

Emagia - Spotlight Report



Emagia: Redefining Financial Performance through Intelligent Order-to-Cash Process Management



ABOUT EMAGIA

Founded in 1998, Emagia is a privately held, order-to-cash process automation software firm that continues to be led by its original founder and CEO. Emagia provides autonomous finance solutions, specializing in order-to-cash operations and customer financial services. Their cloud-based finance platform leverages AI, automation and analytics to optimize financial processes, with flagship AI assistant Gia providing advanced cognitive capabilities. With over 15 years operating the platform, Emagia has processed over \$850 billion in receivables across 90 countries, serving numerous high-growth companies globally.

SOLUTION SPOTLIGHT



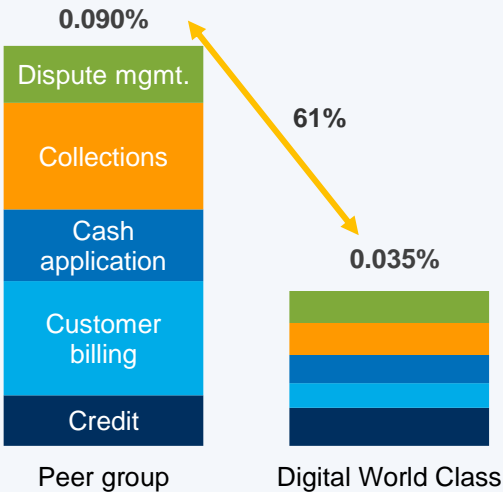
EXECUTIVE SUMMARY

Emagia offers an order to cash (O2C) solution suite that encompasses credit management, collections, cash application, deductions and billing/EIPP. Emagia delivers leading data analytics through an exclusive partnership with Solix Technologies. While the core process modules focus on reducing operational costs and accelerating cashflow, its Solix-infused features enable data lake management and advanced analytics. The digital assistant Gia is 6 years young. Gia has evolved beyond a basic desktop software assistant to an AI-powered digital process manager. Emagia's Gia/AI-powered platform is enabling clients to intelligently manage customer accounts, providing a better understanding of credit risks and the receivables landscape. In 2024, Emagia has been recognized by analysts as a "Visionary," "Innovator," "A Rising Star," and a "Top 10 AR Solution" in a very competitive software market. Emagia recently developed digital customer payment functionality and a customer-billing capability using their proprietary EIPP portal and GiaDocs workflows. With integration to existing ERP and CRM systems, Emagia's O2C platform provides high levels of automation and improved user experience, for optimizing working capital and enhancing overall financial performance.



HACKETT INSIGHTS

Process cost as % of revenue



The degree and breadth of process automation has a dramatic impact on the efficiency and effectiveness of order-to-cash processes. Digital World Class® finance organizations exhibit a higher level of order-to-cash process automation. They outperform typical organizations (i.e., the peer group) in metrics such as percentage of automated credit reviews, automated customer invoices, straight-through processing of customer remittances, and dispute resolution cycle time. These automation levels have a direct impact on the costs to execute those processes.

Source: The Hackett Group 2024 Finance Benchmark

Emagia: Redefining Financial Performance through Intelligent C2C Management



SOLUTION OVERVIEW

SOLUTION SPOTLIGHT

Emagia's order to cash (O2C) platform goes to market with the value proposition of optimizing financial operations and enhancing cash flow while mitigating risks associated with credit management and collections. This approach is enabled through an advanced, AI-driven O2C suite powered by the Solix Big Data Suite, which provides comprehensive, easy-to-use tools for managing and analyzing the entire cash conversion cycle. When needed, the fit-for-purpose modules are fully customizable for each client's specific needs across various industries and verticals.

The Emagia O2C platform provides users with a sophisticated yet user-friendly interface for comprehensive customer account management. The advanced system empowers organizations to efficiently evaluate and monitor customer creditworthiness, payment trends and overall financial stability. The platform aggregates and analyzes critical data points, including credit histories, payment behaviors, financial reports and external credit evaluations. Leveraging the latest AI algorithms, the system processes multifaceted information, significantly reducing the manual burden on finance teams while offering a comprehensive 360-degree view of each customer's financial profile. This intelligent approach enables more informed decision-making.

Emagia's advanced analytics capabilities equips finance professionals with real-time insights and predictive models. Customizable dashboards allow users to visualize key performance indicators, trends and potential risks, enabling faster and more informed decision-making in credit management and collections strategies.

Emagia's platform integrates seamlessly with existing ERP and CRM systems, as well as third-party data providers, to enrich customer information and automate data validation. This integration enables automatic updates of customer credit scores, flags potential risks and alerts users to changes in customer financial status. The automated approach streamlines risk management, reduces bad debt exposure and facilitates proactive financial management for better business outcomes.

The Emagia platform powers large global enterprises but has also been attractively priced to penetrate the small and mid-size market. Emagia has also placed a significant focus on delivering customer experience excellence beyond implementation. The implementation teams boast practical experience as O2C process subject matter experts. This strategic approach cultivates stronger relationships through relevant, timely engagement, ultimately driving improved conversion rates and sustained customer retention.



HACKETT INSIGHTS

THE 2024 TOP 10 OBJECTIVES OF FINANCE ORGANIZATIONS

1	Cost management and optimization	6	Reliable forecasting
2	Cash flow performance /liquidity/ working capital	7	Upskill existing talent
3	Data, insights, actionable analytics	8	Business partnering
4	Profitability goals, including margin expansion	9	Regulatory compliance, including ESG reporting
5	Digital transformation/process improvements/technology modernization	10	Capital investment allocation and deployment

Customer-to-cash (C2C) process software can deliver significant rewards in terms of cash-flow acceleration, liquidity, improved working capital and process cost savings. Selecting a software partner requires a detailed investigation to ensure your business case goals will be achieved. Digital process improvement applications are delivering:

- Seamless data integrations
- “Touch of a button” insight-rich dashboards
- Machine-learning and Gen AI functionality

Source: The Hackett Group 2024 Finance Key Issues Study

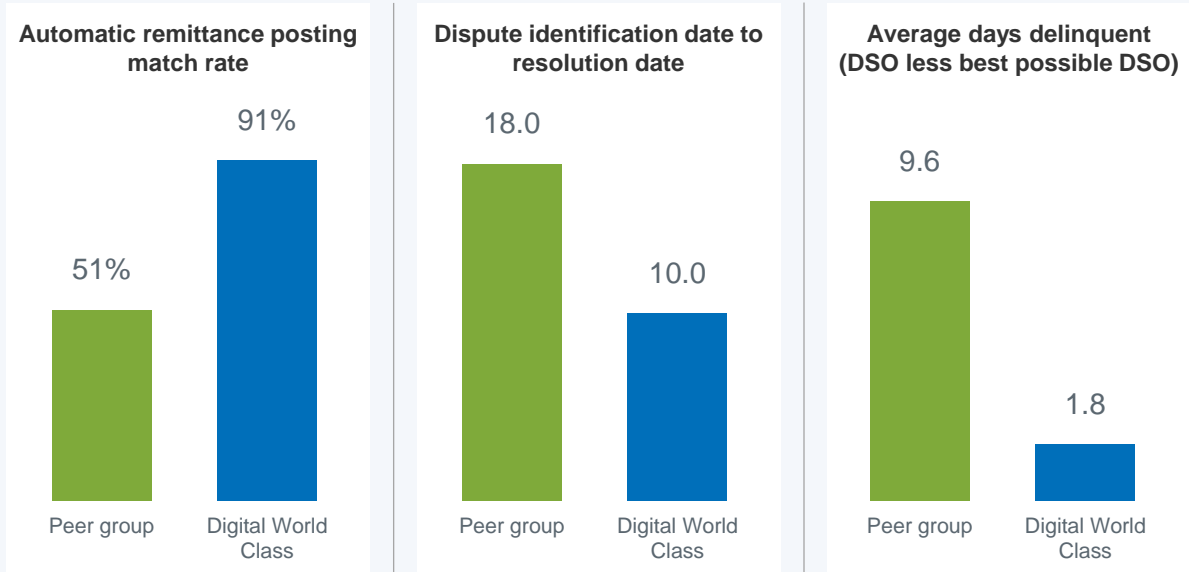
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VALUE REALIZATION BENEFITS

SOLUTION SPOTLIGHT

Strategically approaching receivables management is a core characteristic of Digital World Class® organizations. Achieving speed to value is another distinction among those cash-flow leaders. Hackett benchmark data has established direct correlations between process automation, cycle times and cost/cash savings. Cash flow and working capital are more critical than ever. It is imperative that organizations manage receivables with precision. Emagia’s solution portfolio is designed with features and functionality to enable C2C-process best practices that accelerate cash flow, reduce cycle times, reduce process costs and deliver improved customer experiences. Emagia ensures a *fit-for-purpose* implementation through several key services that complement the software: O2C value assessment, rapid deployment plan, software training and education, and ongoing customer support.



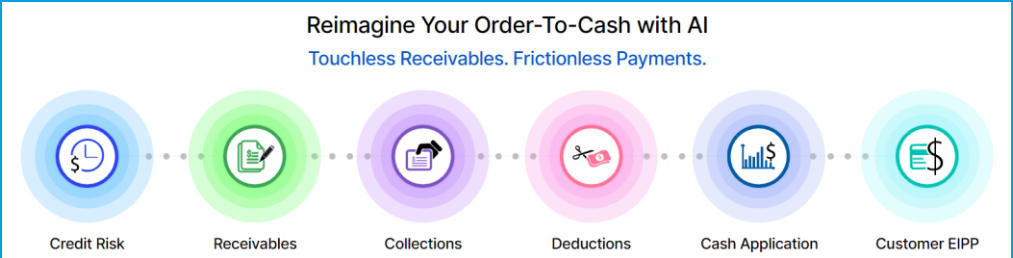
Source: The Hackett Group 2024 Finance Benchmark



LOOKING AHEAD

Emagia’s product roadmap starts with organizations reimagining their order-to-cash processes through the combination of automation, analytics and artificial intelligence. Paper-based transactions have been eliminated, but the order-to-cash processes require the processing of many digital documents. Emagia is focused on functionality that can streamline the processing of digital documents with efficiency and accuracy through embedded intelligent document processing (IDP) technology. The order-to-cash processes also have volumes of unstructured data that must be rationalized for peak performance. Emagia is combining IDP technology with generative AI through GiaDocs AI, a tool that enables organizations to achieve that goal.

Going forward, Emagia has opportunities for further enhancing its automation capabilities to provide even greater reductions of workloads for order-to-cash global process owners.



LEARN MORE: <https://www.Emagia.com>

AUTHORS

Bryan Degraw

Associate Principal, Finance
Advisory Services

bdegrow@thehackettgroup.com

Atlanta

1000 Abernathy Road NE
Suite 1400
Atlanta, GA 30328
T. +1 770 225 3600
T. 1 888 842 2538 (toll-free)

London

20 St Dunstan's Hill
London, EC3R 8HL
United Kingdom
T. +44 20 7398 9100

W. www.thehackettgroup.com

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