

1 Day to 30 Minutes: Accelerating Cash Forecasting at Instant Brands

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Associate Manager,
Treasurer, Instant Brands

- 15 years of experience in accounting
- Working towards CTP certification
- Busy working mom

John Szajna,

Treasury and Finance Consultant,
Jefferson Wells

- Experienced in developing global finance operations at MNCs
- Multiple credentialed professional

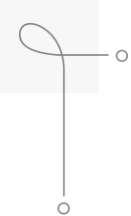


Agenda

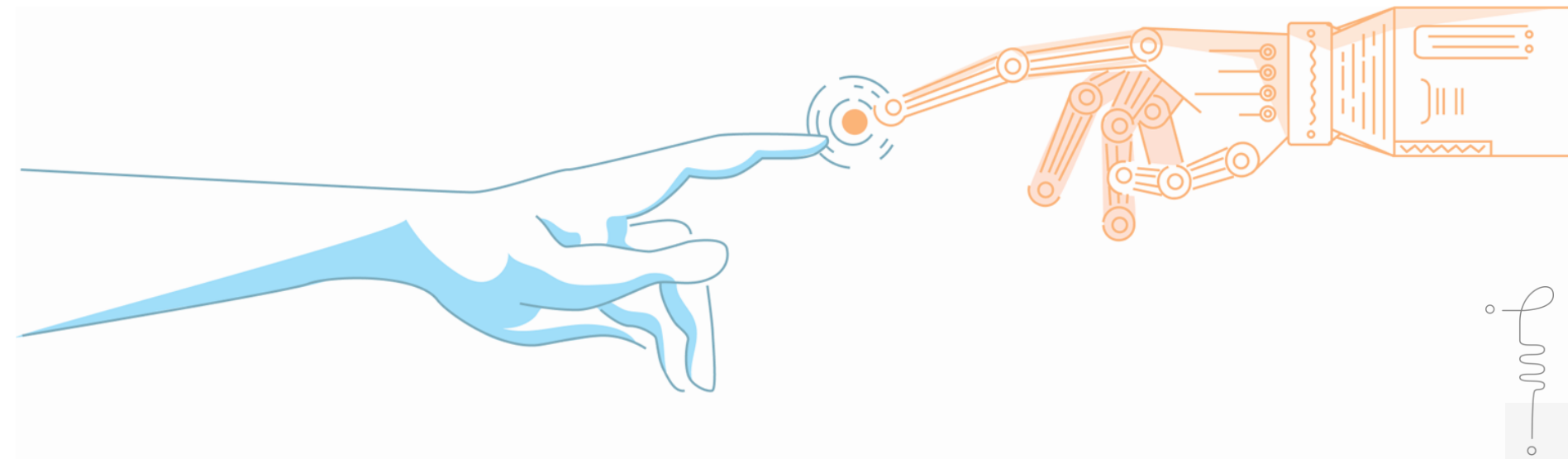


1. About Instant Brands
2. Current Treasury Process at Instant Brands
3. AI-Enabled Treasury
4. Three Hallmarks of a Successful Cash Flow Forecasting system
5. Implementation Journey





About Instant Brands



About Instant Brands



Headquartered In
Illinois, United States



Industry
**Household Goods and
Electrical Appliances**



Revenue
\$2B



No. of Employees
2400

Our Brands

Instant

CORELLE.

VISIONS®

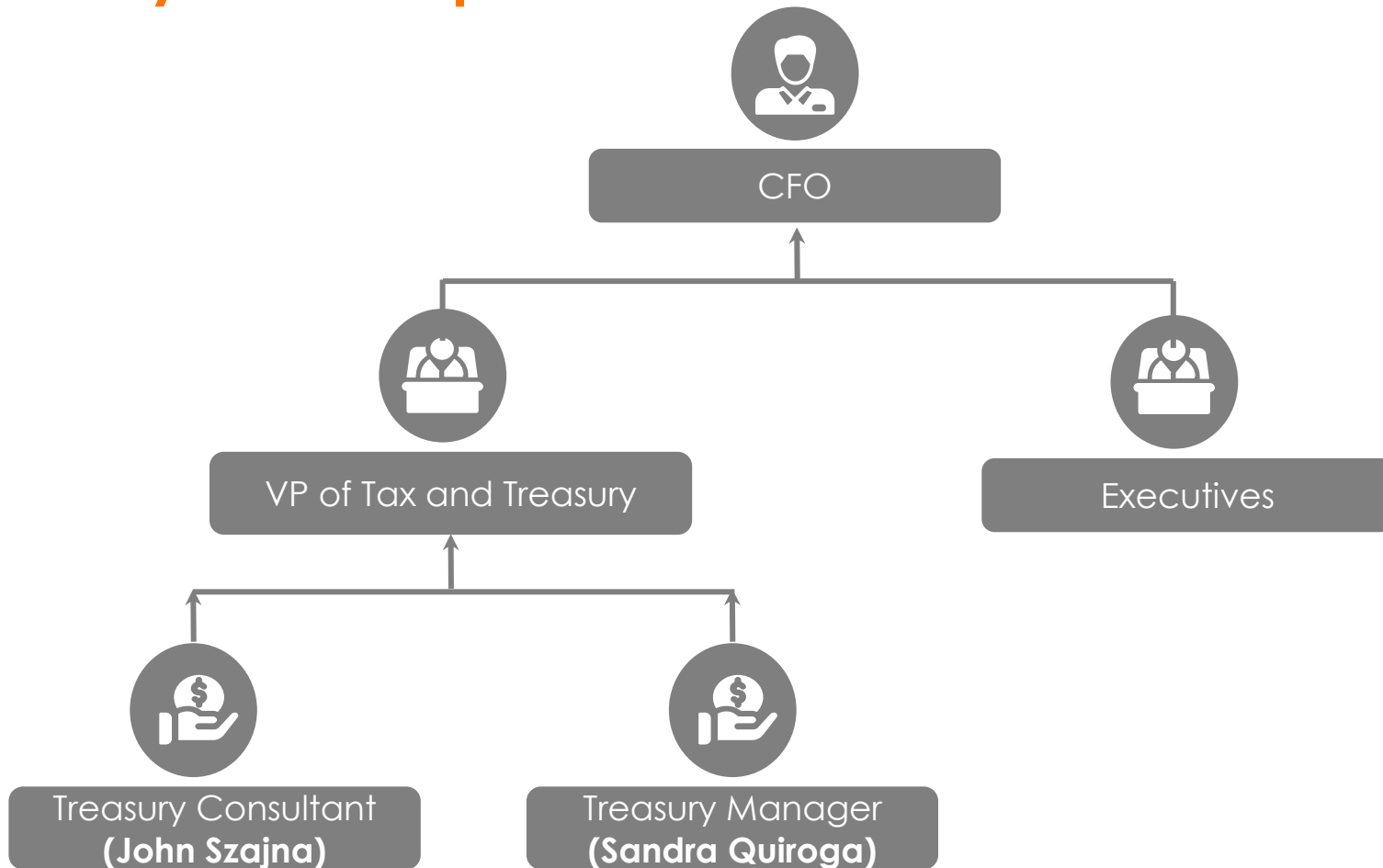
Snapware®

pyrex


CORNINGWARE®

CHICAGO
CUTLERY.

Treasury Landscape at Instant Brands



We Also Had An External Advisor

Lean Treasury Team



Banking Transition



Need for Operational
& Project Support



John Szajna

Treasury Objectives of HRC System Deployment



Improve time and accuracy of cash flow forecasting



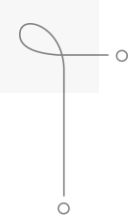
Manage global cash position



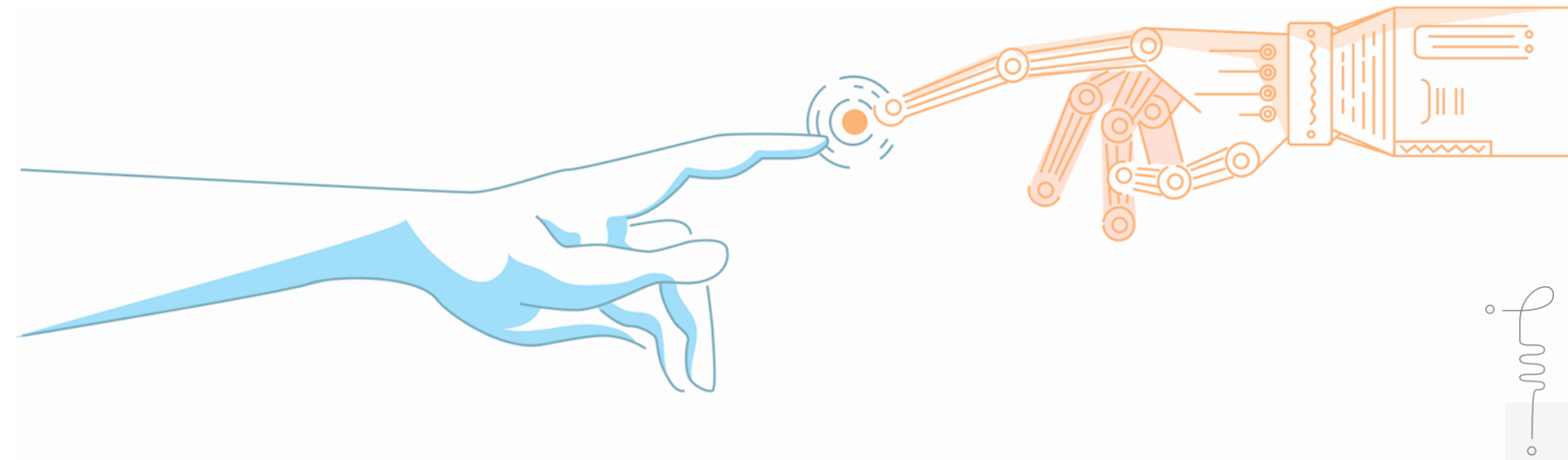
Manage Asset Based Lending (ABL) facility



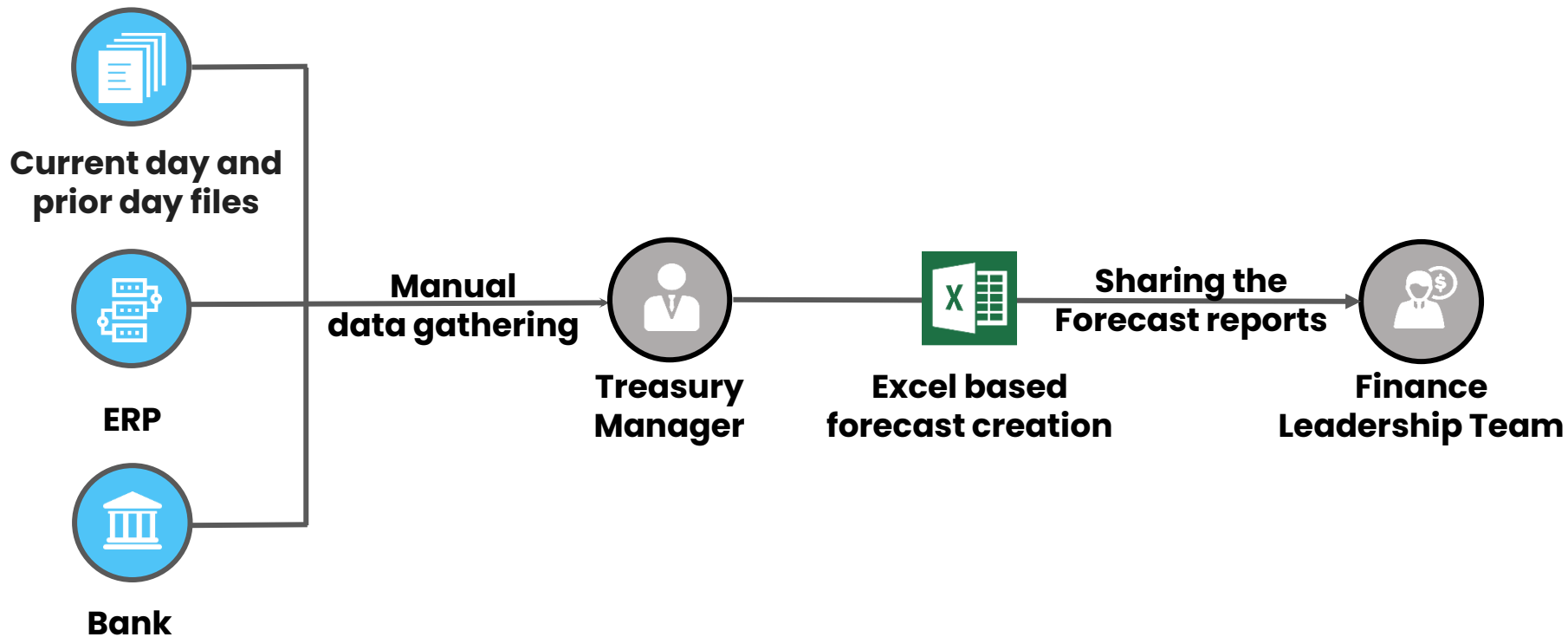
Integrate and track cash receipts and disbursements on single platform



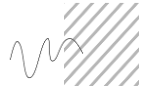
Initial Treasury Process at Instant Brands



Initial Cash Forecasting and Cash Management Process



Challenges Faced by Instant Brands



Seasonality



Inaccurate Cash Forecast



Managing Disbursements

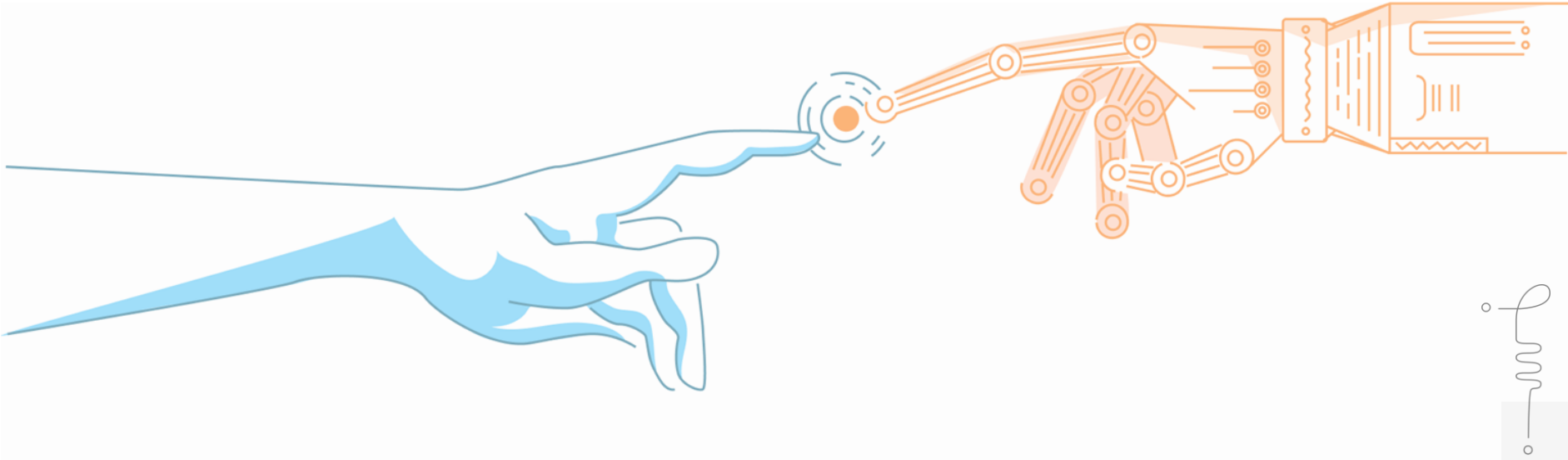


Lean Treasury Team

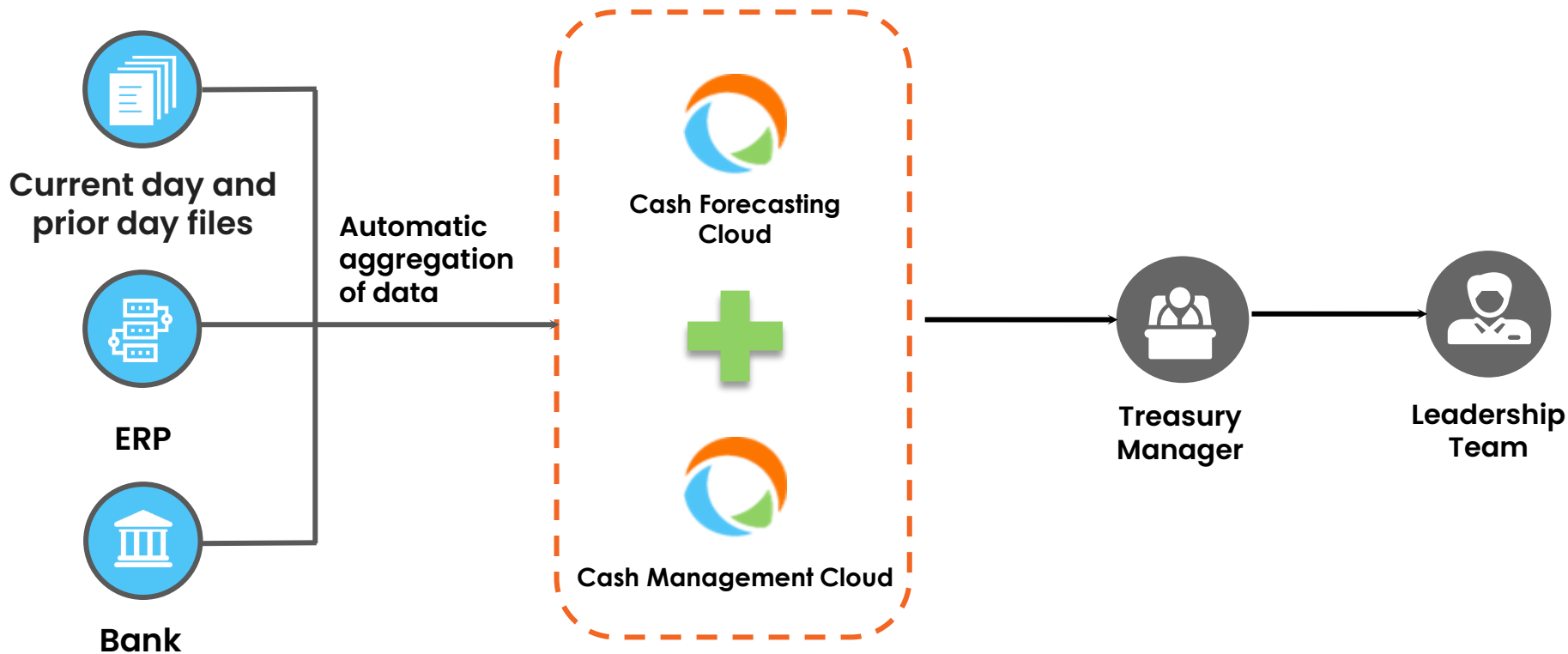
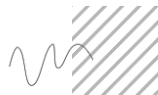




AI-Enabled Treasury at Instant Brands

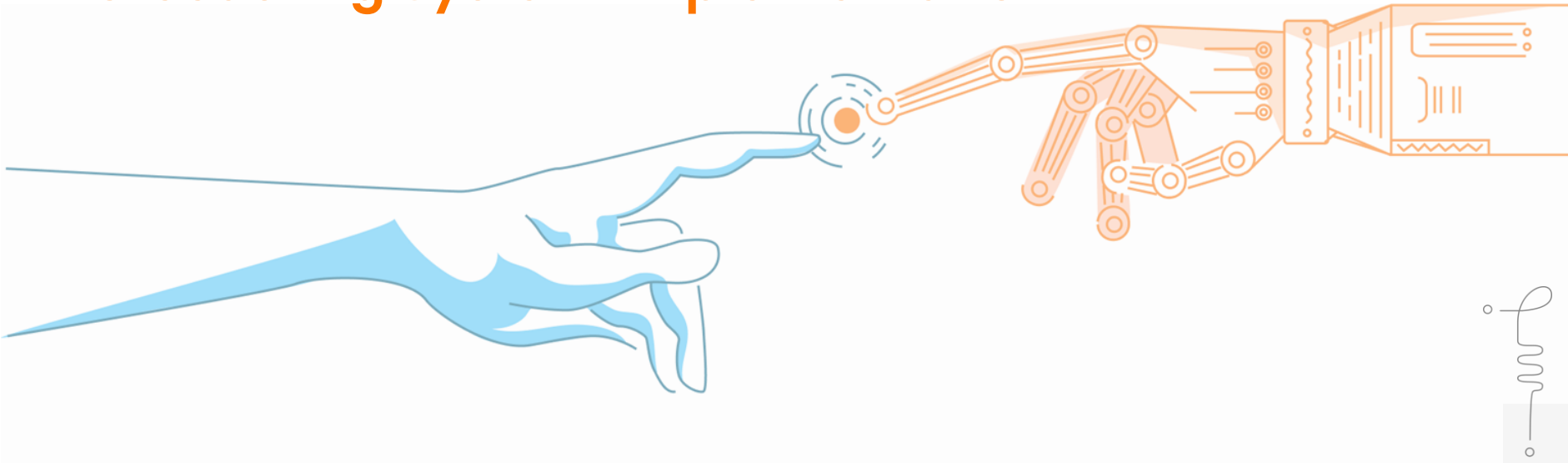


AI-enabled Treasury at Instant Brands





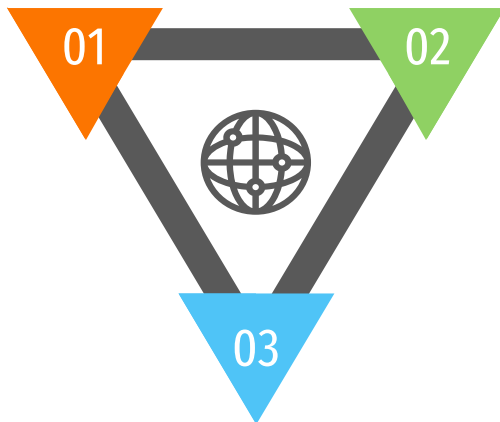
Three Hallmarks of Successful Cash Forecasting System Implementation



Three Hallmarks

Speed

Artificial intelligence
“Learns” and adapts to
change quickly and
delivers results



Accuracy

Highly accurate forecasts
with actual invoicing and
understanding change in
customer payment trends

Efficient Decisioning

More focus on making strategic
decisions with lesser time spent on
cash management

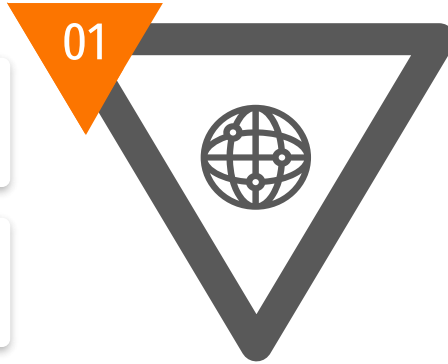
Hallmark 1: Speed



**Real time global cash
visibility**



**High Frequency of
forecasts**



Hallmark 2: Accuracy

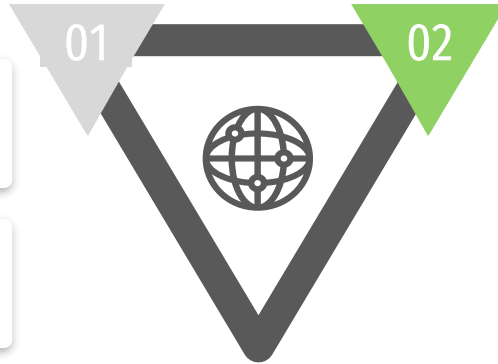
Speed



Real time global cash visibility



High Frequency of forecasts



Forecasting at customer level



High accuracy with actual invoicing

Hallmark 3: Efficient Decisioning

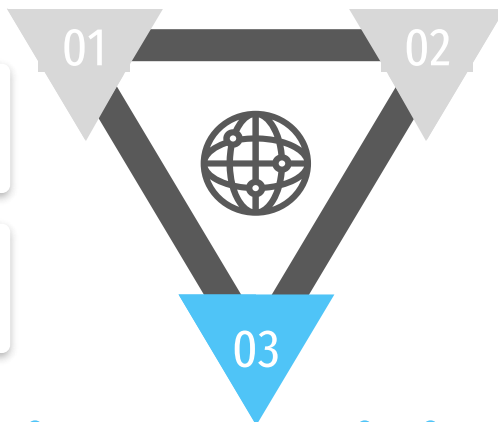
Speed



Real time global cash visibility



High Frequency of forecasts



Accuracy



Forecasting at customer level



High accuracy with actual invoicing

Efficient Decisioning



More focus on strategic decision making



Monthly cash planning instead of weekly

Three Hallmarks

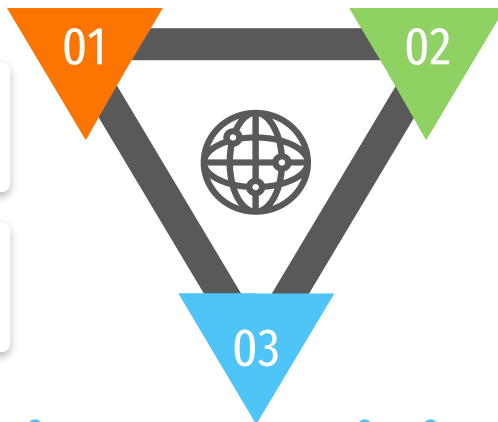
Speed



Real time global cash visibility



High Frequency of forecasts



Accuracy



Forecasting at customer level



High accuracy with actual invoicing

Efficient Decisioning



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