlax 360 has also developed an embedded credit insurance service offering based on the robustness of these predictive indicators.
- **Portfolio control:** The solution allows for real-time reporting and credit risk indicators with continuous KPI updates. Users can enjoy real-time management and business reports and KPIs at corporate and subsidiary level as well as real-time control of the entire portfolio and automation of collection processes.
- **Embedded credit insurance:** Atlax 360 offers a Flexible Credit Insurance Cover that allows businesses to manage credit insurance without changing to an external application. This feature is designed to be embedded into existing B2B platforms, such as ERP systems and order-to-cash solutions.

Challenges

- **Accounts receivables market size:** The relative size and competitive nature of the current market for the accounts receivable automation market result in a

need for vendors to demonstrate why potential users should move to an automated system and the benefits of a management system. Companies do not always see the need to invest in solutions that can optimize AR processes.

- **Resistance to change:** With many companies still using outdated or custom-built systems that are difficult to integrate with modern AR automation solutions, Atlax 360 can run into resistance from companies to make the big switch. Complex manual processes that require a complete overhaul or unwieldy ERP connections further exacerbate the situation.

Consider Atlax 360 When

Consider Atlax 360 when you are searching for a solution that specializes in robust credit risk assessment that can be maintained in real time.

Billtrust

After a thorough evaluation of Billtrust's strategies and capabilities, IDC has positioned the company in the Leaders category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

Billtrust provides a scalable, unified solution that simplifies AR processes and improves the payment experience its clients provide their customers, all while empowering their AR teams to turn financial data into insights that contribute to their business strategy. The company's order-to-cash portfolio accelerates cash flow by providing SaaS solutions that span credit decisioning and monitoring, online ordering, invoicing, customer portals, payments, cash application, deductions, and disputes — all with a consistent user experience, AR data cloud, and reporting powered by AI and advanced analytics.

Quick facts about Billtrust include:

- **Employees:** 750+
- **Total number of clients:** 2,400+
- **Globalization:** United States, Canada, and EU
- **Industry focus:** Manufacturing and distribution, business services, construction, equipment, transportation, healthcare services, and retail
- **Partner ecosystem:** 74

Strengths

- **Unified experience:** The unified platform enables customers to have an uninterrupted, AI-powered, complete view of customer activity across the entire AR process. The unified experience ensures that customers can make impactful, strategic action across the entire order-to-cash process.

- **Reporting and data analytics:** Billtrust's solutions feature dynamic reporting and dashboards. The company's Finance Co-Pilot, an AI assistant, allows customers to ask questions about their data in plain language and get instant results, allowing for a deeper understanding of their data and more actionable insights.

Challenges

- **Evolving global financial regulations:** With ever-shifting regulations, suppliers are continuously aiming at moving targets to ensure adequate compliance and security within solutions. While regulatory bodies strive to maintain stability and ensure fair practices, providers must stay up to date to provide the best service to their customers. Billtrust publishes an annual global e-invoicing report that offers regulatory updates.
- **Resistance to change:** Billtrust faces the uphill battle of convincing CFOs and finance departments to change their ways and implement new automation processes. While the cost savings, reduction in manual processes, and improved customer experience are obvious value additions, many companies are still reluctant to engage in the transformation needed to implement automation solutions.

Consider Billtrust When

Consider Billtrust when you are looking for an AI-powered, unified experience that supports deeply integrated payments, offers the ability to analyze data extensively, and supports global compliance with changing regulations.

BlackLine

After a thorough evaluation of BlackLine's strategies and capabilities, IDC has positioned the company in the Leaders category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

BlackLine offers a connected, modular, end-to-end invoice-to-cash solution that speeds up processes, eliminates double work, and removes silos between teams by providing immediate access to useful information and data. It does this with machine learning–powered cash application automation, one-click suggested payment allocation for quicker payment processing, simple data integration with multiple ERPs, automated collection, account notes, dynamic risk policies, and credit monitoring to improve credit risk management, invoice management, payment forecasting, customer payment source tracking, days sales outstanding (DSO) calculations, robust customer scoring mechanisms, and automatic customer segmentation. This is one of four products that BlackLine offers in addition to solutions for financial close, consolidation and financial analytics, and intercompany.

Quick facts about BlackLine include:

- **Employees:** 1,800+
- **Total number of clients:** 4,400+
- **Industry focus:** Manufacturing, transportation and logistics, wholesale distribution, and business services
- **Partner ecosystem:** 94

Strengths

- **Unified platform:** The company's SaaS account receivable solution is delivered on a unified platform. This means that its invoice-to-cash modules are integrated seamlessly. Real-time data sharing eliminates silos and fosters collaboration and efficiency. By leveraging all available information, Blackline empowers users to gain deep insights, optimize processes, and clinch deals with unmatched effectiveness.
- **Customer self-service:** More users are looking for solutions that can be self-serviced. BlackLine fulfills this rising demand as its out-of-the-box solution is configured to meet the specific needs of customers. For example, in cash application, all 200+ rules are in every customer's version, but only 6-10 are usually turned on. In Collections, the company has nine strategies that can be used on day 1, and adding to them is easy for the user.

Challenges

- **Marketwide resistance to change:** With many companies still using outdated or custom-built systems that are difficult to integrate with modern AR automation solutions, providers can run into resistance from companies to make the big switch. Complex manual processes that require a complete overhaul or unwieldy ERP connections further exacerbate the situation.
- **Current economic climate:** With current high interest rates and economic volatility, companies have placed tighter controls on budgetary approvals and willingness to spend to generate ROI. This, coupled with a lack of awareness among senior management of the impact of AR automation, can be a challenge for vendors to overcome when sealing the deal with prospective customers.

Consider BlackLine When

Consider BlackLine when you are searching for a unified platform that supports the entire AR process end to end with simple configurability and easily self-serviced functionality.

Emagia

After a thorough evaluation of Emagia's strategies and capabilities, IDC has positioned the company in the Major Players category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

Emagia's Intelligent Receivables Management Solution brings the much-needed visibility into cash flow forecasting by providing a single view across receivables, DSO, credit, deductions, collections, disputes, payment prediction, dispute prediction, and all related information. The comprehensive solution comes with necessary tools and analytics to offer unparalleled levels of performance in the face of ever-changing business conditions.

Quick facts about Emagia include:

- **Employees:** 350
- **Globalization:** 90+ countries
- **Industry focus:** Manufacturing, packaging, shipping, logistics, healthcare, travel and hospitality, IT, banking and financial services, utilities, and retail
- **Average implementation time:** The implementation timeline for Emagia that varies based on the project scope — 8–12 weeks for one module

Strengths

- **Scalability:** Emagia offers a scalable cloud infrastructure to handle large volumes of financial data, support high-performance computing for analytics, and adapt to changing workloads. This infrastructure enables companies to scale their operations quickly and efficiently without the need for major changes to processes.
- **Real-time transaction processing:** The solution also offers real-time transaction processing with features such as real-time data processing components to handle financial transactions and monitor cash flow, auto-match cash application data, deductions data and trigger alerts, strategies, and matching scoring or actions based on predefined rules or anomalies.

Challenges

- **Evolving global financial regulations:** With ever-shifting regulations, suppliers are continuously aiming at moving targets to ensure adequate compliance and security within solutions. While regulatory bodies strive to maintain stability and ensure fair practices, Emagia must stay up to date to provide the best service to its customers.

- **Increased competition:** The market for accounts receivable automation solutions is growing more every day, emphasizing the need of each supplier to differentiate itself from the pack. With so many solutions available to choose from, Emagia needs to focus on highlighting the value only it can bring to users to stand out.

Consider Emagia When

Consider Emagia when you are looking for a scalable solution with autonomous processing capabilities and AI-powered features capable of handling large volumes of transaction data.

Esker

After a thorough evaluation of Esker's strategies and capabilities, IDC has positioned the company in the Major Players category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

Esker is a global cloud platform whose solutions incorporate AI technologies to drive increased productivity, enhanced visibility, reduced fraud risk, and improved collaboration between customers, suppliers, and employees. Esker offers an Accounts Receivable suite to optimize the cash collections process and reduce DSO that includes the following elements: credit management, invoice delivery, payments, cash application, claims and deductions, and collections management

Quick facts about Esker include:

- **Employees:** 1,041
- **Total number of clients:** 2,500
- **Globalization:** Locations in 14 countries on 5 continents
- **Industry focus:** Manufacturing, retail, banking and investment, communication, media, entertainment, and IT services
- **Partner ecosystem:** 89

Strengths

- **Fast ROI:** Esker offers reasonable implementation times and a unified interface across solutions to achieve faster user adoption and ROI. The agile methodology and customization by design in their solutions make the company's product teams reactive and flexible to potential required adjustments from clients.
- **Global presence:** Esker's global presence combined with international support and consulting teams allows the company to manage large global projects. Its solutions support multilanguage and multicurrency, online payment in more than 40 countries and 135 currencies within Europe, the United States, Canada,

Latin America, and Asia. Also, Esker has been an expert in e-invoicing for years and guarantees e-invoicing compliance in 60+ countries, taking the complexity of the global e-invoicing compliance off of clients' shoulders.

Challenges

- **Crowded market for AR solutions:** The relative size and competitive nature of the current market for the accounts receivable automation market result in a need for Esker to demonstrate why potential users should move to an automated system and the benefits of a management system. Companies do not always see the need to invest in solutions that can optimize AR processes.
- **Varying global priorities:** One of the key competitive challenges Esker may encounter in positioning its AR solutions is the varying market focus between regions, notably the United States and Europe. While the U.S. market may prioritize certain features or functionalities (mostly related to reducing DSO and improving cash collection), the European market might have different preferences and requirements (e.g., upcoming mandatory B2B e-invoicing regulations), necessitating a nuanced approach to address diverse customer needs effectively.

Consider Esker When

Consider Esker when you are looking for a global solution that is capable of scaling as your business grows and a solution that can help you optimize the invoice-to-cash process from end to end.

FIS

After a thorough evaluation of FIS' strategies and capabilities, IDC has positioned the company in the Leaders category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

FIS is a provider of a wide range of financial products and services, serving financial institutions, governments, insurance providers, and so forth. FIS' GETPAID solution is an end-to-end solution developed with the full accounts receivable/credit-to-cash process in mind. It consists of credit management, risk-based collections, integrated email, dispute and deduction management, cash application, collaboration portals, EIPP customer portals, management reporting, and so forth.

Quick facts about FIS include:

- **Employees:** 55,000+
- **Total number of clients:** 450+
- **Globalization:** 50+

- **Industry focus:** Financial institutions, insurance, fintechs, retail, restaurants, energy and utilities, healthcare, and government
- **Partner ecosystem:** 47+

Strengths

- **Depth of functionality:** GETPAID offers robust functionality across the entire AR process with impressive AI-powered features to enhance productivity and provide more actionable insights. Automation and intelligent processes are integrated throughout to further improve the experience.
- **Tenure in market:** FIS is an experienced player in the AR market, established in 1968, and works with various companies all over the world. With professional services, product, and implementation teams staffed with tenured experts averaging 15+ years of experience in their respective fields, FIS is well positioned to help customers face specific challenges.

Challenges

- **Increasing globalization:** With more companies taking operations global, FIS must be able to scale with its customers, providing support for cross-border payments, complex invoicing requirements, evolving tax regulations, and so forth. FIS must also be able to provide support in multiple languages and deal in multiple currencies without adding extra manual processes to customers. Each new country introduces a new set of challenges as FIS works to help its customers scale accordingly.
- **Accounts receivables market size:** The relative size and competitive nature of the current market for the accounts receivable automation market result in a need for FIS to demonstrate why potential users should move to an automated system and the benefits of a management system. Companies do not always see the need to invest in solutions that can optimize AR processes.

Consider FIS When

Consider FIS when you are looking for a robust solution that is provided by a well-established company with the experience needed to tackle difficult challenges in your AR processes.

HighRadius

After a thorough evaluation of HighRadius' strategies and capabilities, IDC has positioned the company in the Leaders category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

The HighRadius Autonomous Receivables Platform is an AI-powered end-to-end platform for invoice-to-cash automation. The platform is built on a single, common technology stack connecting all the modules of the order-to-cash cycle — credit, cash app, collections, deductions, electronic invoicing, and payment processing — into a single business process.

Quick facts about HighRadius include:

- **Employees:** 3,750
- **Total number of clients:** 1,000+
- **Globalization:** 100+ countries
- **Industry focus:** Industry agnostic
- **Partner ecosystem:** 125+

Strengths

- **Value creation via AI:** HighRadius offers robust AI functionality embedded throughout the solution, from big data storage capability to generative AI (FreedaGPT), and a no-code/low-code platform (LiveCube) that drives measurable value creation for customers. HighRadius offers real-time analytics that tracks specific business outcomes delivered across all O2C products.
- **Integrability:** The platform offers API and SFTP-based integrations with various client and third-party systems, including a prebuilt library of integrations with 25+ ERPs, 100+ banks, 45+ credit agencies, 50+ credit card processors, 50+ countries for e-invoicing, and 1,000+ customer and AP portals.

Challenges

- **Resistance to change:** With many companies still using outdated or custom-built systems that are difficult to integrate with modern AR automation solutions, HighRadius can run into resistance from companies to make the big switch. Complex manual processes that require a complete overhaul or unwieldy ERP connections further exacerbate the situation.
- **Current economic climate:** With current high interest rates and economic volatility, companies have placed tighter controls on budgetary approvals and willingness to spend to generate ROI. This, coupled with a lack of awareness among senior management of the impact of AR automation, can be a challenge for HighRadius to overcome when sealing the deal with prospective customers.

Consider HighRadius When

Consider HighRadius when you are looking for an easily integrated solution that is built with robust AI functionality as part of an end-to-end platform for invoice-to-cash processing with a focus on creating value and achieving business outcomes.

Quadient

After a thorough evaluation of Quadient's strategies and capabilities, IDC has positioned the company in the Major Players category in this IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

The Quadient Accounts Receivable is an intelligent AR automation platform covering all aspects of the credit-to-cash process with strong configurability. Its no-code customizable workflows and global rules can automate virtually anything in the invoice-to-pay cycle, with no IT configuration required, allowing users to segment customers and automate touch points.

Quick facts about Quadient include:

- **Employees:** 4,900
- **Total number of clients:** 15,000
- **Globalization:** Unknown
- **Industry focus:** Technology and telecommunications, manufacturing, distribution, business services, healthcare, and construction
- **Partner ecosystem:** 150

Strengths

- **User experience:** The Quadient AR makes end users' workload lighter through automation. The platform is easy to configure at the user level, so they can "set and forget" workflows, generate communications using AI, and take ownership of unique collections strategies for their assigned segments and flex these on the fly when they identify opportunities to improve.
- **Data analytics:** Machine learning and AI-powered analytics empower users to uncover actionable insights to propel their operations forward. Customers boast the ability to forecast more accurately and make more data-driven decisions utilizing the configurable report-building functionality and predictive customer behavior analytics.

Challenges

- **Increased competition:** The market for accounts receivable automation solutions is growing more every day, emphasizing the need for Quadient to

differentiate itself. With so many solutions available to choose from, Quadient needs to focus on highlighting the value that only it can bring to users in order to stand out.

- **Evolving global financial regulations:** With ever-shifting regulations, Quadient is continuously aiming at moving targets to ensure adequate compliance and security within solutions. While regulatory bodies strive to maintain stability and ensure fair practices, Quadient must stay up to date to provide the best service to its customers.

Consider Quadient When

Consider Quadient when you are looking for a solution that provides an exceptional user experience while facilitating intelligent data analysis for making more actionable insights.

Sage

After a thorough evaluation of Sage's strategies and capabilities, IDC has positioned the company in the Major Player category in this IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

The Sage AR Automation is a cloud-based software that enhances a company's ERP by replacing manual tasks involved with invoicing customers and collecting payments. There are five key features — Automated Customer Communications, Collections Activity Management, Customer Self-Service/Payment Portal, Cash Application Management, and Forecasting and Reporting.

Quick facts about Sage include:

- **Employees:** 12,000 (Sage overall)
- **Total number of clients:** 300+
- **Industry focus:** Multiple including manufacturing, distribution, professional services, and technology
- **Partner ecosystem:** 250+ reselling partners and 30+ technology partners

Strengths

- **Pricing/user structure:** Sage offers a highly configurable platform that leverages standard and custom fields. The universal connector architecture enables both multi-entity support and multi-ERP integration.
- **Collections activity management:** Sage offers extensive collections functionality including offering a single dashboard/workspace where all relevant collection information is present in a single place. Sage also offers the ability to record and transcribe calls directly in the application.

Challenges

- **Keeping up with constant market/regulatory change:** As is common in the AR business, Sage needs to stay abreast of regulatory and privacy changes across geographies. In addition, AR is often a high turnover department, so Sage frequently needs to establish new relationships and get new people up to speed on their offering.
- **Pressure to accelerate pace:** There is a rapid change in the pace of innovation in the SaaS accounts receivable apps market, and Sage must ensure that its offerings keep pace with developments in technology. Sage has embraced that challenge and is rapidly bringing to market new AI-based functionality.

Consider Sage When

Consider Sage when you are a company looking for a SaaS solution with extensive ERP integrations.

Serrala

After a thorough evaluation of Serrala's strategies and capabilities, IDC has positioned the company in the Leaders category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

Serrala has a long history in this market, with a global track record of nearly 40 years, and is currently serving over 2,500 customers around the globe. Serrala offers a suite of finance automation applications that use advanced and emerging technologies to automate all working capital–related processes from order to cash, procure to pay, cash, and treasury. The Serrala order-to-cash software includes modules for collection management, credit management, cash application, and disputes/deduction management. The software also contains integrated order and document management.

Quick facts about Serrala include:

- **Employees:** 750+
- **Total number of clients:** 250+ (SaaS)
- **Globalization:** 17 regional offices in Europe, North America, and the Middle East and Asia
- **Industry focus:** Multiple verticals including manufacturing and distribution
- **SaaS:** Offers cloud and hybrid cloud deployments
- **Partner ecosystem:** 60+ partners

Strengths

- **Deep experience with large complex environments:** Serrala offers users a deep well of experience in large complex deployments stretching back more than 40 years. Serrala currently has many large multinational, multibusiness unit, and multilanguage deployments across all of its lines of business.
- **Tight integration with SAP:** Serrala's SAP on Premise, SAP Cloud, and Hybrid SAP deployments offer users tight integration with SAP ERPs including SAP S/4HANA and previous SAP systems such as SAP ECC. The Serrala software can leverage SAP's Fiori application to enhance the user experience for SAP customers.

Challenges

- **Competitive dynamics:** According to executives at Serrala, customers are hesitant to make quick decisions and established many internal due diligence processes, which all serve to slow down and complicate the selling process.
- **Expansion in North American market:** Serrala plays in a highly competitive AR management market. The challenge for Serrala will be to continue to expand its footprint in the large and lucrative North American market.

Consider Serrala When

Consider Serrala when you are a large multinational SAP user with complex business needs.

Sidetrade

After a thorough evaluation of Sidetrade's strategies and capabilities, IDC has positioned the company in the Leaders category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

Sidetrade is a provider of an intelligent cloud-based SaaS accounts receivable platform. It is dedicated to increasing working capital, accelerating cash flow, benchmarking customer payment trends, and transforming efficiency and effectiveness within the finance function. Sidetrade employs AI to power automations and recommendations across the order-to-cash journey. To achieve this, Sidetrade leverages its data lake — a storehouse of 40 million buyers,1.2 billion payment experiences with a total value over $6 trillion, and 40 million dunning actions — mined for insights by its self-learning AI virtual expert named "Aimie." Aimie is embedded across Sidetrade's solutions.

Quick facts about Sidetrade include:

- **Employees:** 400+

- **Total number of clients:** 500+
- **Globalization:** Customer deployments in 85 countries (The company recently completed its acquisition of SHS Viveon AG, a German leader in credit risk management software, signaling its first entry into the German market.)
- **Industry focus:** All B2B sectors
- **Partner ecosystem:** 50+ partners

Strengths

- **Sidetrade Data Lake/benchmarks:** The Sidetrade Data Lake stores real-time payments behavior data mined using AI to show Sidetrade customers how their buyers are paying them, providing actionable intelligence across Sidetrade's comprehensive O2C solution. Sidetrade provides its customers with clear strategies to improve O2C performance and the ability to benchmark their performance versus peers. As a complement to these buyer insights, Sidetrade has recently added vendor benchmarks to allow its customers to gauge their performance versus their industry peers on KPIs such as average DSO and average days to pay.
- **Artificial intelligence:** Sidetrade offers AI technology it calls Aimie to interpret and make intelligent recommendations based on analysis of payments data in its Data Lake. Aimie is capable of many advanced actions including predictive intelligence, process automation, and the use of machine learning and NLP to read and process customer messages and recommend best-fit dunning actions for each customer based on learned payment behavior. Aimie can assist collectors to be more effective, but it can also carry out many or all collection activities depending on the level of automation required. Sidetrade AI can also help with defining credit ratings and drive fast, accurate cash applications through automated remittance processing and AI-based matching rules. The company announced new generative AI features in June 2024, including "Ask Aimie," within its dispute management module, which provides users with concise summaries of lengthy emails from their clients and enables them to generate appropriate replies.
- **Multitenancy/cloud architecture:** Sidetrade has been a SaaS provider ever since its inception in 2000 and has collected and analyzed buyer payment data in its private cloud throughout its history. The company's multitenant application layer creates a single version of its application for all users, which automatically upgrades all customers to the newest features, simplifies maintenance and customer support, and allows Sidetrade to scale its infrastructure to meet any customers' data volume requirements.

Challenges

- **Brand recognition:** Sidetrade is headquartered in France and is most mature in the European market. After entering the North American market in 2021, it has experienced strong growth, but the company still has opportunities to improve brand recognition in the region.
- **Road map prioritization:** As with all SaaS companies, the rapid pace of technological advancements, particularly in AI, challenges Sidetrade to balance client-specific needs with strategic road map development. Sidetrade leverages its 20 years of domain expertise and its vast data lake of customer behavior insights to be data driven in making road map priority choices.

Consider Sidetrade When

Consider Sidetrade when you are looking for an order-to-Cash software provider that specializes in AI technology and has a global footprint.

Tesorio

After a thorough evaluation of Tesorio's strategies and capabilities, IDC has positioned the company in the Major Players category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

Tesorio is a software company based in San Francisco, California, specializing in cash flow management solutions. Its platform leverages AI to help businesses manage, predict, and collect cash. Tesorio provides AI-driven connected finance operations platform designed to help users maintain capital efficiency. Tesorio offers end-to-end intelligent automation with the goal of helping users manage cash flow, optimize payment timing, and make strategic decisions.

Quick facts about Tesorio include:

- **Employees:** 100
- **Total number of clients:** 130+ customers
- **Globalization:** Software supporting five different languages
- **Industry focus:** SaaS, technology, manufacturing, business services, wholesale distribution, and advertising/media
- **Partner ecosystem:** 20+ partners and multiple integrations

Strengths

- **AI-driven insights:** Tesorio uses artificial intelligence to provide real-time predictions and actionable insights, helping businesses make informed decisions about their cash flow.

- **Robust cash flow management:** The platform offers end-to-end automation for collections, cash application, and cash flow forecasting, which streamlines workflows and enhances efficiency.
- **Integration capabilities:** Tesorio integrates deeply with various ERP systems such as NetSuite, Sage Intacct, and QuickBooks, providing a chance for a unified view of financial data.

Challenges

- **Grow the ecosystem:** Tesorio can expand its partner ecosystem to include more formal partnerships with ERP software providers that align with its current target markets.
- **Limited customization:** The platform needs more functionality regarding personalization and customization to specific job roles or specific work groups. Specially, there needs to be more flexibility in customizing reports and dashboards to fit specific business needs.

Consider Tesorio When

Consider Tesorio when looking for an AR software with extensive cash flow management functionality.

TreviPay

After a thorough evaluation of TreviPay's strategies and capabilities, IDC has positioned the company in the Major Players category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

TreviPay provides a fully managed O2C platform that provides merchants predictable and fast DSO with guaranteed on-time payments. TreviPay's platform includes buyer onboarding, AML/KYB, invoicing, reconciliation, dispute management, risk management, and optional financing. TreviPay's payment network connects sellers and buyers in the manufacturing, retail, and transportation industries via a modern suite of APIs and online portals. TreviPay is able to help merchants offer net terms internationally and to B2B buyers of all sizes from SMBs to enterprises with complex hierarchies, parent/child billing, contract pricing, and purchasing lines over $20 million.

Quick facts about TreviPay include:

- **Employees:** 675
- **Total number of clients:** 55 active programs serving 80,000 buyers and 90,000 sellers
- **Globalization:** Currently supports 15 languages in over 200 countries

- **Industry focus:** Multi-industry but concentrated in manufacturing, retail, travel, and banking
- **Partner ecosystem:** 50+ reselling partners and 10+ technology partners

Strengths

- **Deep payment management functionality:** TreviPay's Universal Acceptance offering with Mastercard allows clients to offer net terms with little to no integration work, if they already accept credit card payments. Also, TreviPay offers different recourse options, which allow clients to determine how much risk they want to take on including none, some, or even 100% of the risk.
- **Robust APIs:** The TreviPay suite of APIs enables merchants to directly integrate invoicing into any ecommerce platform, point-of-sale environment, or order management platform. In addition, TreviPay enables a white-labeled solution that may be embedded within the checkout, giving buyers a line of sight into how much credit they have available in real time. Terms to buyer and settlement with client are both independently configurable, enabling guaranteed DSO.
- **Expanding/expansive ecosystem:** TreviPay has invested a great deal into building out the ecosystem around its product. The most recent investments include a strategic partnership with Mastercard to give suppliers the ability to extend trade credit financing and invoicing using Mastercard's commercial card payment capabilities. Also, TreviPay recently announced a strategic partnership with Allianz Trade that integrates Allianz Trade's credit insurance into TreviPay solution for enhanced risk management that enables funding capabilities.

Challenges

- **Combining AR and deep financial services:** Combining AR functionality and payment/financing capabilities comes with an additional cost, and prospects don't always immediately recognize the additional costs beyond their employees (e.g., bad debt and working capital). TreviPay has made significant investments recently to educate users and to build a large partner ecosystem that will address these issues directly.
- **Market awareness:** It hasn't been that long since TreviPay rebranded, which carries some marketing challenges in and of itself. In addition, the service/solution that TreviPay offers can be difficult for some buyers to immediately see the points of differentiation. While a persistent challenge, TreviPay has taken this challenge head-on with a combination of adding new internal market-related resources and an ongoing commitment/investment to build the brand.

Consider TreviPay When

Consider TreviPay if you are a company looking for a SaaS solution with extensive financial services that are natively available.

Versapay

After a thorough evaluation of Versapay's strategies and capabilities, IDC has positioned the company in the Major Players category in this 2024 IDC MarketScape for worldwide accounts receivable automation applications for the enterprise.

Versapay's Accounts Receivable Efficiency Suite simplifies the invoice-to-cash process by automating invoicing, facilitating B2B payments, and streamlining cash application with AI. Versapay integrates natively with many ERPs while allowing businesses to collect with a self-serve payment portal and collaborate with customers and teammates. Versapay seeks to provide users with bank-level security, responsive support, and expert-guided implementations. Functionality includes presentment, collaboration, collections, payments, cash application, and bank reconciliation. Payments and account information are reconciled through integrations with ERP systems and accounting software providers.

Quick facts about Versapay include:

- **Employees:** 400+
- **Total number of clients:** 10,000+
- **Globalization:** Supports 100+ currencies
- **Industry focus:** Distribution, manufacturing, construction, commercial real estate, and professional services.
- **Partner ecosystem:** 350+ partners including accounting firms, financial institutions, and VARs

Strengths

- **Combination of AR and deep payments capabilities:** As the cost of capital gets higher, working capital is key. To solve for working capital, accounts receivable must get paid, inherently linking AR automation and payments in a business credit system. Versapay offers robust AR and payment management functionality built on a unified platform.
- **Depth of partnerships:** Versapay has an embedded ERP payment solution with leading midmarket ERPs (e.g., NetSuite, Sage Intacct, and Microsoft Dynamics Business Central) that integrate deeply with the Versapay I2C platform. Also, Versapay partners with NetSuite Pay and has a number of financial institutions partnerships such as American Express (United States and Canada), Wells Fargo, Fifth Third, KeyBank, Fiserv, and Deluxe.

Challenges

- **Sheer breadth of order-to-cash cycle:** The order-to-cash cycle is large in scope and can be a challenge to offer robust functionality at all aspects, especially to customers in multiple industry verticals. Versapay has taken steps to mitigate this challenge by focusing on a specific customer profile, and tight partnerships and integrations with other services for the larger cycle are important.
- **Expanding beyond North America:** Versapay is working to establish itself within the North American market. There is an opportunity for Versapay to expand its global reach into other lucrative regions such as Western Europe, South America, and Asia/Pacific.

Consider Versapay When

Consider Versapay when you are looking for an end-to-end invoice-to-cash solution that combines AR automation with robust payment management functionality.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

Accounts receivable software supports applications that support the tracking, analysis, and management of money owed to the company. AR software provides reporting and analysis of unpaid accounts and collection efforts. Core functionality for AR software includes cash management, credit management, presentment/billing, deduction management, collection, and reporting capabilities.

Strategies and Capabilities Criteria

Tables 1 and 2 provide key strategy and capability measures, respectively, for the success related to the accounts receivable automation applications for the enterprise market.

TABLE 1

Key Strategy Measures for Success: Worldwide Accounts Receivable Automation Applications for the Enterprise

Strategies Criteria	Definition	Weight (%)
Functionality road map	This is a forward-looking view of functionality with a focus on alignment with current and future customer needs and industry trends.	30.00
Extensibility strategy	The software vendor demonstrated growing support and momentum, building a strong and thriving active developer ecosystem.	20.00

TABLE 1

Key Strategy Measures for Success: Worldwide Accounts Receivable Automation Applications for the Enterprise

Strategies Criteria	Definition	Weight (%)
Scalability strategy	The system has the ability and infrastructure to scale up to meet the demands of larger or more complex businesses.	20.00
Customer experience strategy	It is based on customer interviews for topics including innovation perception and industry expertise.	15.00
3rd Platform strategy	The vendor has a strong strategy to improve its application's use of advanced technologies including machine learning, NLP, generative AI, and predictive analytics.	15.00
Total		100.00

Source: IDC, 2024

TABLE 2

Key Capability Measures for Success: Worldwide Accounts Receivable Automation Applications for the Enterprise

Capabilities Criteria	Definition	Weight (%)
Agility	The vendor manages its cloud solution effectively with regular updates, flexibility, change management support, and meeting uptime/SLAs.	15.00
Automation	The vendor demonstrates its ability to offer specific capabilities including automation supporting cash forecasting, collections, credit management, cash application, and deductions management.	8.00
Extensibility	The software is supported by a strong and thriving partner ecosystem. Also, the vendor demonstrates its ability to offer extensibility capabilities through APIs and so forth.	7.00
Flexibility	The software offers users flexibility in how the software is priced, contract length, and usage/consumption tracking models.	7.00
Functionality or offering	This element speaks to the current breadth and depth of functionality of the product including cash forecasting,	30.00

TABLE 2

Key Capability Measures for Success: Worldwide Accounts Receivable Automation Applications for the Enterprise

Capabilities Criteria	Definition	Weight (%)
	collections, credit management, cash application, and deductions management.	
Portfolio benefits	The offering is well supported and/or enhanced by a portfolio of complementary software. The software also includes easy access to partners to extend functionality.	9.00
3rd Platform usage	The offering is well supported and/or enhanced by advanced technologies such as GenAI, ML, NLP, and predictive analytics.	12.00
Visibility	The vendor demonstrates its ability to offer specific capabilities listed including reporting, dashboards, data analysis, and financial analysis features.	12.00
Total		100.00

Source: IDC, 2024

LEARN MORE

Related Research

- *Market Analysis Perspective: Worldwide Accounts Receivable Applications, 2024* (IDC #US51659724, September 2024)
- *Worldwide Accounts Receivable Applications Market Shares, 2023: The Customer Experience Comes into Focus* (IDC #US51659124 August 2024)
- *Worldwide Accounts Receivable Applications Forecast, 2024–2028* (IDC #US51659224, August 2024)
- *IDC Market Glance: Accounts Receivable Applications, 1Q24* (IDC #US51658124, March 2024)
- *Generative AI Use Case Taxonomy: The Finance Function* (IDC #US51940924, March 2024)
- *Generative AI in Accounts Receivable: Opportunities to Better Manage Collections and Cash Flow* (IDC #US51433623, December 2023)

Synopsis

This IDC study provides an assessment of the leading accounts receivable automation applications for the enterprise solutions and discusses the criteria that are most important for companies to consider when selecting a system.

"Automating AR processes not only accelerates cash flow but also reduces errors and enhances customer relationships, positioning your business at the forefront of financial management innovation," says Kevin Permenter, senior research director, Financial Applications at IDC.

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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