

Digital products need digital processes

Digitizing core business processes, like the order-to-cash cycle, is critical to seizing market opportunity in the heavy machinery sector.

STATE OF THE INDUSTRY	MISSED OPPORTUNITY
DIGITAL PRODUCTS OEMs are scrambling to digitize their excavators, cranes and other machinery	DIGITIZE INTERNALLY Replace fragmented, manual financial processes with efficient, integrated ones
CHANGING REVENUES Rental income now makes up 55% of the construction machinery market	ACHIEVE SCALABILITY Get the scalability and flexibility necessary to grasp the opportunity in the market
LABOR SHORTAGE 58% of the industry say it's their biggest challenge, forcing wage costs higher	MARGIN RELIEF Mitigate rising labor costs by streamlining and automating financial processes
NEGATIVE THINKING Digitization is seen as a challenge rather than an opportunity by 19% of the industry*	COMPETITIVE ADVANTAGE Digitize accounting processes ahead of the pack to secure competitive advantage

*Based on participants at the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment.

How to digitize order-to-cash



CREDIT

Digitize by putting credit applications online to improve risk management and reduce friction between sales and finance.

Billtrust helps you process credit applications quickly and automatically, monitor your whole portfolio and combine internal and external data.



ORDER

Digitize by letting customers order online to speed up purchasing, improve customer satisfaction and get data right from the start.

Billtrust helps you build your own web store, add your branding and link data across the lifecycle.



INVOICING

Automating invoicing cuts out manual work, makes invoices more accurate, reduces queries and disputes, and speeds up payment and reconciliation.

Billtrust helps you offer your customers every billing format: print, mail, fax, email, EIPP and even directly into their accounts payable portal.



PAYMENTS

Digitizing payments lets you offer credit card payments without prohibitive costs, reduces labor through automation and means payments are secure and compliant.

Billtrust helps you capture virtual card numbers and apply cash automatically, integrate with ERP systems and encourage electronic payment methods.



CASH APPLICATION

Digitizing cash application improves accuracy and speed of reconciliation, allowing faster access to cash.

Billtrust helps you cut data entry costs, perform smart matching, investigate exceptions and post to an ERP system.



COLLECTIONS

Replacing spreadsheets helps you prioritize accounts, automate customer contact and improve success rates.

Billtrust helps you prioritize accounts strategically, reduce the average age of debt and give customers a good experience.

100

approximate customers that Billtrust serves in the North American heavy machinery industry.

[Learn more >](#)

80%

automatic match rate achieved and reduced misapplied cash to zero when Thompson Machinery implemented our services.

[Read the full case study >](#)

It's critical to digitize the entire order-to-cash cycle as an integrated process. With Billtrust you will get the scalability you need, mitigate rising cost and secure competitive advantage.