



Emagia Corporation



The annual listing of 10 companies that are at the forefront of providing Digital Transformation solutions and transforming businesses

Emagia Corporation

A Co-Pilot for Financial Analysis and Efficiency

The financial sector is embracing innovative technologies to enhance their internal efficiency and productivity.

As finance leaders navigate a complex web of external challenges, including rising interest rates and tighter cash flows, they need resourceful and timely information to make important operational decisions. Technology with autonomous capabilities becomes pivotal in achieving this.

Helping businesses equip the right technology for simplifying the various financial processes is where Emagia Corporation excels.

The company primarily focuses on introducing autonomous platforms to enterprise finance departments. By providing AI services encompassing accounts receivable, payable, and treasury processes, it assists businesses in evolving into self-serving finance systems. They can streamline their order-to-cash, accounts, and operation processes. Its systems seamlessly integrate with core enterprise resource planning systems such as Oracle, SAP, NetSuite, and other background systems. The autonomous layer incorporated into the framework enables companies to manage client's financial activity with speed and intelligence.

The autonomous layer offers numerous modules, including credit management, receivables, collections, deductions, cash application, and digital payments. These modules simplify customer onboarding, invoicing, payment receipt, and related activities within this critical workflow. The framework is widely adopted by mid to large organizations,

particularly those with complex and high-volume financial processes. The fast-growing companies, expanding globally with diverse product lines and customer bases, include prominent names like Staples, Unilever, Xylem, and Shell.

"AI is the catalyst for unprecedented transformation, casting a pivotal role in today's business landscape. As it evolves and innovates, AI will continue to shape the future of industries, unleashing the potential for enhanced productivity, data-driven decision-making, and the next generation of business success. In the coming years, its significance will only amplify, solidifying AI as the cornerstone of growth and competitive advantage," says Veena Gundavelli, CEO of Emagia Corporation.

Emagia Corporation's success has been years in the making. It embarked on its AI integration journey in 2015, pioneering a machine learning-based platform for tracking financial data and customer payment behavior. By 2018, it unveiled Gia, an AI-powered digital assistant designed for enterprise finance teams, enabling users to execute tasks, retrieve information, assist customers, and draft financial correspondences. In 2020, the introduction of Gia docs expanded its capabilities in intelligent document processing for numerous finance document types, like invoices, remittance advice, payment receipts, bank statements, and shipping documents.

"Our flagship innovation, GiaGPT, is a generative AI assistant that functions as a co-pilot for financial analysis. It generates new information using existing reports, spreadsheets, and documents and answers questions with rapid responses," adds Gundavelli. She elaborates "a controller can inquire



VEENA GUNDAVELLI,
CEO



about customer problems, top invoices needing adjustments, or request graphs and trends, facilitating swift data analysis for finance leaders. Its potential to benefit CFOs, controllers, and other wings in the finance industry signifies the future of finance."

Our flagship latest innovation, GiaGPT, is a generative AI assistant that functions as a co-pilot for financial analysis. It generates new information using existing reports, spreadsheets, and documents and answers questions with rapid responses

This is especially useful in the current landscape, where many companies allocate substantial operational resources to manage specific financial layers. They either maintain large in-house teams or outsource finance processes. With GiaGPT streamlining their operations, they can achieve greater efficiency, insights, and performance, allowing them to scale their finance functions rapidly.

A standout case highlighting Emagia Corporation's capability is when it helped a logistics company with slow payment processing. Adopting its system transformed the company's operation by integrating banks and the financial system. It provided real-time payment information to all stations across various currencies, languages, and countries. This improvement led to a remarkable increase in speed and agility. The client generates 90 percent automated daily reports, resulting in substantial cost savings and real-time reporting.

As younger and internet-savvy professionals replace their older counterparts, they prefer Emagia's platform as it grants them features beyond the traditional Excel spreadsheets and ERP systems that have been staples in the industry for years. The internet-based tools on the platform enhance productivity, leading to a noticeable shift in mindset and culture within the finance arena.

Excelling in the order-to-cash domain, it boasts decades of expertise in financial operations. Its tech-driven approach fuels innovation, continuously adopting the latest technologies to upgrade processes. Emagia Corporation's customer-centric stance prioritizes tailored solutions, recognizing each client's needs. This commitment to core principles has fueled its market success, with a growing customer base and industry acclaim driving its ongoing progress.

As an innovation leader, it has earned recognition and awards for pioneering solutions. CNBC ranked it in the top 10 among 200 global FinTech companies, with over \$900 billion in processed client receivables, showcasing its adapting to changing economic landscapes. Emagia's dedication to innovation, security, and efficiency positions it as a front-runner in the financial sector's transformation, empowering businesses in a rapidly changing world. **CA**