

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



Implement a fast, efficient, accurate and cost-effective invoice delivery solution to facilitate on-time payment.



Improve the end-to-end customer experience by adding a client-facing portal.



Strengthen billing and collections communication.



Enhance visibility and decision-making by accessing real-time metrics and reporting.

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.

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.

“Esfer 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.



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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, Esfer’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

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