

# GoTo Achieves a Greater Focus on Strategic Analysis by Reducing Cash Processing Times



New York, NY



2003



1,000+



Insurance



Since 2003, GoTo (formerly LogMeIn) has empowered companies to work from anywhere with category-defining products like GoTo Connect, GoTo Resolve, LastPass, Rescue, Central, and more.

With more than 2.5 million customers across 190 countries, GoTo is the trusted partner for companies of all sizes to connect and collaborate regardless of the physical distance between them.

**50+**

global bank accounts that achieved complete cash visibility

**7+**

hours saved a week by automating bank data aggregation

# Challenges

## Manual Processes Slowed Down Forecasting and Analysis

As GoTo has continued to scale organically and through acquisition, the company has gained new banking partners. Managing this growing bank-mix complexity grew to become an arduous and repetitive manual process. This required analysts to gather daily balances, track collections and disbursements, create reports and forecasts, and perform quality assurance to ensure cash forecasts were up to date and reconciled with cash reports.

When GoTo needed to update their reports or forecasts, the lengthy manual process was repeated again, further limiting their ability to gain actionable insights from their data.

## Searching Through Transaction Data

Before utilizing Trovata, searching for specific transactions involved logging into each of GoTo's banking portals and manually scrolling through pages upon pages of transaction data until the specific transaction was found. Reconciling cash balances involved many hours as the team tried to track down transactions with limited search capabilities.

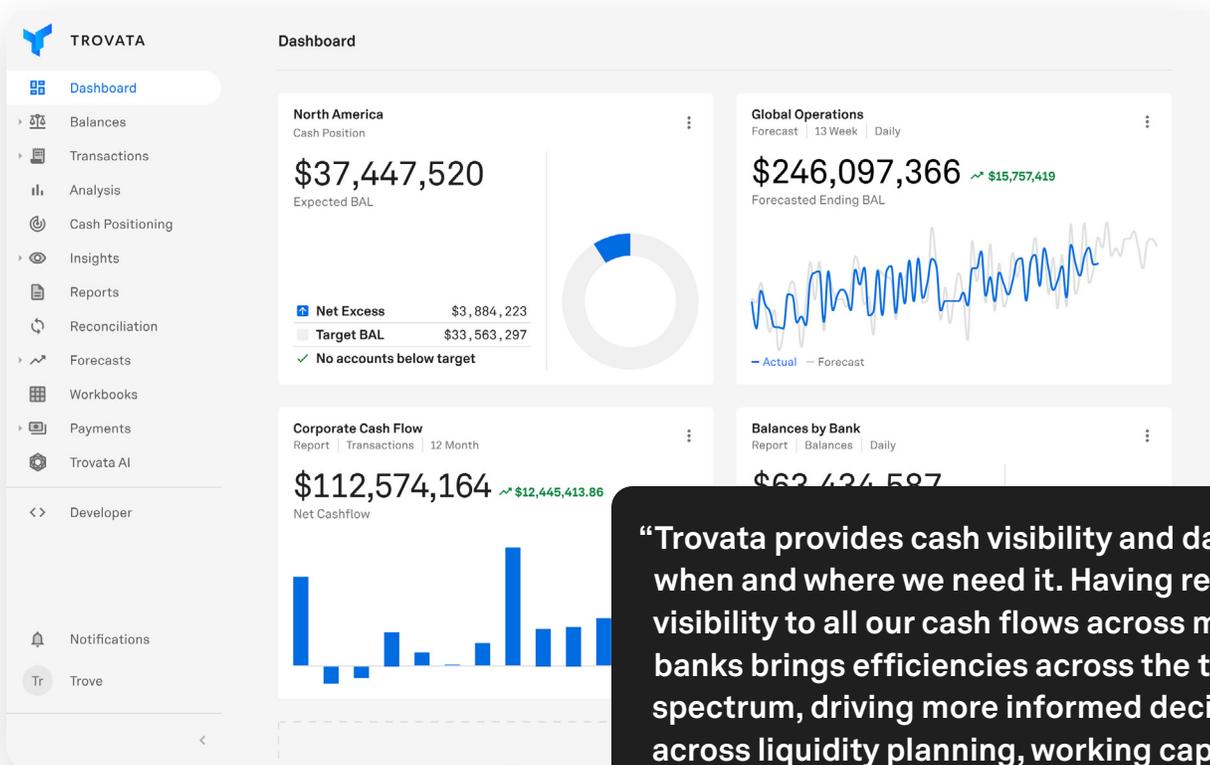
## Limited Visibility Hindered Decision Making

GoTo's manual processes for tracking cash balances limited their ability to accurately assess daily cash balances, identify potential cash shortages or surpluses, and make informed investment decisions. They needed a solution to enhance their visibility into cash flow and accurately analyze data.

## Limited Cash Forecasting Capabilities

Due to cash reporting and forecasting processes requiring rounds of manual processing, GoTo spent countless hours forecasting cash movements across international subsidiaries. Any custom reporting required manual consolidation and normalization of transaction data within a spreadsheet before any analysis could occur.

GoTo's treasury tech stack was holding them back from achieving cash and transaction visibility across all of their subsidiaries. They needed an automated cash management platform that empowered them to eliminate tedious, manual processes and perform rapid, strategic decision-making.



Product image does not represent GoTo's Trovata instance.

**“Trovata provides cash visibility and data when and where we need it. Having real-time visibility to all our cash flows across multiple banks brings efficiencies across the treasury spectrum, driving more informed decisions across liquidity planning, working capital, debt management, and investments.”**



**Tim DiLillo**  
VP, Corporate Finance & Treasure

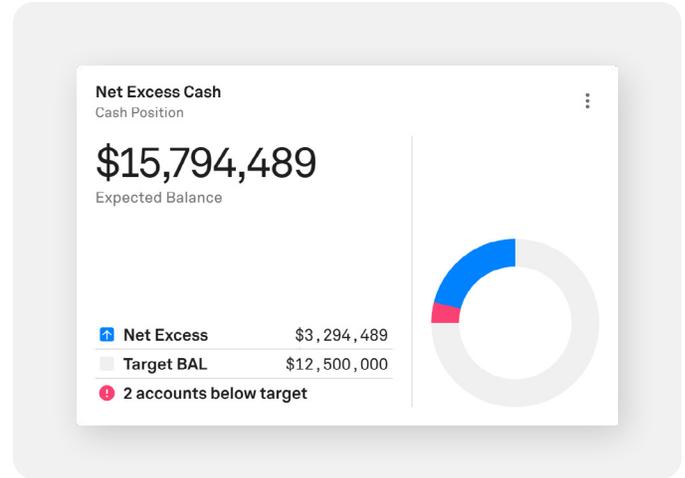
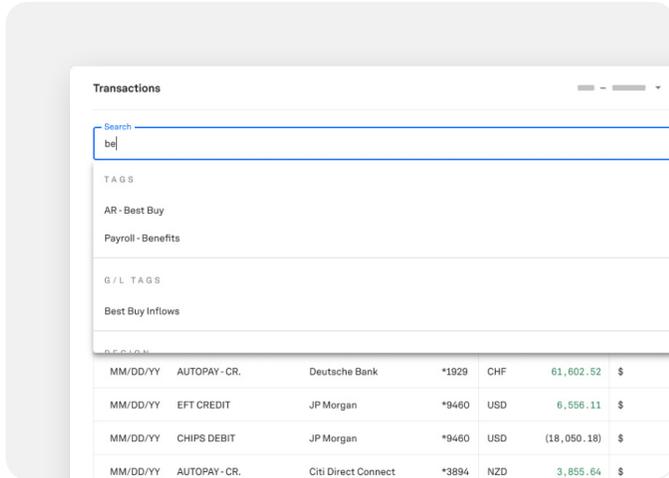
# Solutions

## A Reduction in Cash Processing Time Enables Greater Focus on Strategic Analysis

Before Trovata, obtaining a consolidated view into GoTo's cash flow could take a number of days or weeks. With Trovata's extensive library of bank APIs, GoTo automated the collation of their bank data into a Multi-Bank Data Lake™, empowering them with an aggregated view into their cash flow across 50+ bank accounts. Machine learning algorithms analyze this data to offer features like automated cash reporting, forecasting, and natural language search.

GoTo's treasury team has saved 7+ hours a week through automating the aggregation of their bank data, empowering them to focus on strategic analysis that propels the business forward.





Product image does not represent GoTo's Trovata instance.

## Instantly Find Transactions with Natural Language Search

Trovata's search features revolutionized the way GoTo finds the transactions they need when consolidating cash balances. With a simple keyword search, GoTo is instantly served transactions from key vendors, institutions, transaction-types, and more. These custom searches can be saved as tags, which GoTo leverages to quickly and consistently generate cash reports and forecasts.

**“Trovata’s search capabilities enable us to quickly log into the platform and instantly find any transaction we need. For example, we are now able to code intercompany transactions and easily identify and account for transactions between our subsidiaries. This eliminates the need to log into multiple bank platforms and waste critical time tracking down discrete transactions.”**

**Tim DiLillo**

VP, Corporate Finance & Treasurer

## Better Investment Decision Making with Real-Time Visibility

GoTo initially used Trovata to improve cash forecasting. Over time, they have scaled their use of the platform.

Trovata's Cash Positioning provides GoTo with real-time visibility into daily cash balances by simply logging in to the platform. It enables their treasury team to identify cash traps, build-ups, and make informed investment decisions. Additionally, Trovata has been a powerful resource in helping GoTo adapt to sudden market changes by providing stronger insights, enabling flexibility, and reducing their reliance on manual reporting processes across their bank mix.

The best part? Thanks to Trovata's API connectivity, the team at GoTo accomplishes all of this without the need for IT support or consultants. They can simply login, get instant updates, and focus on adding value to the organization.



# Results



## Improved Visibility into Cash Flow

Achieved complete cash visibility across 50+ global bank accounts



## Saved Time

Saves 7+ hours a week by automating bank data aggregation



## Support

Gained access to quality support that answers questions in minutes

# Achieve Global Cash Visibility Across Your Global Bank Accounts

Trovata's multi-bank, automated cash management platform provides aggregated bank information across all your global bank accounts, empowering companies like GoTo to make better data-driven decisions.

Get a demo of Trovata today to gain access to a comprehensive suite of cash reporting, forecasting and analysis functionality that empowers your organization with global transaction visibility.

[Get Demo](#)

