

Powering the Future of Autonomous Finance with AI-First Innovation

Pioneering the Future of Autonomous Finance.

In the evolving world of fintech, few companies have embraced innovation with the consistency and conviction that Emagia has. What began as a vision to streamline complex financial operations has blossomed into a movement that's redefining how enterprises manage their order-to-cash cycles. Today, Emagia stands as a trailblazer in autonomous finance, fueled by its AI-first mission and an unwavering focus on delivering real, measurable value to businesses worldwide.

A Visionary Start with an AI-First Mindset

Over 15 years ago, the team at Emagia recognized a glaring inefficiency in enterprise back-office operations—particularly within the order-to-cash function. Traditional systems were slow, manual and riddled with friction points that stifled productivity and obscured valuable insights. The Emagia team saw an opportunity—not just to digitize these processes, but to completely transform them using artificial intelligence.

"Our mission was clear from the start," says Founder and CEO Veena Gundavelli, "We wanted to empower every finance professional by making



Veena Gundavelli
CEO & Founder

order-to-cash operations more intelligent, touchless and self-driving. We envisioned a future where finance leaders could make faster, smarter, bolder decisions—backed by real-time data and AI-driven insights.”

Since then, Emagia has stayed the course, innovating year after year. Today, their solutions have earned accolades from analysts and users alike. The company has been consistently recognized as a “Visionary” in Gartner’s Magic Quadrant, most recently in 2024. In fact, Gartner analysts have highlighted Emagia’s unmatched investment in research and innovation relative to its revenue—beating out well-known competitors like HighRadius, BlackLine, Sidetrade and Esker.

Meet Gia: The AI Copilot Powering the Future

Central to Emagia’s strategy is its flagship AI assistant—Gia. Launched in 2018, Gia has evolved into a full-fledged digital copilot that underpins nearly every Emagia platform. Gia Agent Orchestration Studio, Emagia’s latest innovation that leverages new agentic AI technology, is just one of the many, specialized forms of Gia tailored for specific enterprise needs.

Gia is not your average digital assistant. It communicates naturally, via voice or chat, across all devices—desktop, mobile, or tablet. It learns continuously, understands context, predicts outcomes and performs administrative tasks that would otherwise take human employees hours, if not days. With each interaction, Gia becomes more intelligent, more efficient and more indispensable.

“For CFOs and financial executives, AI-powered agents and copilots aren’t the future – they’re here and

will become increasingly essential. Gia can be part-coworker, part-trusted advisor,” explains Gundavelli. “It extracts financial insights, predicts cash flow trends and integrates with ERP systems like SAP, Oracle and PeopleSoft seamlessly.”

But it’s not just the C-suite that benefits. Credit teams use Gia to validate licenses and assess creditworthiness. Billing teams automate invoicing. Collections staff rely on Gia to manage follow-ups, while treasury professionals track daily balances with ease. Even suppliers, vendors and sales teams experience Gia’s conversational capabilities, which simplify the exchange of forms, payments and receipts.

Gia’s multilingual capabilities are another game-changer. *“In one client deployment, Gia orchestrated multilingual customer communications across over 15 languages. From ensuring timely payment reminders to accurate remittance processing, Gia drove operational efficiency without disruption,”* adds Emagia Director of Fintech Raghavendra Shankar.

Technology That’s Always One Step Ahead

What truly sets Emagia apart is its relentless pursuit of innovation. The company’s AI and machine learning teams are constantly refining processes to eliminate friction and unlock new efficiencies.

“We’re not just applying AI for the sake of following an emerging trend,” says Gundavelli, who remains closely involved with the engineering team on new platform developments and updates. *“Our development team focuses intently on each step in the financial workflow and asks how we can use automation, AI, and analytics to transform enterprises’ complex*

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Where CFOs Meet Their Most Efficient Selves.”

O2C operations and delivers something that provides exponentially efficiency. That focus on creating solutions that are innovative and easy-to-deploy creates an extraordinary impact and advantage for these organizations.”

This approach has helped Emagia establish itself as a trusted partner in the digital transformation journey. From building flexible, scalable products to delivering on-time implementations and world-class support, the company remains laser-focused on helping clients achieve best-in-class digital metrics in their accounts receivable operations.

A Success Story in the Medical Devices Industry

Nothing illustrates Emagia’s impact better than its recent work with a customer in global medical supply manufacturing. With over \$3 billion in revenue and operations spanning North America, Europe, Asia-Pacific and South America, the client faced a common yet daunting challenge: ballooning back-office costs and declining cash flow performance.

Despite using a combination of internal teams and BPO providers, the company struggled with visibility into customer data, inconsistent service levels and rising operational expenses. Their DSO (Days Sales Outstanding) was creeping up and cash flow was tightening—something they couldn’t afford in a high-stakes industry.

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Transforming Order-to-Cash into Touchless, Intelligent Operations.”

Enter Emagia.

The company deployed its full suite of AR automation tools – backed by Gia – in a phased global rollout. The transformation was nothing short of extraordinary. Within months, DSO improved by 30%, overall operational costs dropped by more than 40% and cash application automation soared to over 95%—with near-zero human intervention.

Moreover, the system handled multi-language communication effortlessly, integrating with legacy ERP platforms while delivering world-class results. *“The client’s accounts receivable performance is now among the best in its industry,”* notes Shankar. *“And that’s the kind of impact we strive for in every engagement.”*

The People Behind the Innovation

Behind Emagia’s cutting-edge solutions lies a team of passionate experts. The leadership philosophy blends deep industry knowledge with technical brilliance. The company believes that autonomous finance is

built at the intersection of domain expertise and engineering excellence.

“Our teams have pioneered the AI-first focus in Order-to-Cash for more than a decade – We understand the lifecycle like no one else,” says Gundavelli. *“They’ve worked across industries—healthcare, manufacturing, logistics, technology, finance—and know the pain points intimately...”*

This focus combined allows Emagia to move quickly, innovate freely, and deliver solutions tailored to each client’s unique needs. It’s a stark contrast to the bureaucratic slowdowns that plague larger firms bound by investor expectations and rigid structures.

A Platform-Agnostic Approach for a Diverse World

In today’s digital economy, flexibility is power. Emagia’s platform-agnostic architecture allows it to integrate seamlessly with a wide range of ERP systems—whether modern or legacy. This means clients don’t have to undergo costly overhauls to benefit from advanced automation.

“We take pride in our ability to integrate with any software systems our clients already have,” explains Dexter Peavy, Emagia’s VP of Order-to-Cash Transformation. *“Whether*

it’s SAP, S/4Hana, or some legacy platform from the ‘80s or ‘90s, we can make it work.”

That customer-first flexibility has allowed Emagia to serve clients of all sizes and industries—from fast-growing startups to global conglomerates. Whether it’s manufacturing, healthcare, distribution, or services, Emagia’s solutions are tailored to deliver speed, accuracy and measurable ROI.

Looking Ahead: The Future of Autonomous Finance

As the pace of digital transformation accelerates, Emagia remains committed to leading the charge in autonomous finance. Their roadmap includes even deeper AI integrations, more sophisticated predictive analytics and expanded capabilities across the entire finance function—from procure-to-pay to tax and audit.

Yet, the core mission remains unchanged: empower finance leaders with intelligent, efficient tools that drive exponential impact.

“We remain committed to pushing boundaries and focusing persistently on empowering our clients to thrive in this increasingly automated age.” says the founder with a smile. *“We are excited to be blazing the trail.”*