



## Sunday, February 18th

7:00 PM – 9:00 PM  **Swanky Speakeasy Supper** *Forest Deck Weather Permitting / Alternate Emerald Ballroom*

For those coming in early, join us for a casual supper under the stars!

## Monday, February 19th

7:00 AM – 8:00 AM  **“It’s the Berries” Breakfast** *The Woodlands Dining Room*

## Pre-Conference Integrated Receivables Cloud Training



Step-by-step instructions and best practices for using HighRadius robotic process automation products and do-it-yourself configurations to unlock new efficiencies and productivity gains for credit and accounts receivable teams.

8:00 AM - 8:45 AM  **Credit Cloud** *Grand Ballroom II*

8:45 AM - 9:30 AM  **Deductions Cloud** *Grand Ballroom II*

9:30 AM - 10:15 AM  **Collections Cloud** *Grand Ballroom II*

10:30 AM - 11:15 AM  **Cash Application Cloud** *Grand Ballroom II*

11:15 AM - 12:00 PM  **EIPP Cloud** *Grand Ballroom II*

8:00 AM – 7:00 PM  **Product Demo / Innovation Stations** *Grand Ballroom I*

8:00 AM – 5:00 PM  **Customer Success Center** *Grand Ballroom I*

## Deductions Workshop

10:30 AM - 12:30 PM  **Optimize Your DMS Implementation** *Grand Ballroom III*



Jessica Butler, Principal  
Sonali Nanda, AVP - Product Management, HighRadius  
Attention Deductions Cloud Users! Optimize the functionality of Deductions Cloud and take processing ‘to the next level.’ Review 2017 enhancements and learn how to incorporate them into daily activities. Discover best practice process flows and review ‘Gold Standard’ practices, including recommended configurations, filters and workflows designed to streamline processing and provide enhanced visibility. Participants submit questions prior to the workshop for in-depth discussion.

**Monday February 19th**

CONTINUED

**12:00 PM – 1:30 PM**



**“Swell! Hot Dawg!” Lunch**

*The Woodlands Dining Room*

## Pre-Conference Industry Focus Groups

**1:30 PM - 4:30 PM**



**Consumer-Packaged Goods (CPG) Credit and A/R Forum + Networking**

*Grand Ballroom II*



**Greg Ottalagano**  
Manager, AR and Credit  
Church & Dwight Co., Inc.



**Session Facilitators**  
**Attain Consulting Group**  
**Jessica Butler**  
Principal  
Attain Consulting Group



**Shankar Bellam**  
Senior Solution Architect  
HighRadius

### The Decade Ahead: Beginning (or End?) of an Era for the CPG Industry A/R Teams

CPG companies are operating in a complex environment of changing buyer demand, increasing global and local competition, and evolving operating models. The industry is witnessing trends in its A/R function that, if harnessed in the right direction, could prove to be significant profit drivers. This forum focuses on key trends that will have the greatest impact on CPG industry A/R teams in the coming decade and on ways to unlock the value-creation potential of these trends.

**1:30 PM Session 1: Digitization of the AP-AR Collaboration**

The Rise of the Digital Buyer

**2:30 PM Session 2: Managing Trade Deductions**

The Achilles' Heel of the CPG Industry – Trade Deductions

**3:30 PM Session 3: Adoption of Centralized Business Service Delivery Models in CPG Credit and A/R**

Sharing the Services: Localized Business Service Delivery Making Way for Enhanced Operating Models

**1:30 PM - 4:30 PM**



**Food & Beverage Credit and A/R Forum + Networking**

*Grand Ballroom III*



**Kay Rogers**  
Senior Credit & Deduction Manager  
Ferrero U S A Inc



**Kim Erickson**  
Owner/Principal  
Optimize Consulting



**Yashwant Divakar**  
Solution Architect  
HighRadius

### Tastes of Tomorrow: The A/R Platter for Food and Beverage Industry

For credit and A/R teams to remain competitive in the F&B landscape of 2018, staying on top of changing customer needs, understanding millennial preferences, leveraging key technology strategies and being mindful of strategic A/R practices are the key imperatives to survive and thrive.

**1:30 PM Session 1: Business Analytics and Reporting**

Improving Trade Promotion Performance and Trade Deduction Management Effectiveness

**2:30 PM Session 2: Trade Promotion Management**

Leveraging Business Intelligence to Identify Receivables Improvement Opportunities

**3:30 PM Session 3: AI, Big Data, IOT and Machine Learning**

F&B Receivables in 2018 – the Impact of Machine Learning and Artificial Intelligence

Monday February 19th

CONTINUED

## Pre-Conference Industry Focus Groups

1:30 PM - 4:30 PM  Chemical and Industrial Manufacturing Credit and A/R Forum + Networking



Sean Das  
Solution Engineering  
Manager,  
HighRadius

### Industry 4.0: The Multiverse of Digitization in Chemical and Manufacturing Industries

The chemical and manufacturing industries are undeniably in the midst of a technological renaissance that is transforming the processes at the core of these industries. Industry 4.0 is being driven by digitization and automation across value chains, product and service offerings and development of new digital business models. Never before has it been so important for companies to understand where they stand and where they plan to be in the future in the wave of digital transformation. This forum focuses on the ways in which the chemical and the manufacturing industries are embracing the headwinds of digitization in order to avoid being the left-behinds of this revolution.

**1:30 PM Session 1: Digitization for Better Integration of Credit and A/R with Other Functional Units**

Connecting the Dots: The Digital Chain Linking Credit and A/R with Other Business Processes

**2:30 PM Session 2: Use of Data Analytics to Understand Buyer Behavior**

Numbers & Beyond: Decoding Buyer Behavior Through Data Analytics

**3:30 PM Session 3: Using Technology for Improved Credit Reporting**

Credit Reporting – The Unexplored Insurer Against Credit Risk

8:00 AM – 7:00 PM

## Product Demo / Innovation Stations

Grand Ballroom I

The future is now. See cloud-based Integrated Receivables solutions powered by Artificial Intelligence in action. Understand how technology is already impacting the credit and A/R workplace and how you should make the most of it with your team and in your career. Get questions answered and concerns addressed.

### The Future of A/R

Credit

Cash  
Application

Invoicing and  
Payments

Integrated  
Receivables

Collections

radiusOne  
AR+AP Network

Deductions

Mobile - Receivables  
Analytics

rivana  
AI for AR



EIPP

Come at your leisure or schedule a  
one-on-one product demonstration

Mobile - Check Capture

8:00 AM – 5:00 PM

## Customer Success Center

Grand Ballroom I

Meet the Customer Success team, your partner in post-go live support, and discover how they are your customer advocate within HighRadius.

Monday February 19th

CONTINUED

3:00 PM – 5:00 PM  Partner Pavilion

Grand Ballroom I



NACHA manages the development, administration, and governance of the ACH Network, the backbone for the electronic movement of money and data in the United States.



Since 1984, IAB has been serving the credit community as an Accounts Receivable and Deduction Management service provider. Our services generate cash to reduce your DSO, DDO and improve your bottom line.



Creditsafe is the world's most used provider of online business credit reports. We're changing the way business information is used and we're bringing the Creditsafe revolution to the USA.

4:30 PM  Giggle Water Happy Hour

Grand Ballroom I

5:30 PM  Round 1 - Speed Networking

Grand Ballroom II

Join us for a fast-paced networking experience. Finance professionals will be matched up for a brief encounter, and when the bell rings, it's on to the next!

6:00 PM  Round 2 - Speed Networking

Grand Ballroom II

6:30 PM  Open Networking

Grand Ballroom II

7:00 PM – 9:00 PM  Prohibition-Style Supperclub

The Woodlands Ballroom

Relax and join us for a fun 20s themed dinner and meet peers.

Tuesday, February 20th

7:00 AM - 8:00 AM



**“Bee’s Knees” Breakfast**

The Woodlands Dining Room

8:00 AM – 7:00 PM



**Product Demo / Innovation Stations**

Grand Ballroom I

8:00 AM – 5:00 PM



**Customer Success Center**

Grand Ballroom I

8:00 AM – 8:40 AM



**Cleaning House: How Reckitt Benckiser Eliminated Waste From Processing \$15B of Receivables**

Grand Ballroom II & III



Roberto Rettore, Trade Investment Director

By redesigning their paper-based receivables process into an automated, cloud-based one, Reckitt Benckiser cleaned up A/R while reducing costs of invoicing and payments processing by 70% and deduction resolution time by 60%. Learn the steps the leading provider of health, hygiene and home products took to simplify their IT landscape with an integrated receivables approach.

8:40 AM – 9:30 AM



**Why You Are Not Ready for the Future of Credit-to-Cash and Artificial Intelligence**

Grand Ballroom II & III



Sashi Narahari, CEO and President

Ready or not, the age of Artificial Intelligence is here. Before 2020, the common person will trust their life to driverless cars by Tesla and believe the gospel-truth of voice-assistants such as Alexa. So what’s stopping you from letting Artificial Intelligence and machine learning auto-apply 90% of your cash, resolve 70% of your deductions and flag customers for collections based on predicted payment delays? Your work day could get a complete makeover with technologies such as integrated receivables, Artificial Intelligence, networks, electronics payments and digital assistants disrupting every aspect of the credit-to-cash cycle. Join this session to get a virtual tour of the future of A/R and find out what a day at your work could look like in three years.

9:30 AM – 10:00 AM



**“Cat’s Meow” Break + Partner Pavilion**

Grand Ballroom I

10:00 AM – 10:40 AM



**How Sysco Automated Processing for \$55 Billion Receivables Across 500K Customers and 72 Business Units with Artificial Intelligence and Robotics**

Grand Ballroom II & III



Mike Mumford, Sr. Director Business Technology

Today, companies want faster e-payment reconciliation to complement the faster settlement achieved with the proliferation of payment formats such as check, ACH and wire payments. They have adopted ad-hoc strategies – adding more staff or investing in old-school OCR technology – neither of which have helped e-remittance processing develop into a scalable, cost-effective solution. Learn how Sysco Foods deployed advanced Robotics and Artificial Intelligence to process 3,000,000 payment line items with effectively no human intervention.

10:40 AM – 11:20 AM



**Customer-Driven: Cargill’s Journey to Manage Credit Risk, Reduce Receivables and Improve Working Capital**

Grand Ballroom II & III



Gunther Smets, Global Credit to Cash Process Manager

With 80 business units and varying policies, procedures and technologies, credit-to-cash leaders at Cargill were challenged to consistently deliver on reducing costs, ensuring high customer satisfaction and improving underlying financial drivers. Learn how Cargill works to combine 6-sigma, Kaizen and multiple enabling technologies to align processes, increase operational efficiency and improve cash flow.



Tuesday, February 20th CONTINUED

11:20 AM – 12:00 PM



## What Does Digital Transformation Look Like? Disrupting Customer-to-Cash in 2018

Grand Ballroom II & III

 The Hackett Group

Bryan DeGraw, Associate Principal, Finance Advisory Services

In this interactive session, Bryan DeGraw from The Hackett Group shares two decades of experience on how leading credit and A/R teams are redefining world-class performance by focusing digital transformation on three strategic areas – straight-through automation, seamless collaboration and AI-enabled decision making. Bryan will also share real-world examples of how teams impact KPIs as well as key metrics you should measure as you embark on your digital transformation journey.

12:00 PM – 12:45 PM



## “Hit on all Sixes” Lunch + Partner Pavilion

The Woodlands Dining Room  
Grand Ballroom I

12:45 PM – 1:25 PM



## What the Buzz! Real World Application of Artificial Intelligence, Mobile and Virtual Assistants Across Credit-to-Cash

Grand Ballroom II & III

 highradius

Jay Tchakarov, VP Product Management

Kush Kumar, Director, Solution Engineering

In this session you would learn detailed applications of Machine Learning and how to transform a reactive collections operations to proactive collections, automate 60% of your deductions validation, achieve 80%+ straight-through processing rates in cash application. Additionally, learn how virtual assistants and mobile applications are emerging as the new user interfaces, versus the traditional PCs, in the Digital B2B.

## Reinvent Deductions Management: Learn How P&G is Fundamentally Transforming the Deductions Management Function with Artificial Intelligence

Grand Ballroom II & III

Tony Saldanha, VP, Global Business Services

Frankie McKeown, Senior IT Manager

Deductions Management is a laborious and time-consuming effort resulting in most deductions resolved in customer's favor. Are you that typical AR leader that feels like this is a 'needle in a haystack problem' that is a thankless job and nothing has changed for over a decade? In this session learn how to leverage Machine Learning technologies to create a worklist of just the 'needles' and blow away the hay.

2:05 PM – 2:30 PM



## “Juice Joint” Break + Partner Pavilion

Grand Ballroom I

2:30 PM – 3:10 PM



## How Artificial Intelligence, APIs and Blockchain are Transforming Transaction Banking and What That Means for Tomorrow's Accounts Receivable Teams

Grand Ballroom II & III

 Bank of America  
Merrill Lynch

Jeff Pauly, Director, Product Solutions

Artificial Intelligence, Application Program Interfaces and Blockchain are redefining industry models and business norms. Transaction banking is no exception. Bank of America Merrill Lynch will highlight key considerations and findings from our ongoing interaction with corporate clients and showcase how key advances in Artificial Intelligence, technology, and business processes are helping to create the next generation of Accounts Receivable.

3:10 PM – 3:50 PM



## Still Dialing for Dollars? Implementing Effective Collections Strategies Driven by AI Algorithms

Grand Ballroom II & III

 ShurTech  
Brands™

Marinko Marijolic, Director, Corporate Credit Services

Defining and executing successful collections strategies has historically depended on accurate A/R and payments data. However, this only tells you whether your customers have already paid and still requires your collections team to mass target any outstanding balances. This session demonstrates how the introduction AI and payer behavior analysis in the account analysis and prioritization phase is causing a whole new way to evaluate collections effectiveness and team performance.

Tuesday, February 20th CONTINUED

## Immediate Impact Workshops

4:00 PM – 5:10 PM



### Workshop: My A/R Solution is Finally Implemented OMG - Now What? Charting the Road for Post-Automation Success

Lakeside



OPTIMIZE CONSULTING

Mike Pettyjohn, Director, Customer Financial Services - Danone NA  
Kim Erickson - Owner/Principal - Optimize Consulting

Just finished deploying A/R Automation technology? This is just the beginning. A strong post-implementation plan is critical to ensure continued success and long-term process transformation. Learn from Mike and Kim about the importance of incorporating a continuous improvement mindset, monitoring tactical levers of improvement, close collaboration with technology partners and the possible impact which Artificial Intelligence could have on boosting the ROI of your automation projects.

4:00 PM – 5:10 PM



### No Customer Left Behind: Tools to Handle Your Stone-Age Customers

Rio Grande



If your customers are still using paper checks, submitting paper claims, or wanting you to go to their portals to submit denial claims, join this session to learn how you could leverage the power of technology to optimize the A/R process for these customers.

5:00 PM – 7:00 PM



### “Let’s Get Zozzled” Happy Hour

Grand Ballroom I

8:00 AM – 7:00 PM



### Product Demo / Innovation Stations

Grand Ballroom I

7:00 PM – 11:00 PM



### “Putting on the Ritz” - HighRadius Style

Grand Ballroom II & III

Following dinner, we will “Jazz” up the evening with live music and entertainment! Attendees are encouraged to join the party in Roaring Twenties High Fashion. Think Great Gatsby and Art Deco, flapper dresses, zoot suits, fedoras and boas.



**Wednesday, February 21st**

CONTINUED

**7:00 AM – 8:00 AM**  **“Good Ol Days” Breakfast**

*The Woodlands Dining Room*

**8:00 AM – 4:00 PM**  **Product Demo / Innovation Stations**

*Grand Ballroom I*

**8:00 AM – 4:00 PM**  **Customer Success Center**

*Grand Ballroom I*

**8:00 AM – 8:40 AM**  **Full-Throttle: Land N Sea Distributing Company Turbocharges the Credit Operations Engine for 15,000 Customers**

*Grand Ballroom II & III*



Paul Watters, Director, Worldwide Credit & Treasury

Land N Sea is the leading distributor of marine part and accessories throughout the US, Canada and Latin America. With more than 15,000 active customers and growing by nearly 10% every year, the credit team confronted rough seas in the slow on-boarding of new customers in keeping pace with the volume of periodic credit reviews. Learn how Land N Sea turbocharged credit operations to support high sales growth while lowering credit risk exposure and on-boarding customers 100% faster.

**8:40 AM – 9:20 AM**  **In Good Shape: The adidas Regimen for Running a Best-in-Class A/R Department**

*Grand Ballroom II & III*



Tracie Duncan, Senior Director of Credit, A/R and Collections  
Christopher Land, Senior Business Analyst

adidas strives to maintain an edge in its optimized accounts receivable department by continuously improving performance and delivering cost savings. Attend this session as adidas walks through their journey – from improving the on-boarding of new customers, streamlining claims processing, implementing a self-service invoicing and payments portal to strategically leveraging convenience fees to reduce the cost of credit card interchange fees by half - from 3% to 1.5% of the transaction amount.

**9:20 AM – 9:40 AM**  **“Sidecar” Break + Partner Pavilion**

*Grand Ballroom I*

**9:40 AM – 10:20 AM**  **Master the Payments Mix: How A/R Could Reduce the Cost to Serve Customers and Improve Profitability on Every Transaction**

*Grand Ballroom II & III*



Rob Unger, Senior Director Product Management & Strategic Initiatives

In this session, NACHA goes deep on the options and opportunities you have to directly impact receivables and cash flow metrics like days sales outstanding (DSO), receivables carrying cost, hurdle rate, and collection effectiveness by driving customers to pay invoices in ways that reduce costs and improve the bottom line. Learn how to effectively manage costs associated with receiving and posting payments and how to migrate customers to payment methods with lower transactional and processing costs.

**10:20 AM – 11:00 AM**  **Booming Business: The BOSE Blueprint for Refocusing Resources to More Value-Added Tasks Through Increased Hit-Rates and Improved Deductions Coding Via A/R Integration**

*Grand Ballroom II & III*



Alisha Quitt, Global Process Order to Cash Manager  
Yesenia (Jesse) Bates, Credit & Collections Supervisor

With a mandate to focus on driving more value for customers and increasing visibility into existing accounts and deductions, the BOSE credit-to-cash team was instead occupied with manual cash application, deduction coding for tens of thousands of line items and with collecting claim backup and related documentation to research and close deductions. Learn how an integrated process eliminated 80+% of payment processing for their key large accounts, saved their analysts 10-12 hours a week of coding deductions and collecting backup, and allowed them to focus on their core mission of improving customer service and eliminating deductions backlog.



Wednesday, February 21st

CONTINUED

11:00 AM – 11:40 AM



**Bringing Home the Bacon: Hormel's Recipe to Reduce DDO by 30% in the Face of a 57% Increase in New Deductions**

Grand Ballroom II & III



Roger Anderson, Supervisor Support Services

With entirely manual processes and multiple deduction management systems, Hormel faced efficiency obstacles with their deductions workflow, including finding the right debit memos, reconciling deduction line items to specific SKUs, and enforcing trade promotion budgets. Learn the process Hormel deployed to transition from siloed deduction management systems to a single unified solution, transform their manual, paper intensive processes and present their deductions analysts with research-ready deductions.

11:40 AM - 12:30 PM



**"Golden Age" Lunch + Partner Pavilion**

The Woodlands Dining Room  
Grand Ballroom I

12:30 PM – 1:10 PM



**Looks Like a Job for A/R: How Express Employment Achieved Same-Day Payment Posting with 85% Automation for Check and ACH Payments**

Grand Ballroom II & III



Angela Richards, Accounts Receivable Director

Volume is nothing new to Express Employment. With more than \$3B in revenue, Express Employment processes nearly 25,000 invoices per week. Manual cash application processes for checks and paper remittance made same-day cash posting difficult, resulting in overtime. Even electronic ACH payments were being manually processed with remittance manually collected across emails and customer portals. Learn how Express Employment's A/R team boosted efficiency, cut costs and eliminated overtime while supporting growth by automating same-day cash application and enabling a single source for all payments types across multiple geographies.

1:10 PM - 1:50 PM



**Writing the Chapter on Success: How EBSCO Is Turning Cash Application Drama into a Dollar-Saving Fairytale**

Grand Ballroom II & III



Carolyn Etrass, Director of Accounts Receivable

EBSCO faced trials with an overwhelming volume of labor-intensive tasks, including manual electronic remittance capture, interfacing with customers that do not provide remittance, and a large volume of deductions (25% of all payments are short pays). Hear from Carolyn Etrass on how the EBSCO team is re-engineering their workflows and deploying technology to easily integrate with SAP and support faster and more cost-efficient payment processing.

1:50 PM – 2:00 PM



**"Old Fashioned" Break + Partner Pavilion**

Grand Ballroom I

2:00 PM – 2:40 PM



**How Huntsman Automated Credit-to-Cash with SAP Receivables Management across 5 Business Units and 4 SAP Instances**



Enriching lives through innovation

Molly Pryor, Assistant Treasurer

Grand Ballroom II & III

With multiple business units, business processes and systems, Huntsman was challenged to rationalize its credit, collections and disputes operations. Learn how the chemicals manufacturer planned and executed a project to redesign and synchronize credit and receivables processes into a single SAP Receivables Management system, enriched with integrated receivables automation. Discuss the steps taken, the changes made and the impact they delivered to improve control, increase five-fold the number of accounts covered by collections team, reduce deduction aging and past due A/R and to improve cash flow by tens of millions of dollars.

2:40 PM – 3:20 PM



**How GE Achieves Global Credit Collections Success with Ruthless Prioritization and Business-Managed Automation for Collection Worklists**

Grand Ballroom II & III



Tiffany Miles, Senior IT Program Manager, ERP Solutions | SAP CoE

Allison Cragen, Senior FP&A Operations Staff Manager

In a step to significantly boost collector effectiveness, the credit and A/R leadership deployed advanced worklist optimization with 'invoice-level prioritization.' Learn how the team achieved the 'best-of-all-worlds' by enabling invoice-level prioritization for more than 110 company codes, using ERP-native technology and business managed configuration without IT-dependence.

