



Order-to-Cash (O2C) in the Digital Era: How is Technology Reshaping the Landscape?

August 2024: Complimentary Abstract / Table of Contents

Market Report
Finance and Accounting



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- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
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Background of the research

In today's volatile and competitive business environment, the Order-to-Cash (O2C) process, a traditionally back-office function of Finance and Accounting (F&A), has emerged as a critical focal point for enterprises. Serving as the converging hub of F&A, Supply Chain Management (SCM), and Customer Experience (CX), it presents a unique opportunity to improve cash flow, minimize risks, and elevate stakeholder experience.

Evolving customer expectations and a dynamic business environment have created an urgent need for enterprises to technologically transform their O2C processes and create a connected O2C technology ecosystem. The demand for O2C technology solutions is increasing as enterprises embark on an O2C transformation journey. To address evolving enterprise priorities, the O2C technology landscape is undergoing several developments such as rapid emergence of new providers, scope expansion, investments in AI, and increased focus on contextualization.

In this report, we focus on:

- Challenges in current state of the O2C function
- Key business benefits of a technology-powered O2C function
- Overview of the O2C technology provider landscape
- Recent developments shaping up the O2C technology space
- Future outlook

This report also includes comprehensive profiles of various O2C technology providers, covering their solutions and offerings, client footprint, and partnerships.

Scope of this report

Geography: global

Industry: all

Services: Order-to-Cash (O2C)

Overview and abbreviated summary of key messages

This report explores the evolution of the Order-to-Cash (O2C) function covering current challenges in the current state of the O2C function driving the need for digital transformation, key business benefits of a technology-powered O2C function, overview of the O2C technology provider landscape, recent developments shaping the O2C technology space, and future outlook.

This report also includes a comprehensive, fact-based profiles of various O2C technology providers, covering their solutions and offerings, client footprint, and partnerships.

Some of the findings in this report, among others, are:

Growing need for digital transformation in O2C

- Evolving customer expectations and growing regulatory and compliance requirements are driving the need for fast, precise, and robust O2C processes
- A transparent and integrated O2C technology ecosystem comprises core O2C solution modules supported by various digital levers and data management and visualization tools

O2C technology market

- The technology provider landscape continues to evolve and currently comprises core O2C technology providers along with other F&A technology providers and ERP/CRM providers that offer O2C technology solutions
- While multiple new providers have emerged in the O2C technology space, existing O2C providers are strengthening their capabilities and other F&A technology providers are expanding into O2C through the inorganic route
- O2C technology providers are leveraging partnerships to offer complementary capabilities and increasing investments in AI to provide advanced capabilities and develop dedicated AI-powered offerings
- O2C technology providers are also expanding the scope of offerings to serve adjacent areas such as treasury, procurement, and supply chain

Future outlook

- As technology providers expand capabilities across the F&A value chain, it will lead to availability of holistic technology solutions, enabling a unified, technology-powered F&A function
- Investments to embed AI (including generative AI) in O2C technology will continue to rise and the focus on contextualization and customization will deepen further

This study offers distinct chapters providing a deep dive into key aspects of O2C technology market; below are four charts to illustrate the depth of the report

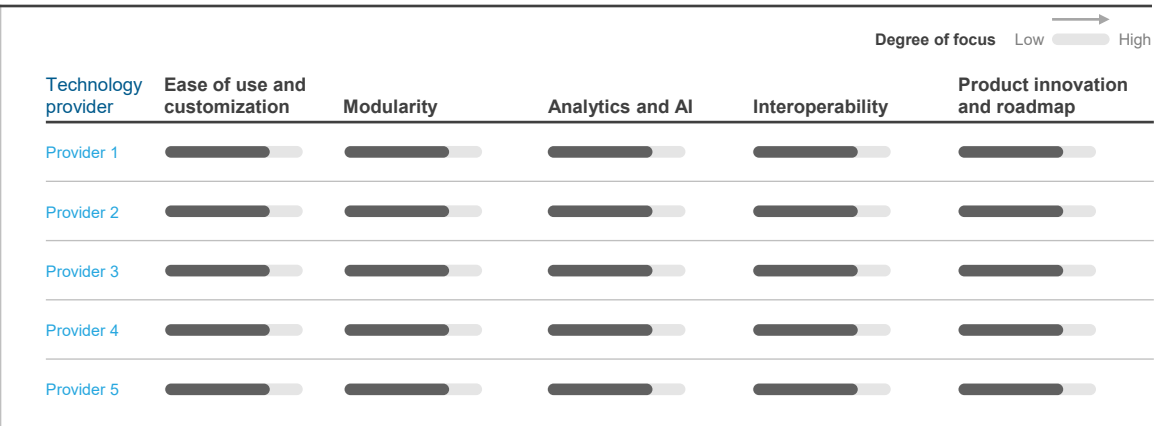
O2C technology provider landscape

Core O2C technology providers
Includes providers that have a primary focus on billing, subscription management, and the receivables space

Other F&A technology providers
Includes providers that have expanded into O2C beyond their traditional F&A focus area

ERP/CRM providers
Includes ERP/CRM providers that offers O2C modules

Solution assessment dashboard



Solution overview in provider profile

Company overview
Provider is a cloud-based accounts receivables automation provider, serving over 2,400 global customers across 40+ industries. The company's AI and analytics capabilities facilitate actionable insights, enabling suppliers to swiftly comprehend their business operations and take necessary actions.

O2C solutions overview
Provider offers a unified accounts receivable platform that integrates order, credit, invoicing, payments, cash application, and collections to streamline O2C operations. It utilizes automation and AI-driven analytics to enhance efficiency and improve customer experience. Provider offers a catalog of pre-built integrations for a wide range of ERPs, credit agencies, and banks with expertise to support enterprises across industries and sizes. Its payment platform enables administering payment policies and allows multi-channel payments collection.

Factsheet

Year of incorporation: 2001	Headquarters: New Jersey, US	Website: www.provider.com
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Capabilities and offerings in provider profile

Functional capabilities				
Billing	Collection management	Credit and risk management	Dispute and deductions management	Cash flow forecasting
Dunning management	AR aging and analytics	Cash application	Multi-channel collection	Payment platform
Advanced digital capabilities				
Automation	AI/ML (including generative AI PoCs)	Dashboard (interactive real-time)	Interactive (chatbots for AR helpdesk)	Analytics (predictive/prescriptive analytics)
Additional support				
Product training and support	Multi-currency support	Multi-language support	Collection compliance support	Integration support
Commercial model				
Perpetual licensing	Subscription licensing	Per developer / User-based	Usage-based (e.g., per hour of license usage)	

Research calendar

Finance and Accounting

	Published	Current release	Planned
Reports title	Release date		
How to Maximize Value from Your Finance and Accounting Outsourcing (FAO) Engagements			November 2023
Finance and Accounting Outsourcing (FAO) Service Provider Compendium 2023 – Update			November 2023
Finance and Accounting Outsourcing (FAO) State of the Market 2023: Beyond Numbers – Unleashing the Power of AI in Finance and Accounting			December 2023
Talent Demand Trends India IT Services – H2 2023			February 2024
Transforming Finance – Uncovering the Potential of the Finance Stakeholder Experience			March 2024
Webinar Deck: Impact Sourcing: Empowering Communities, Transforming Business, and Creating Long-term Impact			March 2024
Navigating Buyer Expectations: Essential Insights for F&A Outsourcing Providers			June 2024
BPS Top 50 – 2024			July 2024
Order-to-Cash (O2C) in the Digital Era: How is Technology Reshaping the Landscape?			August 2024
Finance and Accounting Outsourcing (FAO) PEAK Matrix® Assessment 2024			Q3 2024
Generative AI – the New Disruptor in F&A			Q3 2024
Finance and Accounting Outsourcing (FAO) State of the Market Report 2024			Q4 2024
Finance and Accounting Outsourcing (FAO) Service Provider Compendium 2024			Q4 2024
CFO Survey 2024			Q4 2024
Industry-specific F&A Services in Banking & Financial Services and Healthcare			Q4 2024
F&A BPaaS/FaaS Market Report			Q4 2024

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