



Transforming CFO Operations with AI-Driven Financial Automation

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Sarah-Jayne Martin, Director, ICA Global AR Practice

- 20+ years of AR experience
- Owned many AP-related initiatives
- Home base is chilly Chicago, USA





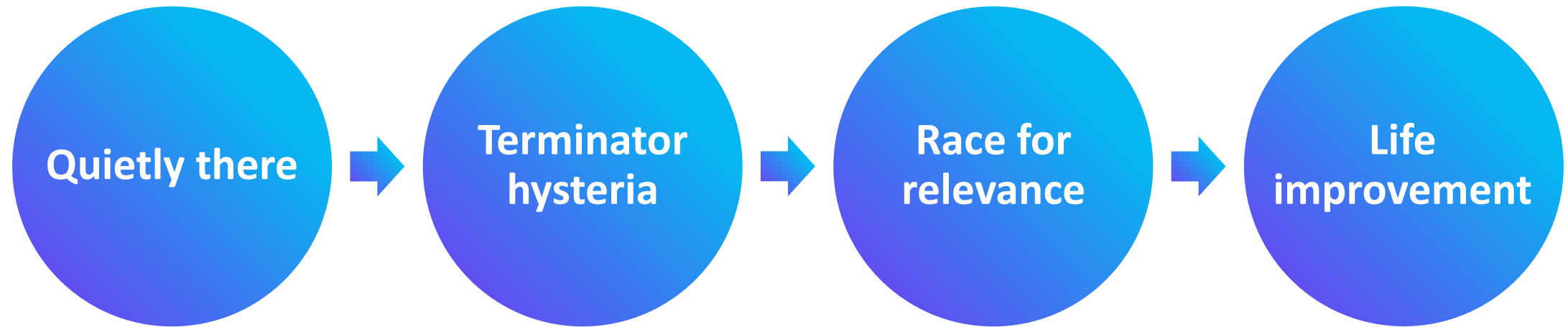
Laura Elliston, Senior Manager of Product Marketing

- 5+ years in financial automation
- Passionate about advancing technologies while making them fun
- Home base in London, UK





AI's marketplace evolution



An abstract visualization of data flow or neural network connections. The image features a dark blue background with a complex, multi-layered structure of glowing blue and purple lines and points. These lines form a series of horizontal bands at the top, which then funnel downwards into several distinct, bright blue points at the bottom. A large, semi-transparent light blue circle is centered over the middle of the image, containing the text 'The New AI Frontier'. In the top right corner, there is a small orange circle with a white stylized 'Q' inside. In the bottom left corner, there is a small, faint light blue circle.

The New AI Frontier

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Meet
George.

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George Cash · 3rd

Order-to-Cash Director
ACME Ltd.

London, United Kingdom

500+ Connections

Connect

Message



Activity

1,200 Followers

Posted · 2 Days

Can anyone recommend a great accounts receivable solution? Tearing my hair out here! :(

245

4 comments

Follow

Experience



Order-to-Cash Director
ACME Ltd - Full Time

Jan 20 - Present · 1 month

Managing billing, invoicing and collections for UK-based scale-up. Working on DSO reduction and process efficiency



Senior Manager, Accounts Receivable
ACME Ltd - Full Time

Jan 15 - Jan 20 · 5 years 1 month

It's 2020. George is struggling at work...

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George Cash · 3rd
Regional CFO - UK & Europe
ACME Ltd.

London, United Kingdom

500+ Connections

Connect

Message



Activity

2,400 Followers

Follow

Posted · 2 Days

These e-invoicing regulations are a breeze with @Quadient solutions!
Plus, DSO is down 50% and invoice processing costs are down by 83%.
Now that's what I call ROI! :)

245

25 comments

Experience



Regional CFO - UK & Europe
ACME Ltd - Full Time

Jan 25 - Present · 1 month

Spend management, procurement, order-to-cash, strategic
planning and forecasting, P&L, risk and compliance



Order-to-Cash Director
ACME Ltd - Full Time

Jan 20 - Jan 25 · 5 years 1 month

Let's see how things have
changed for **George** in 2025.

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George Cash · 3rd

Group CFO @ ACME - we're hiring! 🚀
ACME Global

Remote, United Kingdom

500+ Connections

Connect

Message



Activity

Follow

5,300 Followers

Posted · 2 Days

Honoured to accept the Top CFO award yesterday evening for practical application of AI in Finance! Couldn't have done it without my team and of course, @Quadient technology! :D

245

25 comments

Experience



Group Chief Financial Officer
ACME Global - Full Time

Jan 30 - Present · 1 month

Financial forecasting, strategy and compliance across EMEA, APAC and Americas. Liaising with the Board and promoting growth and revenue.



Regional CFO - UK & Europe
ACME Ltd - Full Time

Jan 25 - Jan 30 · 5 years 1 month

Take a step into the future
with George...





George's professional life through the years



2020

Chaotic, reactive, manual



2025

Predictable, process-driven,
automated



2030

Proactive, strategic, insight-
based



IMAGINE

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AI-powered AP today



**Data extraction and
integration**



Payment initiation



Invoice matching

AI-powered AR today



Cash application **01**

Revenue support **02**

Dispute management **03**

Payments **04**





AI turned AP into a collaborative business partner

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Problem

Manual processes for invoice creation, delivery, and tracking were straining employee bandwidth and customer relationships—and leaving no time for AR to support the business.



Solution

The team implemented Quadient Accounts Receivable, transforming relationships across the organization with AI capabilities.



Result

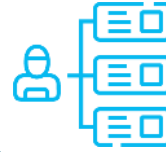
- Accurate, up-to-date financial data
- Focus on higher-value tasks and customer engagement
- Better cash flow management and forecasting

5.0m

Inbound accounts receivable emails processed via Quadient AR

3,408

Employee hours saved per company, per year on average



Main use cases

- All inbound accounts receivable emails automatically categorized according to subject matter
- Emails containing remittance data auto-allocated to payments



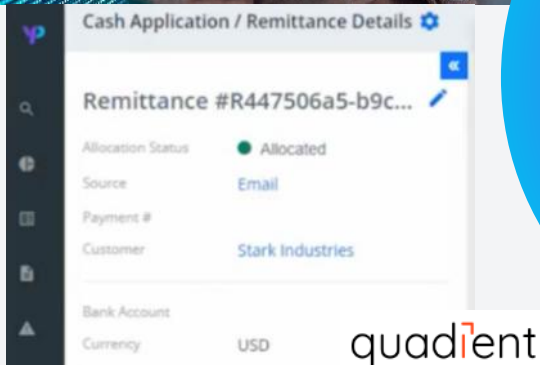
Data & predictive model

- Closed-loop environment learns from specific customer behavior for improved processing over time

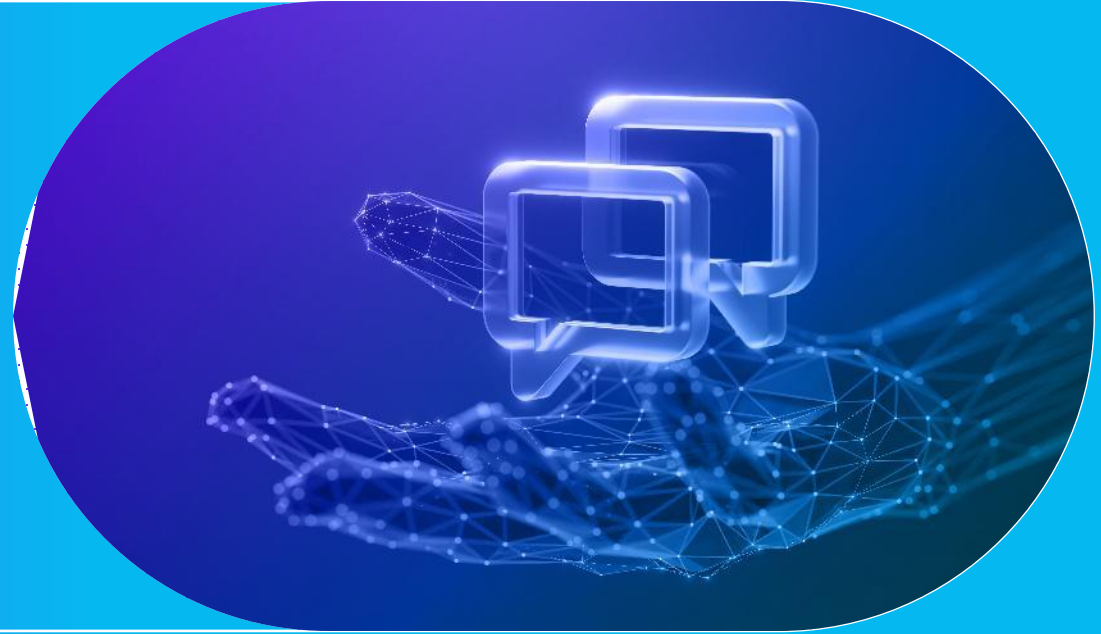


Increased profitability

- Zero human intervention required
- Identify, analyze, and generate responses to customer emails
- Faster AI-assisted cash application to open invoices



Q&A



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Thank you!

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