BrandSafway and Basware: A Partnership Driving Automation and Insightful Decision-Making

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![BRAND SAFWAY logo]

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Dave Francis, Global Business Services Transition Lead, BrandSafway

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Industry: Construction   **Regions:** Global   **Solutions:** Basware AP Automation, Basware Insights
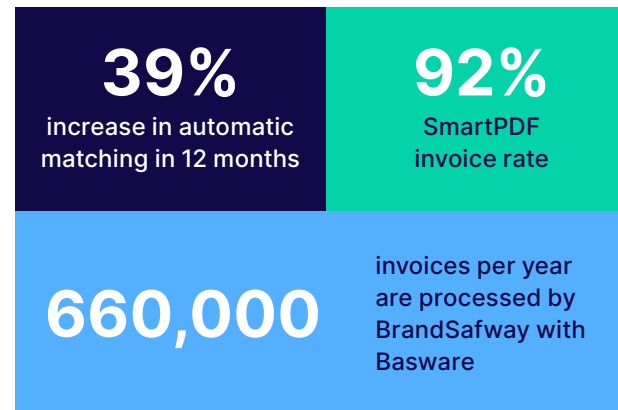
A Global Giant Streamlining AP Processes

BrandSafway is a leading provider of specialized services to the industrial, commercial, and infrastructure markets, operating in over 340 locations across North America, Europe, the Middle East, Asia, and South America. With a workforce exceeding 40,000 employees, the company supports industries such as oil and gas, power generation, commercial construction, infrastructure, mining, and manufacturing. Managing such a vast and complex business requires a highly efficient and standardized approach, particularly in accounts payable (AP) processes, where accuracy, cost-effectiveness, and automation are crucial.

Since 2018, BrandSafway has partnered with Basware to streamline its AP operations. What started as an initiative to improve invoice processing

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in North America has now expanded globally, bringing automation and insights to the company's financial operations. Most recently, BrandSafway has tested Basware's new Insights analytics solution to further refine its AP processes and optimize decision-making.

Key statistics

39% increase in automatic matching in 12 months	**92%** SmartPDF invoice rate
660,000	invoices per year are processed by BrandSafway with Basware

A Centralized Approach to Invoice Management

BrandSafway operates in two distinct ERP's for its International and North American divisions. This brought challenges, inefficiencies and inconsistencies in invoice processing. According to Dave Francis, Global Business Services Transition Lead, "We led a project almost four years ago to bring Basware into our international division which created a single repository for invoices across the globe."

This transition eliminated the fragmentation between systems, enabling better visibility and control over AP processes worldwide. The automation capabilities of Basware have been

transformative, increasing the percentage of automatic invoice matching by 39% in just one year.

Furthermore, BrandSafway leverages a Business Process Outsourcing (BPO) model that seamlessly integrates Basware's solution into its service offering, effectively demonstrating Basware's ability to collaborate in delivering comprehensive AP solutions.

Unlocking Efficiency with Insights

As BrandSafway continues to enhance its AP operations, it recently began testing Insights, Basware's new analytics software. Insights provides granular visibility into invoice journeys, vendor performance, and AP efficiency.

Francis highlights the impact of Insights: "Without Basware's Insights, managing our invoices would be much more challenging. Though we've only just started using it, it's already helping us track invoice data, identify bottlenecks, and pinpoint opportunities for process optimization."

Insights has already begun transforming BrandSafway's AP team by helping to:

- **Identify vendor performance trends:** Insights allows BrandSafway to track how vendors perform, identifying those who frequently cause delays.
- **Optimize approval workflows:** The software helps detect approval bottlenecks, enabling faster invoice processing.
- **Drive touchless processing:** "I don't want an AP clerk to have to touch an invoice. Insights helps us see where invoices are being manually processed and find ways to reduce those touches," says Francis.

A Data-Driven Future for BrandSafway

Beyond immediate AP benefits, Insights will help BrandSafway make strategic, data-driven decisions. "We grow through acquisition and organically, and as our volumes increase, Insights will help us manage that growth effectively," Francis explains.

Additionally, the AI-powered functionality within Insights will provide recommendations for improving processes. "One of the new features soon to launch is the hints section, which suggests changes that could save thousands of invoice touches," Francis notes.

Transforming Finance with Automation and Intelligence

BrandSafway's experience with Basware demonstrates how automation and analytics can revolutionize financial operations. The transition to a centralized invoice repository, the increase in automatic matching rates, and the implementation of Insights are helping the company drive efficiency, reduce costs, and make smarter business decisions.

As Basware celebrates its 40th anniversary, Francis acknowledges the importance of this partnership: "Our journey with Basware started at a foundational level and has grown into a transformative partnership.

With AI, automation, and everything else coming, we look forward to continuing this path together."

Key Takeaways from BrandSafway's Basware Journey

Global standardization has been a major achievement, ensuring a unified AP system across worldwide locations. The company has significantly increased automation, with automatic invoice matching rising from 0% to 39% in just one year. Real-time insights into invoice processing and vendor performance have enhanced decision-making, while AI-powered analytics continue to refine AP workflows. These data-driven improvements are positioning BrandSafway for a

future of intelligent, predictive, and highly efficient financial operations.

A Future Built on Automation, Intelligence, and Growth

As BrandSafway continues to scale, Basware's automation and analytics solutions will remain central to its financial strategy. By streamlining invoice management and leveraging AI-driven insights, the company is poised to manage growing invoice volumes efficiently while driving further cost savings and process optimizations. With AI, automation, and data-driven decision-making at the core, BrandSafway and Basware are not just improving AP operations – they are shaping the future of financial excellence.

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