



# LEVERAGE EMBEDDED FINANCE TO TRANSFORM YOUR BUSINESS

September 14, 2023  
10:00am – 10:50am



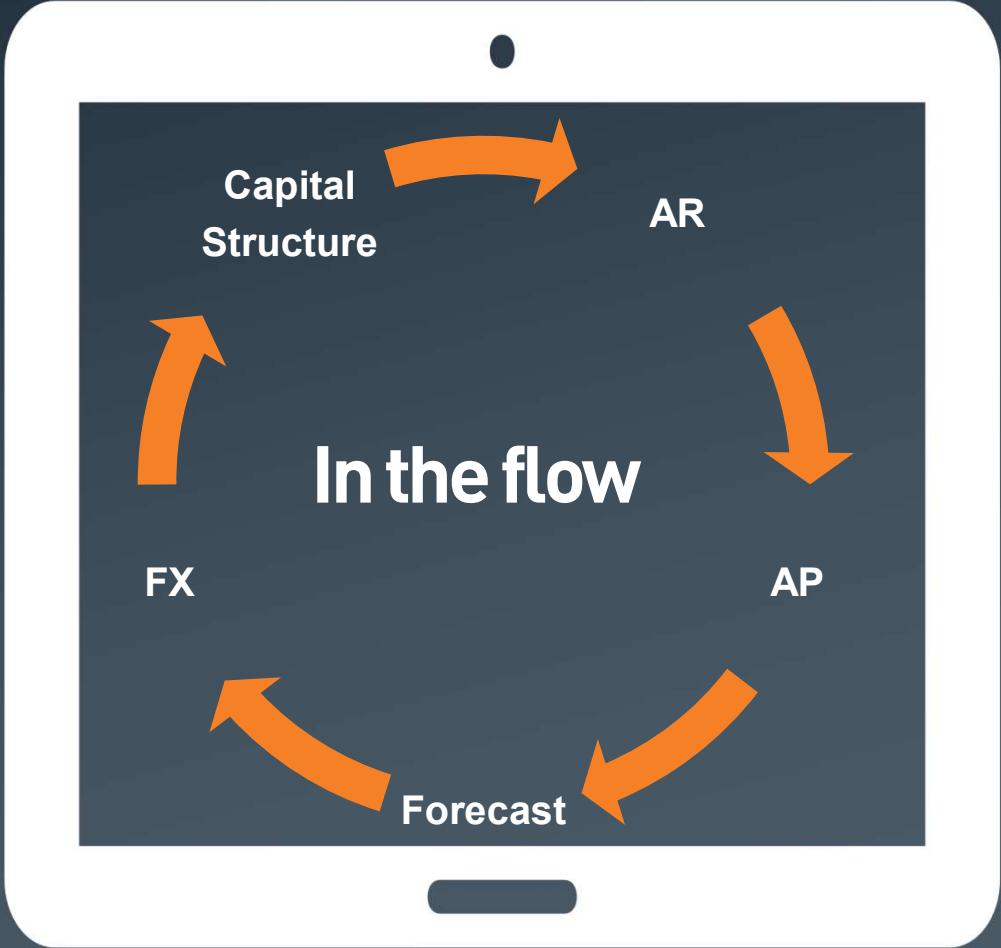
## What is the best NCAA basketball team?

1. University of Kansas Jayhawks
2. University of Kansas Jayhawks
3. All of the Above

# VALUE OF EMBEDDED



## The Swivel Chair



# LEARNING OBJECTIVES



1

Understand CFOs and Treasury Teams' Top Strategic Priorities and the technologies that organizations are using to manage the treasury function

2

Discuss why bank integrations are critical to achieving treasury automation and understand the connectivity channels available

3

Review examples of how modern technology and real-time bank integrations are enabling corporates to execute against their priorities and learn how to get started

# TOP STRATEGIC PRIORITIES



## CFOs – Finance

1. Ability to reduce overall costs in business (49%)
2. Ability to manage company growth (41%)
3. Ability to save significant time and effort through reduction of manual effort and errors (27%)
4. Ability to standardize common processes (22%)

## Treasury Teams – Treasury

1. Improving treasury operational efficiency (53%)
2. Gaining real time insight in cash position (26%)
3. Evaluating and improving our banking relationship (21%)
4. Reducing our cash management costs (21%)

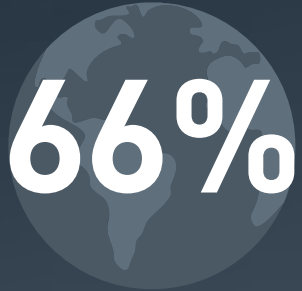
**CFOs ARE FOCUSING MOST ON REDUCING COSTS,**

**WHILE TREASURERS' ARE PRIORITIZING IMPROVING TREASURY OPERATION EFFICIENCY.**

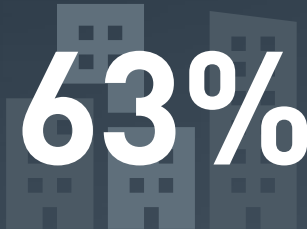
# THE REALITY OF TREASURY TEAMS



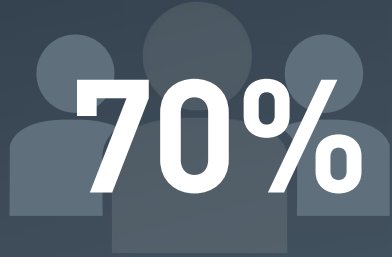
## MOST TREASURY TEAMS ARE SMALL AND MOST MANAGE CASH IN HIGHLY COMPLEX BUSINESSES



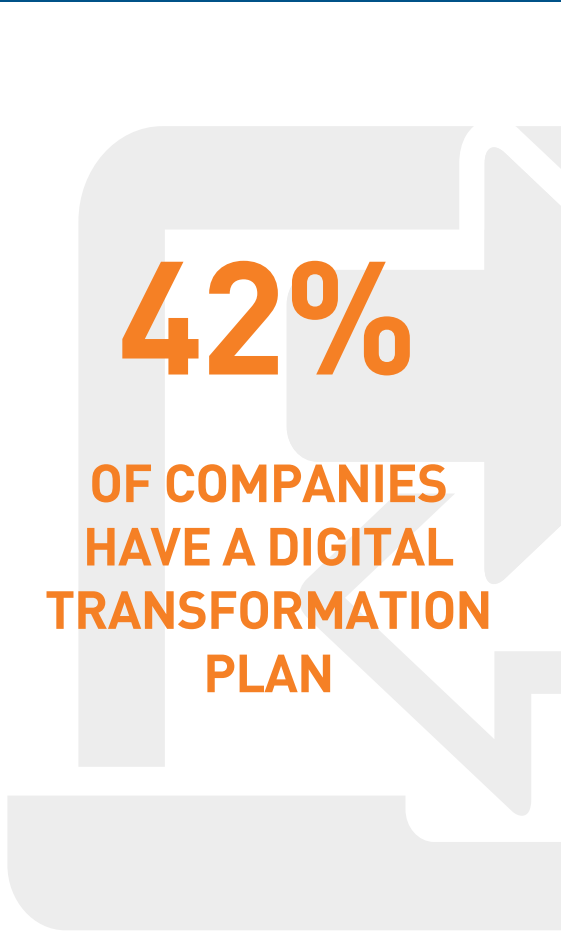
OF COMPANIES ARE OPERATING WITH MULTIPLE CURRENCIES



OF COMPANIES HAVE MORE THAN 5 SUBSIDIARIES



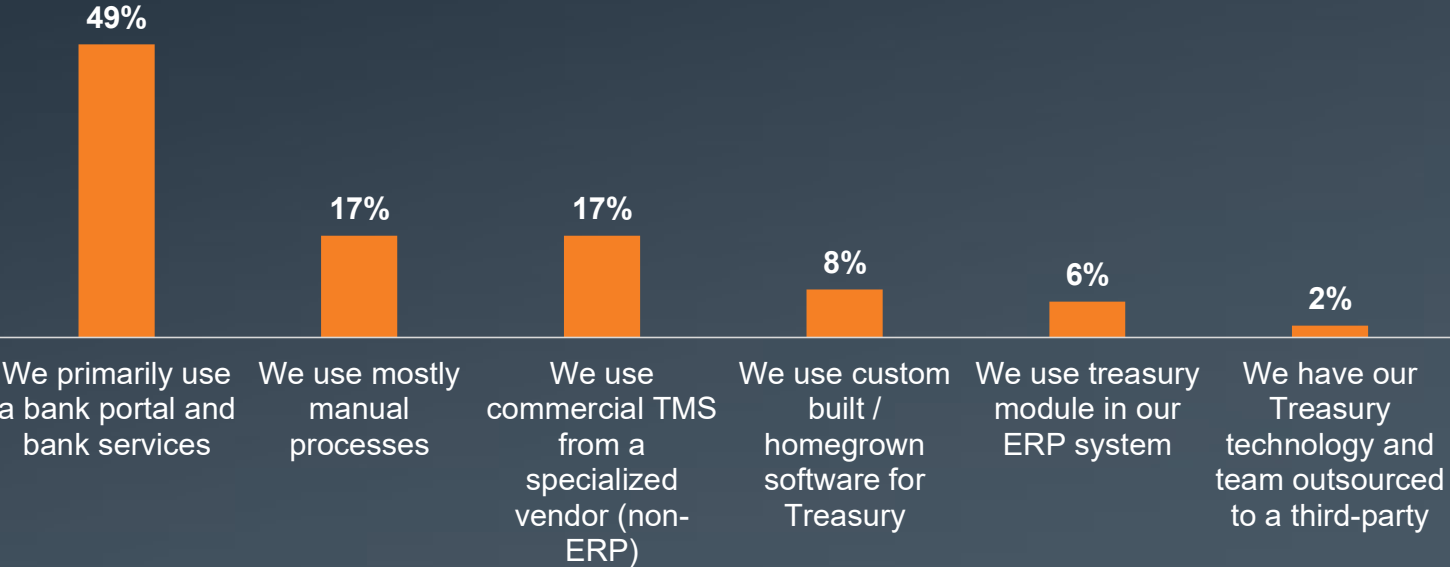
OF TREASURY DEPARTMENTS HAVE 5 OR LESS TEAM MEMBERS



# CURRENT STATE OF INTEGRATIONS



## Q: WHAT KIND OF TECHNOLOGY IS YOUR ORGANIZATION USING TO MANAGE THE TREASURY FUNCTION

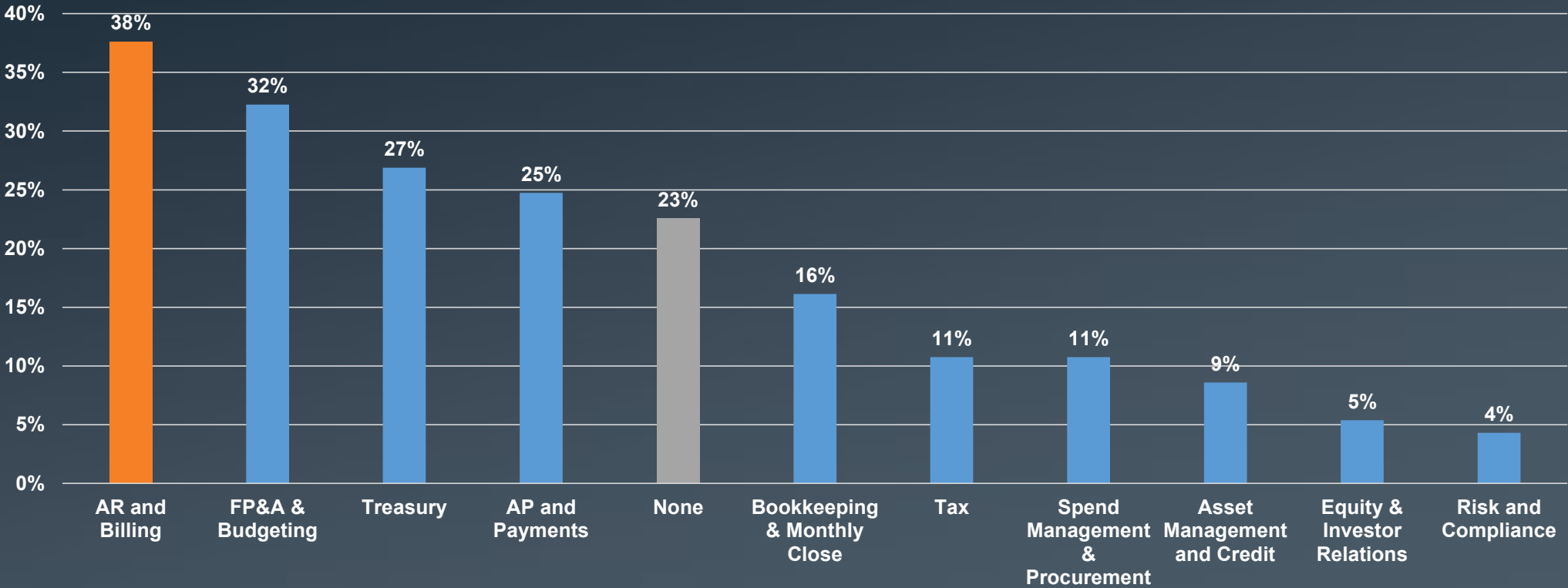


**BANK PORTALS ARE THE MOST USED SOLUTION FOR CASH MANAGEMENT AND TREASURY FUNCTIONS IN THE U.S.**

# SIGNIFICANT SOFTWARE PROJECTS



## A/R AND BILLING SOFTWARE LEADS THE WAY IN SOFTWARE PROJECTS PLANNED





# BENEFITS OF INTEGRATIONS



FINDING RELIABLE AND SECURE WAYS TO INTEGRATE THESE TECHNOLOGIES AND DIGITAL DATA SOURCES IS CRITICAL

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**REDUCE  
OPERATIONAL  
EXPENSES**



**SIMPLIFY  
PAYMENTS**



**STREAMLINE  
RECONCILIATION**

**71%**

**OF COMPANIES  
AUTOMATE  
PAYMENT STREAMS  
TO BANKS USING  
INTEGRATION  
TECHNOLOGY**

## What does “Embedded Finance” really mean?

1. Implant firmly and deeply within something else so it becomes an ingrained or essential characteristic of it.
2. The concept of integrating financial services – such as banking, payments processing, and lending – into non-financial digital experiences.
3. I have a sleeping bag/cot in my office.

# EMBEDDED FINANCE



## WHAT IS EMBEDDED FINANCE?

Embedded finance refers to the integration of financial services – such as banking, payments processing, and lending – into digital experiences with the goal of streamlining processes and placing banking services directly where and when they are needed.

## WHO IS OFFERING EMBEDDED FINANCIAL SERVICES?

Companies of all types and levels of maturity are offering financial services integrated in their offerings through digital wallets, integrated payments, and immediate lending opportunities aimed at retaining customers and increasing customer lifetime value as well as improving internal processes and employee satisfaction.



# THE REALITY OF CUSTOMER NEEDS



## CUSTOMERS AND EMPLOYEES ARE DEMANDING MORE INTEGRATED, CONNECTED EXPERIENCES ... ARE YOU READY TO DELIVER?

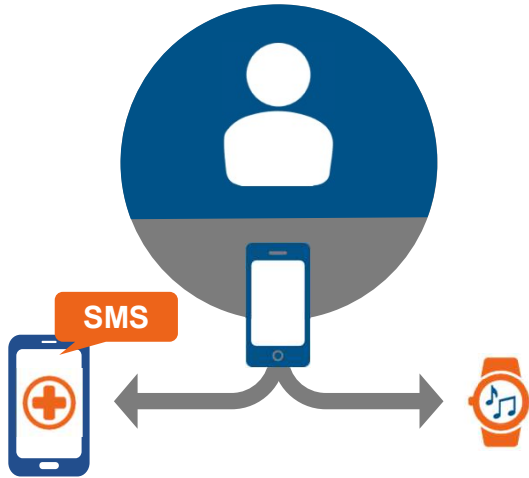


OF CUSTOMERS EXPECT COMPANIES TO ACCELERATE DIGITAL INITIATIVES<sup>1</sup>



OF ORGANIZATIONS THAT MAKE EMPLOYEE EXPERIENCE A HIGH PRIORITY SEE A POSITIVE IMPACT ON PROFITABILITY<sup>2</sup>

### PRACTICAL EXAMPLE



1: Salesforce 4th Edition State of the Connected Customer

2: Harvard Business Review Marketing Technology an Integral Part of your Employee Experience Strategy

FOR PNC USE ONLY

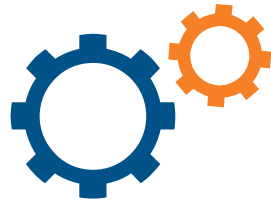
# ENABLING THE CONNECTED CLIENT



## DO YOU NEED A CUSTOMIZED EXPERIENCE?

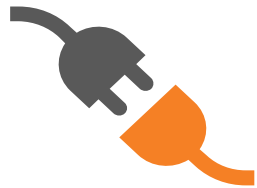


FILE TRANSFER



APIs

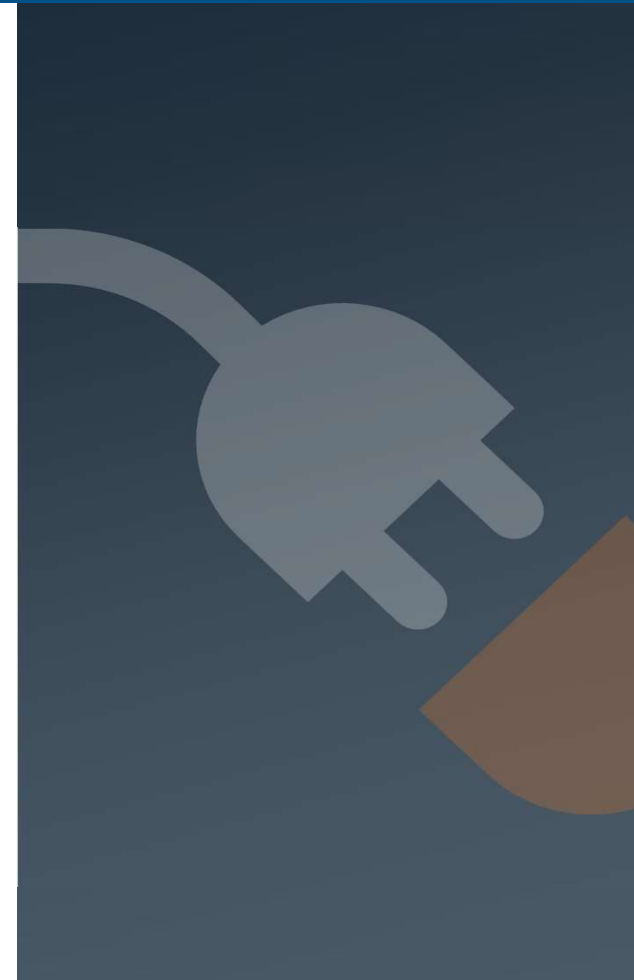
## DO YOU NEED A PRE-BUILT CONNECTION TO IMPROVE PLATFORM EFFICIENCY?



CONNECTORS



EMBEDDED APPS

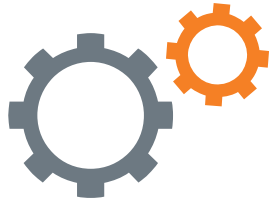


# INTEGRATION OPTIONS



## FILE TRANSFER

File transfer services supports a variety of exchange options such as AS2, SFTP, SWIFT File Act, and HTTPS, for both standard and modern file formats such as BAI2 and ISO20022, offering secure and monitored data exchange capabilities to organizations



## APIs

APIs facilitate the sharing of data and functionality between different applications, enabling powerful combinations of services to deliver cohesive experiences



## CONNECTORS

Connectors are pre-built integrations that make connecting and sharing data between platforms more efficient



## EMBEDDED APPS

Embedded solutions offer pre-built integrations and ERP embedded experiences that facilitate seamless interactions with bank solutions, allowing for convenient and efficient work within the ERP environment

# THE POWER OF APIs



APIs allow companies to **create custom experiences** for their **teams** or **customers**

## VERIFICATION

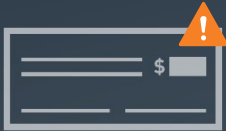
## RECEIVABLES

## PAYABLES

## REPORTING



Verify payee  
Information before  
making payments



Verify received  
checks prior to  
deposit



Integrating  
payment  
functionality into  
client platform



Initiate real-time  
payroll



Simplifying  
payments to  
consumers



Integrating real-  
time reporting and  
improving  
reconciliation

# EMBEDDED EXPERIENCE IN ACTION



## Payment Initiation

## Balance Reporting

## Transaction Reporting

ORACLE NETSUITE  Help Feedback David Enick PNC Bank - Demo Account - 00: Controller (PNC Demo Role 1)

ORACLE NETSUITE  Help Feedback David Enick PNC Bank - Demo Account - 00: Controller (PNC Demo Role 1)

ORACLE NETSUITE  Help Feedback David Enick PNC Bank - Demo Account - 00: Controller (PNC Demo Role 1)

[Activities](#)
[Billing](#)
[Box Files](#)
[PINACLE® | PNC](#)
[Customers](#)
[Vendors](#)
[Payroll and HR](#)
[Financial](#)
[Reports](#)
[Analytics](#)
[Documents](#)
[Setup](#)
[Payments](#)
[Fixed Assets](#)
[Statistical Analysis ...](#)

**1000 - Checking (x0000 (Demo Data))**  
Last Updated: 15 minutes ago

PREVIOUS DAY BALANCES		INTRADAY BALANCES	
<small>Last Updated: 15 minutes ago</small>		<small>Last Updated: 15 minutes ago</small>	
LEDGER BALANCE	\$999,065.89	LEDGER BALANCE	\$365,420.23
AVAILABLE BALANCE	\$725,883.89	AVAILABLE BALANCE	\$303,842.16

**FILTERS**

FROM DATE:  TO DATE:

**Refresh** **Export** 1..50 < > TOTAL: 72

SETTLED DATE	DESCRIPTION	CUSTOMER REFERENCE	BANK REFERENCE	BAI CODE	AMOUNT	POST DATE	DETAILS
4/14/2022 4:00:25 pm	ACH payment	086758e87b8c47d69ea6a8d9b2cb0306	4298b5c36e284dfb85e6880c2aad57a4	231	(294,988.37)	4/14/2022 4:00:25 pm	<a href="#">View</a>
4/14/2022 4:00:25 pm	ACH payment	346db742373d42c2db48b9cb35ed6a4ad	ef3da0b14941441e842d1d238bcfba	141	(597,518.06)	4/14/2022 4:00:25 pm	<a href="#">View</a>
4/14/2022 3:00:30 pm	Wire payment	0d782c1e81f84ae8a7534025ed5d3db7	44de2b3b66b3421f9a134806c386711b	294	334,999.72	4/14/2022 3:00:30 pm	<a href="#">View</a>
4/14/2022 3:00:30 pm	ACH payment	bc177246b444e41a91d22bb1bdf479b	9ab437973e844dfac051b477370aef7	747	894,448.20	4/14/2022 3:00:30 pm	<a href="#">View</a>
4/14/2022 2:00:33 pm	Wire payment	eda58558396d4ce788712f509d8bd5bd	84b8bbe436b40e39dac70c631082789	239	(319,479.21)	4/14/2022 2:00:33 pm	<a href="#">View</a>
4/14/2022 2:00:33 pm	ACH payment	a7be30198a55407a87389754535a86c4	f57028968f2d4b9a8bfca4a5b359a47	274	(734,904.73)	4/14/2022 2:00:33 pm	<a href="#">View</a>
4/14/2022 1:00:41 pm	Wire payment	6f6c9d1cd8a34b61828bc930d7961d05	a5970679bfaf46aa8e31ea015fab62d	210	972,131.05	4/14/2022 1:00:41 pm	<a href="#">View</a>
4/14/2022 1:00:41 pm	Wire payment	977bba92f7e1a9bb1468f69cc0a88	9c934c24d072a4892a14e9497e192c	227	259,407.06	4/14/2022 1:00:41 pm	<a href="#">View</a>





# THE POWER OF CONNECTORS



Connectors **streamline onboarding** and enable companies to **leverage banking services** within specific systems, delivering **embedded experiences**

## SOLVING COMMON CHALLENGES

Logging into multiple platforms to keep track of account balances



View real-time information reporting within your ERP or TMS

IT priority and resources to build custom files and setup transmissions



Integrate without the need for IT resources

Easily accessing and leveraging new payments and bank capabilities



Access continuous new features released over time

Learning another bank portal



Utilize familiar ERP / TMS system to carry out bank functions

Manual reconciliation involving downloading files



Streamline the reconciliation process

Lengthy implementation process



Dramatically reduce onboarding time

## HOW TO PRIORITIZE AUTOMATION AND INTEGRATION INITIATIVES

### UNDERSTAND YOUR CURRENT STATE

- What are the most time consuming tasks?
- What is the most prone to error, omission, or fraud risk?
- What tools can fill knowledge or experience gaps of in-house resources?



### EVALUATING SOLUTIONS AND DESIGN FUTURE STATE

- Consider outsourcing and consolidating treasury functions
- Look for bank partners that have invested in embedded technology
- Develop business cases and explore ROI



### DRIVE BUSINESS PERFORMANCE

- Prioritize areas of focus based on greatest returns and enablers of scalability
- Develop roadmap for short and long term initiatives



# TOP TAKEAWAYS



## FUEL GROWTH

CFOs looking to reduce costs and fuel growth are focusing on three important areas: improving risk management, increasing cash visibility, and automating treasury functions.



## ENTER THE NEXT PHASE OF AUTOMATION

Treasury technology will not only help you navigate through an uncertain market, but also unlock key financial opportunities by enabling treasury functions to add more business value.



## NAVIGATE UNCERTAINTY

With early efforts toward automation being ERP focused, more organizations are ready to mature their systems and tune in to the needs of today's treasury and finance departments by using technology to be more strategic.

# FINAL THOUGHTS



1

The opportunity to leverage embedded finance is growing. Internal operations and processes can be drastically impacted by leveraging real-time and automation tools.

2

Embedded finance can help you offer your customers great experiences while also developing new revenue streams.

3

Verbiage and buzz words can be confusing. Not everything needs to be solved by these new technologies; the right tool for the right job/problem is critical.

# QUESTIONS?



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