

PROFESSIONAL EDUCATIONAL WEBINARS

**Digital Order-to-Cash:
A Roadmap to Collections Automation
Part Two: Keeping the Customer and
Maximizing Cash Flow**

**Join us on:
Tuesday, April 14, 2020
10 - 11 a.m. CST**

**ABOUT
THE WEBINAR**

Technology must play a role at every part of the Order-to-Cash lifecycle. Nowhere is digital more essential than with:

- Billing/invoicing
- Collection of accounts receivable
- Managing customer deductions or short payments

Optimal management of these functions requires all members of the team as well as the customer having access to real-time, comprehensive accounts receivable data.

In this webinar learn:

- How a digital approach to accounts receivable collections management and optimizing automation
- Artificial intelligence and analytics will exponentially improve cash flow
- Drive customer satisfaction
- Free teams up for performing those tasks that have a greater impact on risk, the customer and cash

Participation points are available for this webinar



Topic:
Digital Order-to-Cash:
A Roadmap to Cash Application Automation
Happy Customers, Happy Shareholders
(Part 3)

Presenters:
Veena Gundavelli
Murray Kain

Date:
May 19, 2020

Time:
10 - 11 a.m. CST

Cost (per Webinar)
\$99 - Member, \$198 - Nonmember
(One coupon will be accepted)



**ABOUT
THE PRESENTERS**



Veena Gundavelli

Veena Gundavelli is the Founder and CEO of Emagia Corporation. She is an award-winning serial technology entrepreneur with extensive experience in the fields of artificial intelligence, data analytics and automation for enterprise financial services.



Murray Kain

Murray Kain has over 16 years of experience in finance and order-to-cash transformation as well as led the digital solutions deployment to large strategic accounts.

**WEBINAR
REGISTRATION**

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Questions?

Contact Lillian Novak at lillian.novak@nacmconnect.org or call 847.483.6478