

Improving Speed, Efficiency & Scalability: Vermeer's AP Automation Success Story

Presented by:

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Meet the speaker

Cody Rohrbaugh, Finance Systems Analyst

- Began career in public accounting as an IT Auditor
- Been with Vermeer for 3 years
- Key responsibilities:
 - Implement, administrate and support systems impacting finance operations
 - Partner with end users to troubleshoot, configure and improve their processes
- Passionate about driving efficiency and innovation



About Vermeer Corporation

Global leader in industrial and agricultural equipment manufacturing with presence in over 60 countries and a network of more than 600 dealer locations. Vermeer delivers innovative solutions for the agriculture, construction, environmental and excavation industries. Committed to quality, customer support and advancing productivity through innovation.

Quick facts:

- Industry: Manufacturing
- ERP: Glovia G2
- Headquartered in Pella, Iowa
- International company with regional offices in South America, Europe and Asia
- Esker solutions used: Accounts Payable, Cash Application

In the beginning: pre-automation



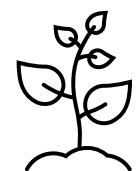
Accounts payable process was manual and time-consuming

- Invoices received through email and routed into AP system
- AP specialists manually keyed invoice data from invoice images
- AP manually tracked approvers to ensure appropriate spending limits
- Invoice data was keyed a second time into ERP



System & data issues

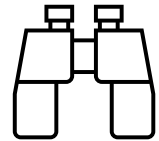
- Frequent vouching issues in ERP due to lack of data validation
- Limited reporting capabilities and no actionable KPIs
- Searching for documents was slow and inefficient
- Poor transparency into AP performance metrics



Inability to scale at the rate Vermeer was growing

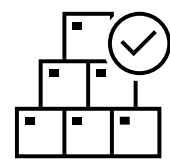
- Process couldn't be scaled to Vermeer's rapid growth
- High invoice volume demanded a better solution
- AP team morale was low and overtime was high
- Global expansion required a consistent, scalable AP solution

Provider selection



Provider requirements – what we were looking for

- Reliable automation to eliminate manual steps and reduce errors
- User-friendly interface aligned with our feature requests
- Enhanced reporting capabilities to unlock insights from invoice data



Internal selection process

- Process selection happened over the course of 4 months
- Shadowed AP users to document and map current processes
- Created detailed feature requests based on process maps and pain points
- Categorized features as needed, nice to have, not needed
- Interviewed providers from Gartner's Magic Quadrant, previous provider and ERP vendor
- Assessed providers based on feature alignment, solution demos and customer feedback
- Close collaboration with IT and Finance teams to ensure cross-functional buy-in

Final provider selection – why Esker?

- **Feature alignment:** Strong alignment with our feature requests
- **Impressive demo & hands-on testing:** Gave us confidence in the solution's capabilities
- **Trusted partnership:** Strong initial relationship and trust in Esker as a long-term partner
- **Scalable automation:** Intrigued by Esker's automation offerings beyond AP
- **User-friendly design:** Intuitive interface minimized change management concerns
- **Advanced reporting:** Dynamic dashboards and analytics unlocked valuable insights



Key stakeholders

- **AP team:** Conducted thorough testing of both standard and customized solution features to ensure functionality and operational needs were met
- **Data engineering team:** Designed and maintained data pipelines to enable seamless file transfers between systems
- **ERP consultant:** Developed the ERP interface to automatically receive and process invoice data from Esker
- **Digital products team:** Led project management and delivery coordination to keep implementation on track internally
- **Finance systems team:** Provided expertise in AP processes and system integrations; responsible for end-to-end testing, troubleshooting and ongoing system administration

Project management

- Reviewed process maps and documentation from provider selection phase
- Identified gaps between our processes and Esker's standard functionality
- Challenged existing processes to align with industry best practices and leverage out-of-the-box functionality
- Minimized solution customizations by adjustments on our side when possible
- Reviewed Esker documentation around integrating and implementing the solution
- Partnered closely with Esker including both virtual and in-person training and support throughout the implementation
- Partnered with a third-party integrator to connect Esker data with our ERP
- Conducted extensive testing of:
 - Esker functionality
 - Required customizations
 - Integrations with our ERP, HRIS and identity management systems



Project implementation/rollout

- **User confidence:** Thorough testing and transparent communication led to high user comfort and solution confidence
- **Pilot launch:** Started with top 10 vendors by invoice volume
- **Positive feedback:** Initial launch was well-received by both AP and invoice approvers
- **Rapid expansion:** Due to pilot success and challenges of dual systems, full transition to Esker occurred within days
- **Go-live volume:** Over 3,700 invoices were successfully processed in Esker during the first week of go-live

Impact & results | Esker's Accounts Payable solution

Quick wins

- Dashboard view of invoices and the stages they are in
- Everything stored in one place for historical purposes

Business process improvements

- **Invoice visibility:** Clear tracking of each invoice's journey – who sent it, who approved it, what changes were made, etc.
- **AP transparency:** Team members can access invoice data independently, reducing reliance on AP
- **Team morale:** Improved work-life balance and eliminated the need to backfill an open role
- **Global consistency:** Standardized processes across subsidiaries for scalable, repeatable success

Metrics & KPIs

- **Before automation**
 - 1,579 hours of overtime in one year
 - Team of 10 in AP struggling to keep up with invoice volume
- **With Esker:**
 - 56 hours of overtime in one year
 - Team reduced to 9, yet ahead of schedule and invoices paid on time
 - Upcoming retirements that we don't plan to backfill

Expanding globally

- **Empowered internal administration:** Esker's comprehensive documentation and intuitive interface enabled our internal team to manage and expand the solution confidently
- **Advanced tools for advanced users:** Esker provides accessible configuration tools that allow administrators to make and deploy changes without vendor intervention
- **Scalable deployment model:** By leveraging internal expertise, we successfully expanded our AP automation to two additional subsidiaries
- **Benefits of internal expansion:**
 - **Cost savings:** Avoided additional implementation fees
 - **Faster flexible deployment:** Reduced lead time and offered increased timing flexibility
 - **Knowledge retention:** Built internal expertise for administration and future scalability
 - **Consistency:** Ensured standardized processes across global entities



Impact & results: Additional Esker solutions

Quick wins with other solutions

- Cash Application: Automating the process of applying cash in our ERP

Benefits of using one provider for many solutions

- **Simplified implementation & administration:** Shared platform and familiar tools reduce onboarding time and support overhead
- **Cross-solution insights:** Data connectivity across solutions enables better visibility and additional automation opportunities
- **Consistent team experience:** Continued collaboration with Esker's team ensures smooth communication and support
- **Scalability:** Easily expand with new solutions or current solutions to subsidiaries as Vermeer grows

Future plans for Vermeer

Accounts payable – where is it heading?

- Accounts payable will continue to be a strategic area for automation and innovation. As businesses grow, the ability to access and analyze AP data in real time becomes essential for strategic decision-making, optimizing cash flow, managing risk and maintaining vendor relationships. The future of AP lies in holistic platforms that both automate manual tasks and deliver actionable insights.

How will your automation solutions help you get there?

- **User feedback loop:** Actively listening to team members to identify pain points and opportunities
- **Feature adoption:** Staying current with Esker's new releases and enhancements
- **Scalable expansion:** Leveraging internal expertise to deploy solutions across subsidiaries

What's next for Vermeer as a company? More growth?







- Continued growth is key. We're focused on continuing innovation in the diverse product markets we serve. Continuous improvement is at our core and technology driven automation aligns with our values.

Automation expansion with Vermeer & Esker

- Continue automating our current implementation to gain additional efficiencies
- Automatic invoice posting and payment allocation
- **Up next:** Collections Management and Customer Portal

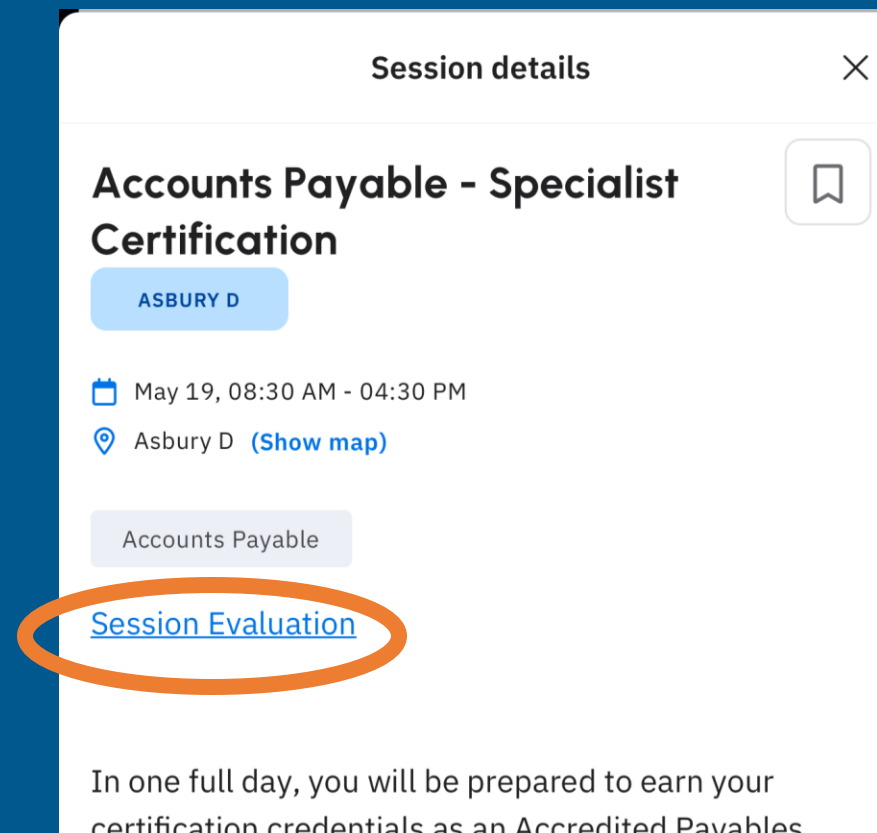
Key takeaways: Finding success in your automation journey

Recommendations & learnings from our team

-  **Empower your team:** A welcoming environment encourages valuable input and ownership
-  **Document your processes:** Thorough process mapping sets the foundation for successful automation
-  **Minimize solution customizations:** Use standard features and customize integrations for scalability
-  **Communicate transparently:** Open collaboration across teams drives alignment and trust
-  **Test thoroughly:** Rigorous testing ensures reliability and a smoother implementation
-  **Adapt quickly:** Embrace change with agility to overcome challenges and seize opportunities during implementation

Please tell us what you think!

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- Also accessible via the mobile app



Questions?

Contact:

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Visit Esker at
booth #211
to learn more or see
a live demo!

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