

A collage of three images showing business professionals in a meeting. The top image shows a man and a woman standing and talking. The middle image shows a woman sitting at a desk with a laptop. The bottom image shows a group of five people sitting around a large wooden table, working on laptops and reviewing documents.

## The PrimeRevenue Program Difference: Our Approach to Supply Chain Finance Excellence



## The Five Phases Of PrimeRevenue's Program Design Methodology

**Backed by our experience optimizing cash flow for more than 30,000 customers across the globe, our programs are designed to dismantle common barriers to supply chain finance program success and to achieve the maximum program potential.**

The chasm between supply chain finance and *supply chain finance excellence* is large. Any supply chain finance program can improve cash flow, but not every program can deliver improvements that are transformative to the business and its suppliers.

At PrimeRevenue, we focus on the latter. Our clients want more than a bump in working capital. They demand long-term, material improvements to cash flow that will fund innovations and transformations critical to business health. They require more than supply chain finance mechanics and technology; they require *supply chain finance excellence*.

To meet these requirements, PrimeRevenue takes a unique and well-proven approach to program development. Backed by our experience optimizing cash flow for more than 30,000

customers across the globe, our programs are designed to dismantle common barriers to supply chain finance program success and to achieve the maximum program potential.

Our methodology is *different*. It's a framework – not a formula. We recognize the factors that shape a successful supply chain finance program aren't purely quantitative. That's why we combine rigorous financial analysis with deep understanding of the customer's unique industry and supplier relationship dynamics. Our methodology also establishes consensus among executive, financial and procurement stakeholders.

Finally, PrimeRevenue's approach to supply chain finance program design is *collaborative*. We work side-by-side with finance, procurement and suppliers to ensure every phase of the program is executed successfully.

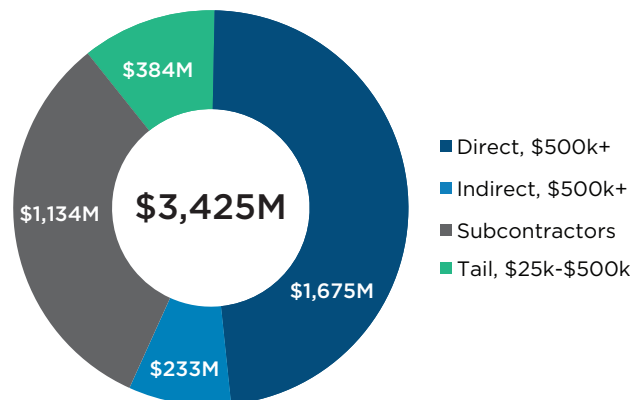


# 1 WORKING CAPITAL ANALYSIS AND OBJECTIVE SETTING

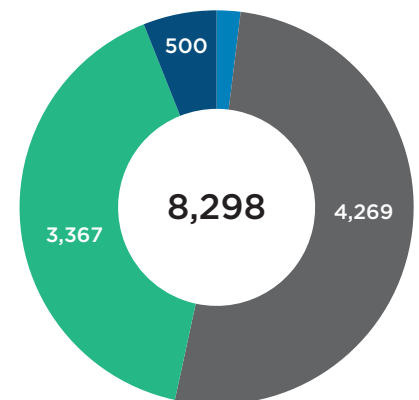
PrimeRevenue works with each client to establish clear objectives for the supply chain finance program that are backed by hard data and analysis. Why does the company need to extend supplier payment terms? What strategic business initiatives/goals will be funded by an acceleration in cash flow? What is the cash flow goal? By how long should terms be extended in relation to the market, and how will this increase be justified?

PrimeRevenue’s bespoke working capital analysis incorporates annual spend provided by the company, information provided during the client discovery process, and data-driven findings from PrimeRevenue’s knowledge base of over \$3T in spend analyzed and industry benchmarks. Our analysis identifies the total cash flow improvement opportunity for the client, including a three-year roadmap and projections.

Spend (\$M)



Number of Suppliers







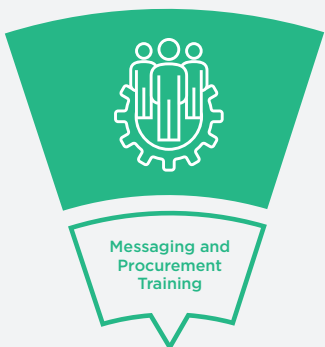
## 2 IDENTIFY AND PRIORITIZE SUPPLIERS

**Often in supply chain finance, companies determine which suppliers to target for program participation based solely on size.** At PrimeRevenue, we understand that the size and strategic value of a supplier is a strong qualifier, but it's not the only one. Other factors we consider include the quality of the supplier relationship and the supplier's previous exposure to payment term extensions. If a strong, high-touch relationship is already in place, the supplier will be more inclined to fully participate (the inverse is also true). At the same time, if a company has recently changed payment terms with certain suppliers, the tolerance for new change will be lower.

Another factor is the value the supplier will receive by participating in the program. Does the supplier intend to make capital improvements to the business that require improvements in working capital? Suppliers that are keen to improve cash flow to fund strategic business initiatives will realize the highest value through program participation, so they may also be identified as priority targets.

Lastly, a long-term strategic view of the supplier relationship is important. Depending on a company's supply chain and business strategy, a current mid-tier supplier may be a top-tier supplier in six months. That could make them a priority target for program participation today.

Once suppliers have been identified for participation, PrimeRevenue develops a phased approach for supplier outreach. This measure of quality control ensures suppliers receive the attention required and that internal resources aren't overwhelmed. These phases can be determined any number of ways - by line of business, geography or product category, for example.



## 3 MESSAGING AND PROCUREMENT TRAINING

**PrimeRevenue works hand in hand with clients to develop communications tools/protocol that will help procurement achieve two goals:** (1) to secure supplier payment term extensions, and (2) to educate suppliers on how supply chain finance can offset any negative impact, thus increasing program participation. We work with procurement to develop messaging that clearly demonstrates how participation in a supply chain finance program can accelerate cash flow within the supplier's own business, as well as train them on how to handle supplier objections. PrimeRevenue also customizes this messaging by supplier segment for maximum effectiveness.

## 4 SUPPLIER OUTREACH

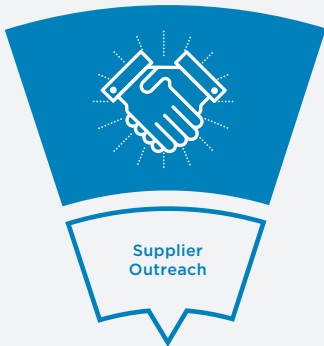
**Messaging is only one part of the “sell” to the supplier.** The other part is context and timing. PrimeRevenue works with each client to develop a tiered approach to supplier engagement. While some suppliers require high-touch, highly personalized and face-to-face interaction, others can be educated through phone and email campaigns, webinars and microsites.

PrimeRevenue also works with procurement to make sure the right supplier stakeholders (CFOs, treasurers, accounts receivable managers) are educated and nurtured through the onboarding process. We then follow those conversations up with interactive tools that communicate supplier benefits “in action.” These can include case studies that speak to specific value propositions and an interactive benefits calculator, which lets suppliers compare cost of funds (working capital) with and without program participation.

## 5 SUPPLIER ONBOARDING AND TRAINING

**The final phase of PrimeRevenue’s methodology focuses on empowering the supplier to leverage the supply chain finance program to its full potential.** This starts with the enrollment or registration of the supplier. Suppliers are likely to abandon ship if the enrollment process is too cumbersome, so PrimeRevenue’s supply chain finance platform minimizes much of this risk by providing a transparent, simple and flexible system that is easy for the supplier to navigate.

PrimeRevenue’s team of experienced program specialists works with suppliers to ensure they’re comfortable using the platform and can maximize the value of their company’s participation (e.g. manage cash flow, accelerate payments, payment visibility and invoice tracking). We offer numerous training options depending on the strategic value of the supplier. These range from individual orientation sessions with hands-on training to group training sessions, on-demand videos and workshops.



## The difference in “how” is everything.

As stated earlier, the difference between supply chain finance and *supply chain finance excellence* is a big one. At PrimeRevenue, we believe this difference is what defines us. We are exclusively focused on developing supply chain finance programs that deliver optimal improvements to cash flow – as well as programs that protect and grow supplier relationships. Our methodology is reflective of this focus. **It’s the foundation for our clients’ successes, and part of what differentiates us from other providers in the marketplace.**



### **PROCUREMENT ENABLEMENT IS THE FIRST STEP IN SUPPLY CHAIN FINANCE SUCCESS**

PrimeRevenue offers the industry’s only true multi-funder and bank-agnostic supply chain finance platform with a network of 80+ funders worldwide. PrimeRevenue’s unique approach to supply chain finance also places heavy emphasis on procurement readiness and support. By aligning finance and procurement stakeholders, and providing unparalleled training, coaching and support to procurement professionals, PrimeRevenue helps companies achieve greater value from their supply chain finance program.

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**About PrimeRevenue** As a pioneer in global B2B payments, the PrimeRevenue SurePay Platform connects the entire supply chain by improving working capital and automating digital payments. Thousands of companies around the world leverage one streamlined platform to increase payment visibility, enhance control, and improve cash flow. PrimeRevenue is headquartered in Atlanta, with offices in London, Prague, Hong Kong, and Melbourne. For more information, visit [www.primerevenue.com](http://www.primerevenue.com).

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