



RETAIL SOLUTION GUIDE

Unlock the future of Retail B2B Accounts Receivable (AR) with Billtrust's Order-to-cash



As the B2B retail industry continues to be reshaped by eCommerce, staying competitive requires more than just a traditional approach to Order-to-Cash. It necessitates a deep understanding of the evolving landscape, a proactive mindset, and the right tools to adapt and thrive.

But order-to-cash functions, including online ordering, invoicing and payments, cash application, and collections are often overlooked areas that should also be a digital priority. Having a B2B e-commerce site that aligns with invoicing and payments portal simplifies the customer journey, streamlines business operations, and enhances the overall customer experience, ultimately benefiting both the business and its customers.

How can AI-driven Order-to-cash solutions help you stay ahead?

At Billtrust, we recognize that one size does not fit all. B2B retailers that work with us leverage a complete, order-to-cash platform – powered by industry-leading AI, an unparalleled network of data, and an unmatched view of your analytics. All to provide you the strategic insights you need to automate your AR processes intelligently and move finance forward.

Billtrust works with over 200 B2B Retailers in several business areas, including:

- Apparel and accessories
- Business goods distributors
- Consumer goods distributors
- Consumer electronics and computers
- Home improvement and hardware retailers
- Office products and distributors

Intelligent accounts receivable solutions help retailers increase online transactions while helping buyers to pay the way they want. Yes, you can scale online eCommerce, reduce the cost and labor of managing financial transactions, and provide a better customer experience with one company.

CREDIT

Billtrust Credit Application allows you to create online, custom credit applications to safely store and centralize sensitive credit information, make faster and more efficient credit decisions, and keep relevant teams informed.

PAYMENTS

Billtrust Payments allows suppliers to facilitate accelerated, predictable payments on their terms while offering flexibility to all customer segments. Your customers benefit from a convenient B2B payment experience on a fully-brandable portal, while giving you the ability to accept payments through your preferred channels.

COLLECTIONS

Billtrust Collections optimizes collections processes by surfacing customers who need outreach most, automating repetitive tasks, providing AI predictive insights to forecast cash and optimize collections steps, and personalizing customer outreach to ensure a positive customer experience.

ECOMMERCE

Jumpstart B2B and B2C online ordering with an automated order-to-cash solution that offers an exceptional customer experience. With Billtrust eCommerce, you get a highly configurable webstore platform and digital strategies – or turnkey solutions – that handle unlimited SKUs and integrate with most ERPs.

BUSINESS PAYMENTS NETWORK

Billtrust's Business Payments Network (BPN) connects order-to-cash functionality with the rest of the B2B payments ecosystem. BPN allows you to optimize both sides of the transaction by delivering invoices to AP portals your customers use and automatically capturing and processing their payments.

PROFESSIONAL & CUSTOMER SERVICES

With the help of our experts you'll accelerate time-to-value with a proven AR implementation program. Our professional services organization has identified the critical steps your business should take at each stage, from purchase to post-launch performance and beyond. Our proven blueprint sets you up for customer success and assists you in becoming an expert on your own.

INVOICING

Billtrust Invoicing streamlines and automates multi-channel invoice delivery, locally and around the world. You can cut and control operating costs while simplifying invoice presentation and giving your customers the invoicing flexibility and efficiency they need.

CASH APPLICATION

Billtrust Cash Application handles payments swiftly by turning an unnecessarily complicated process into a manageable one through automation and machine learning. As a result, you benefit from a radical improvement in match rates across all payment channels, streamlined exception handling and achieve industry-leading straight-through processing.

Challenges we solve for B2B Retailers:



Reduce time and cost of invoice delivery, and let your customers pay however they want including virtual credit card payments.



Make smart choices regarding surcharging to reduce the cost of customers making credit card payments.



Increase accuracy and shorten time to apply cash resulting in reduced labor costs and reduced bank costs.



Instant credit insights for swift approval of key customers.



Provide an easy-to-use B2C-like user experience for placing orders and complex B2B capabilities, including integration with ERP systems.



Automate collections to address past-due payments, manage bad debt, and minimize write-offs.



Learn more

Visit billtrust.com or [contact our sales team](#).

ABOUT BILLTRUST

Billtrust is a leading provider of cloud-based software and integrated payment processing solutions that simplify and automate B2B commerce. Accounts receivable is broken and relies on conventional processes that are outdated, inefficient, manual and largely paper based. Billtrust is at the forefront of the digital transformation of AR, providing mission-critical solutions that span credit decisioning and monitoring, online ordering, invoice delivery, payments and remittance capture, invoicing, cash application and collections.



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