

Invoice Delivery
Collections Management



CATALINA[®]

Accelerating Invoice Delivery & Slashing DSO by 4+ Days with a Global AR Solution

Catalina Marketing Corporation dramatically improved global AR efficiency and outcomes using Esker's AI automation solutions and Monto's touchless B2B payments platform.

Here is their success story.

ESKER[®]

At a glance

Catalina Marketing Corporation



**Advertising
Services**



Established in 1983



**Headquarters in
St. Petersburg, FL**



ERP: Workday



Objectives



Reduce the complexity of deductions processing



Establish validation flows based on amount and type



Increase process visibility



Implement workflows that fit the company's organizational structure

Challenges

Inefficiencies within AR processes

Catalina Marketing Corporation is a leader in shopper intelligence and precisely targeted in-store, TV and digital media. With operations in the U.S., Costa Rica and Europe, Catalina's highest priority is safeguarding the privacy and security of the data entrusted to its company worldwide — a commitment that relies on efficient, secure and consistent internal business processes.

So when Bilyana Gavrilova, Senior Director, Shared Services at Catalina, began noticing bottlenecks in some of the company's critical accounts receivable (AR) processes, she wasted little time in identifying a course of action. "We needed a global solution that was capable of addressing our specific AR challenges," said Gavrilova. "One with the capability to deliver clear, actionable insights and a partner who, like Catalina, embraces growth and continuous improvement."

Some of the most pressing AR challenges included:

- **Invoice delivery** was a tedious, time-consuming process due to client-specific invoice entry requirements and multiple logins and passwords.
- **Collections management** was labor-intensive and error-prone — not only was prioritization done via Excel, invoice status updates, note-tracking and the ability to collect on smaller accounts was limited.
- **Reporting** was inefficient and often non-existent with clients not being able to make payments on the spot.

Solution

Automating invoice delivery & collections management

In searching for automated AR solutions, Catalina put just as much emphasis on the solution provider as it did solution capabilities. Four different providers were evaluated in Catalina's discovery process. While some offered comparable features, Esker was ultimately selected — not only because of the product but because of the people behind it.

"Esker stood apart. Throughout the process, I genuinely felt like we were their only customer," said Gavrilova. "They listened closely, sought to truly understand our needs, and responded with speed and care. I have never worked with a more trustworthy, capable and collaborative team!"

Esker Invoice Delivery + Monto

To streamline its AR invoicing process, Catalina sought an intelligent system that could automatically format, deliver and archive invoices — capabilities that Esker Invoice Delivery was able to seamlessly deliver. Today, Catalina is able to automate the management of customer invoices via any media and gain real-time visibility into invoice delivery status, invoice copies and credit notes through a user-friendly dashboard.

What's more, Catalina was also able to benefit from the capabilities of a trusted Esker partner — Monto. Created to enable financial portals to seamlessly cooperate and ensure invoices meet every requirement before they're even submitted, Monto's touchless B2B payments platform has enabled Catalina to benefit from no customer intervention, easy and hands-off implementation, and excellent communication.

"We had little to no changes during testing — Monto's setup was accurate and as expected," said Gavrilova. "By providing a single interface where invoices can be easily accessed and monitored, Monto has helped free up our team for more time-sensitive tasks and other strategic and value-added work."

Esker Collections Management

On the collections side, Esker Collections Management provides the visibility needed to manage Catalina's end-to-end AR — including executive, targets and client status dashboards that enable rapid decision-making and strategy analysis.

Catalina has greatly benefited from the solution's AI-driven payment predictions and recommendations, as well as automate payment reminders. Its AR team can stay organized from a single, simple interface — without overwhelming users. Esker's AI-powered workflows further streamline operations, helping resolve payment issues efficiently and manage workload with less hassle.



■ ■ ■ ■ ■
■ ■ ■ ■ ■
■ ■ ■ ■ ■
■ ■ ■ ■ ■

"Esker stood apart. I have never worked with a more trustworthy, capable and collaborative team!"

Bilyana Gavrilova
Senior Director, Shared Services

Results

Delivering speed, visibility & accuracy to critical AR processes

By identifying the right partner and implementing the right solutions, Catalina now has a global foundation for improved AR efficiency and outcomes. Doing so not only optimized day-to-day activities and processes but set the company up for a future of strategic growth opportunities, improved talent retention, and a more agile and informed Office of the CFO.

“Esker is an amazing partner who shares our customer-focused values,” said Gavrilova. “Their global AR solution is intuitive and provides a wealth of actionable data, enabling us to measure progress and tackle root causes effectively.



“Esker is an amazing partner who shares our customer-focused values. Their global AR solution is intuitive and provides a wealth of actionable data.”

Bilyana Gavrilova
Senior Director, Shared Services

Highlights


Invoice delivery

- Invoices are delivered immediately after issuance.
- Real-time invoice status updates from supplier portals and error messages are displayed — bringing transparency to the entire invoice delivery cycle and allowing timely actions (obtaining missing PO, updating billing contract, etc.)
- Limited need to log into supplier portals significantly increases productivity.

Collections management

- Transparency is now ensured throughout — for Catalina’s AR team and its customers.
- Proactive resolution is made easy for issues such as invoice delivery errors or inaccurate contact info.
- Automated payment reminders and monthly statements are sent to customers (e.g., In one month, Catalina was able to send over 4,500 reminders to one entity!)
- With less manual effort thanks to automatic task prioritization, AR team now has more time to focus on value-added tasks.

Advanced reporting features also provided Catalina with several significant business benefits. “From tracking reasons for delayed payments to cash forecasting with the ‘promised to pay’ feature, Esker’s data and reports let us analyze critical AR situations quickly and make the best possible decision,” said Gavrilova.



Want to transform your global AR processes like Catalina?

Our team is at your service.

About Esker

Esker is the global authority in AI-powered business solutions for the Office of the CFO. Leveraging the latest in automation technologies, Esker's Source-to-Pay and Order-to-Cash solutions optimize working capital and cashflow, enhance decision-making, and drive better collaboration and human-to-human relationships with customers, suppliers and employees. Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin

info@esker.com • www.esker.com



©2025 Esker S.A. All rights reserved. Esker and the Esker logo are trademarks or registered trademarks of Esker S.A. in the U.S. and other countries. All other trademarks are the property of their respective owners.