

# Plugged In and Powered Up: Gibson's Treasury Automation Story



GIBSON, INC., the world's most iconic guitar brand, has shaped the sounds of generations of musicians and music lovers across genres for more than 100 years. Gibson has a legacy of world-class craftsmanship, legendary music partnerships, and progressive product evolution that is unrivaled among musical instrument companies.

**Headquarters**

Nashville, TN

**Company Size**

2000+ Employees

**Founded**

1894

**Industry**

Manufacturer of  
Consumer Goods

Treasury Manager, Christina Jewell, leads global reporting, balancing, and liquidity for Gibson's lean, three-person treasury team. With business lines spanning retail stores, e-commerce, a record label, media projects, foundations, and a vintage-guitar sourcing program, treasury operations must support a fast-growing, multi-entity, multi-bank footprint across the U.S., Europe, Japan, China, and Costa Rica.

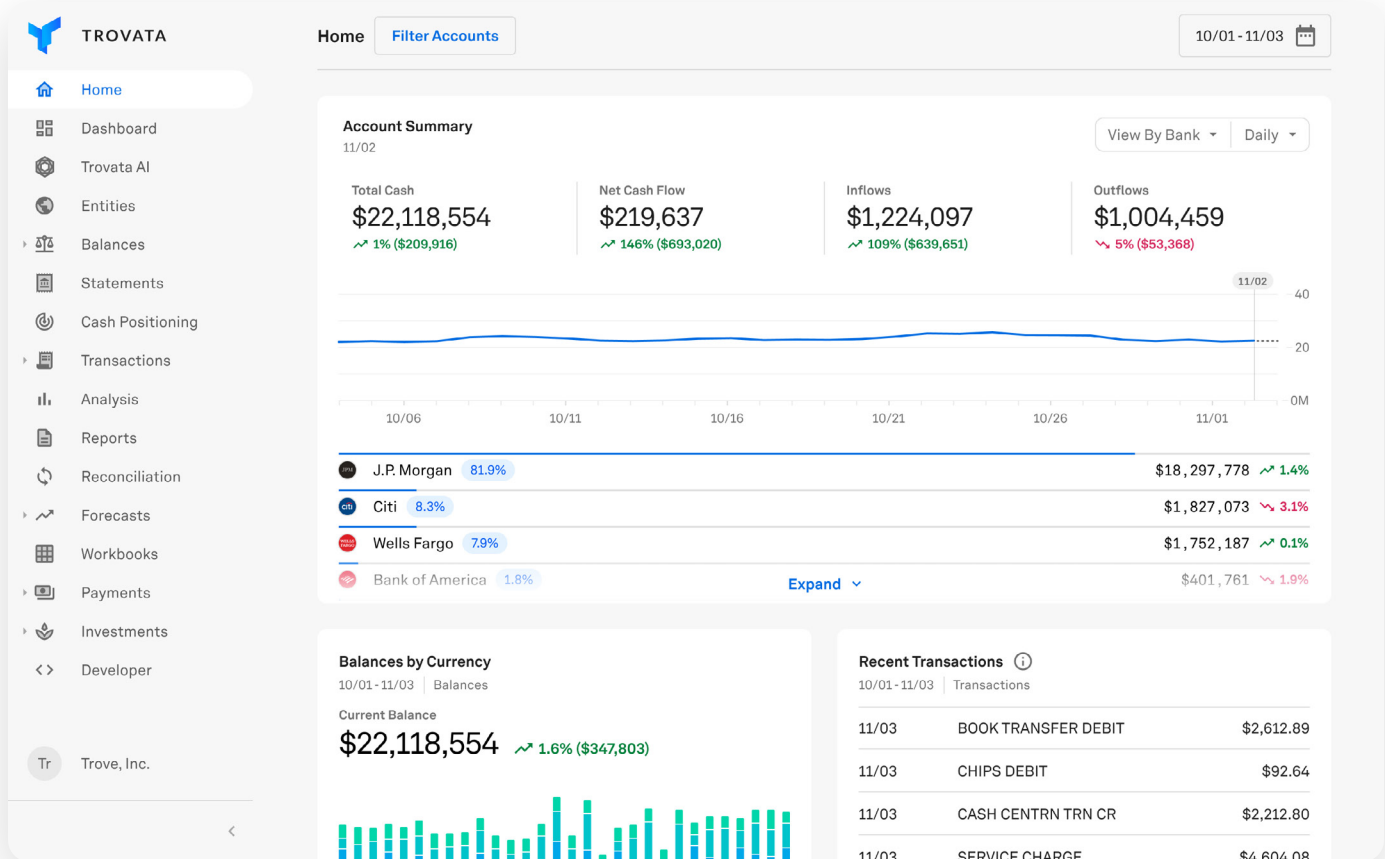
## Transformation at a Glance

- ✓ **25 hours** saved on cash reporting each week
- ✓ **Real-time cash insights** across 10 countries and dozens of bank accounts

**"Trovata is a game-changer."**



**Christina Jewell**  
Treasury Manager



Product image does not represent Gibson's Trovata instance.



**“Keeping up with the changing atmosphere is probably my biggest struggle—and it’s always changing. We’re a three-person group running the global treasury picture.”**



**Christina Jewell**  
Treasury Manager

## The Challenge

Amid rapid growth and a constantly shifting retail/payments landscape, Gibson's treasury team found itself constrained by manual processes.



### Heavy Reliance on Excel

Daily global cash, liquidity in USD, currency conversions, and detailed AP/expense categorization consumed most of the day.



### Ecommerce Expansion

Consolidation of multiple processors (Stripe, Square, PayPal, etc.) required precise tagging and reconciliation at scale.



### Complex, Global Banking

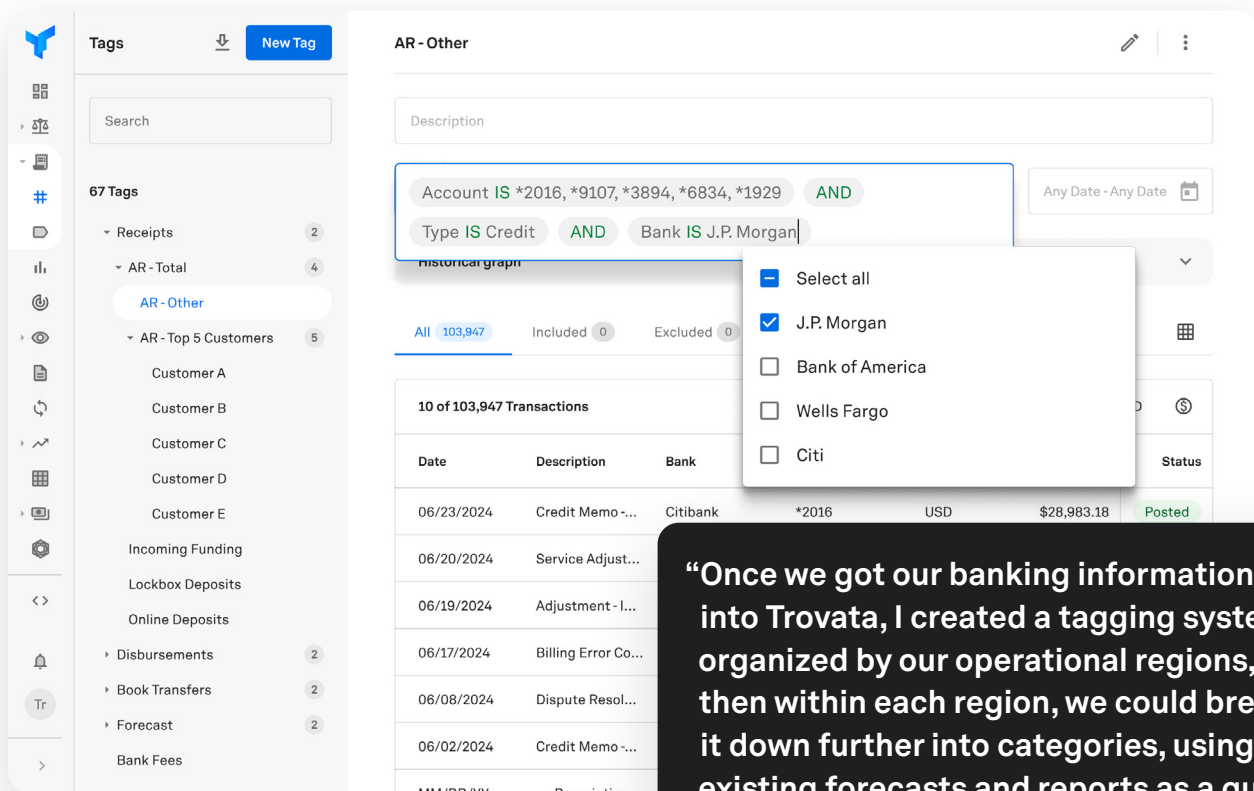
Multiple bank accounts in the U.S. and Europe, with additional relationships in Japan, China, and Costa Rica, plus specialty accounts.



### Manual Data Entry and Limited Bandwidth

Naturally, working in spreadsheets increased the chance of human error—while a three-person team struggled to find the time to drive strategic initiatives.





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**“Once we got our banking information into Trovata, I created a tagging system organized by our operational regions, and then within each region, we could break it down further into categories, using our existing forecasts and reports as a guide.”**

**Christina Jewell**  
Treasury Manager

## The Solution

After exploring multiple options, Christina knew she needed a solution that would deliver immediate value—not a 12-month implementation with an uncertain payoff. With limited IT resources and a growing workload, she needed a tool that could connect quickly, automate manual processes, and start showing results from day one.

Trovata stood out for its **speed to deploy, ease of use, and ability to bring clarity to complex banking data**. Within weeks, her team was generating reliable reports, balancing global accounts, and surprising the C-suite with how quickly they were able to act on new insights.



### Unified Multi-Bank Visibility

Trovata consolidated views across banks, so Christina and team no longer need to log into multiple portals to obtain daily balance and transaction data.



### Automated Transaction Tagging

Trovata's platform seamlessly **ingests banking data, automatically categorizes transactions according to [Christina's tagging structure](#), and converts currencies** in real-time—eliminating the need for daily spreadsheet updates.





## Faster, More Accurate Reporting

Christina now generates automated reports showing global and domestic cash positions, liquidity in USD, balances by converted currency, and daily average balances—all in a matter of minutes. On a monthly basis, or as needed, she produces reports on customer and dealer payments, including top

accounts, segmented by payment source (like Stripe, Square, PayPal, and Synchrony).

Trovata serves as her system of reference, while Excel remains a helpful tool for a few workflows—now backed by automated data for accuracy and validation.



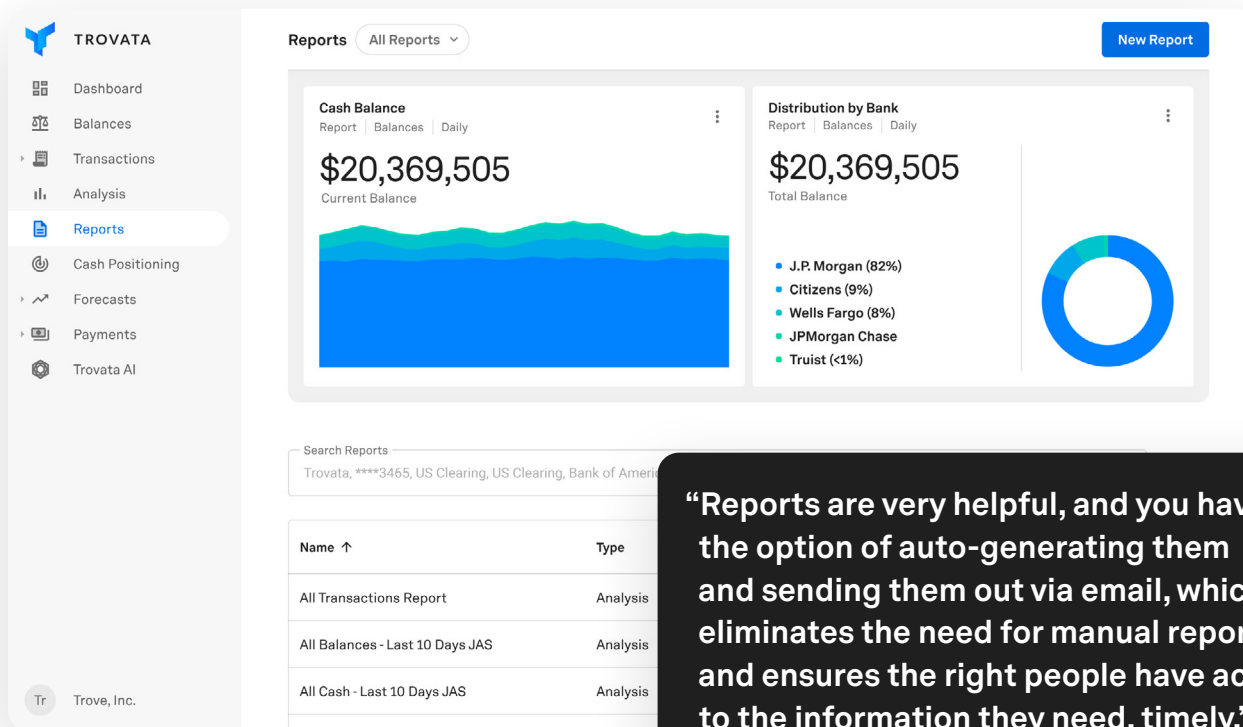
## Forecasting That Reflects Reality

Now, Gibson's cash forecasting blends **historicals in Trovata with Microsoft Dynamics 365 and OneStream** actuals for short-term cash flow planning (e.g., 8-week horizons). This multi-source approach captures both incoming AR and outgoing obligations with greater fidelity.



## Rapid, Seamless Implementation

Trovata connected quickly, delivering useful reporting “almost immediately,” boosting treasury’s agility and ability to quickly turn data into insights.



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**“Reports are very helpful, and you have the option of auto-generating them and sending them out via email, which eliminates the need for manual reporting and ensures the right people have access to the information they need, timely.”**

**Christina Jewell**  
Treasury Manager



# The Results



## 20–25 Hours Saved Every Week

Automation replaced manual compilation and conversions, shrinking daily reports from “most of the day” to minutes—a step-change in productivity.



## Strategic Uplift for a Lean Team

By removing manual workflows, Christina's team can focus on goals, process improvements, and treasury advancements (including ERP automation efforts) while keeping pace with Gibson's rapid growth.



## CFO-Ready Accuracy and Granularity

Treasury now delivers granular AR visibility (customer vs. retail vs. other receipts) and breaks retail down by processor, anchored to actual banked cash (net of processor fees) rather than sales figures—clarity the CFO praised and wants to see regularly.

“I recently showed our CFO a few of the reports we're producing in Trovata and his response was, ‘I need to see this more often.’ He was very impressed with the granularity and accuracy. Getting positive feedback from the C-suite is great.”

**Christina Jewell**

Treasury Manager

“I used to spend hours each day on reports, but now Trovata has freed me up to do other things. I can work on goals and advancements in treasury, attend the occasional webinar, and learn new things.”



**Christina Jewell**  
Treasury Manager



**“We’re in such a growth mode that everything’s changing constantly... Trovata helps me keep up, and once I get caught up, there’s always something new to explore.”**

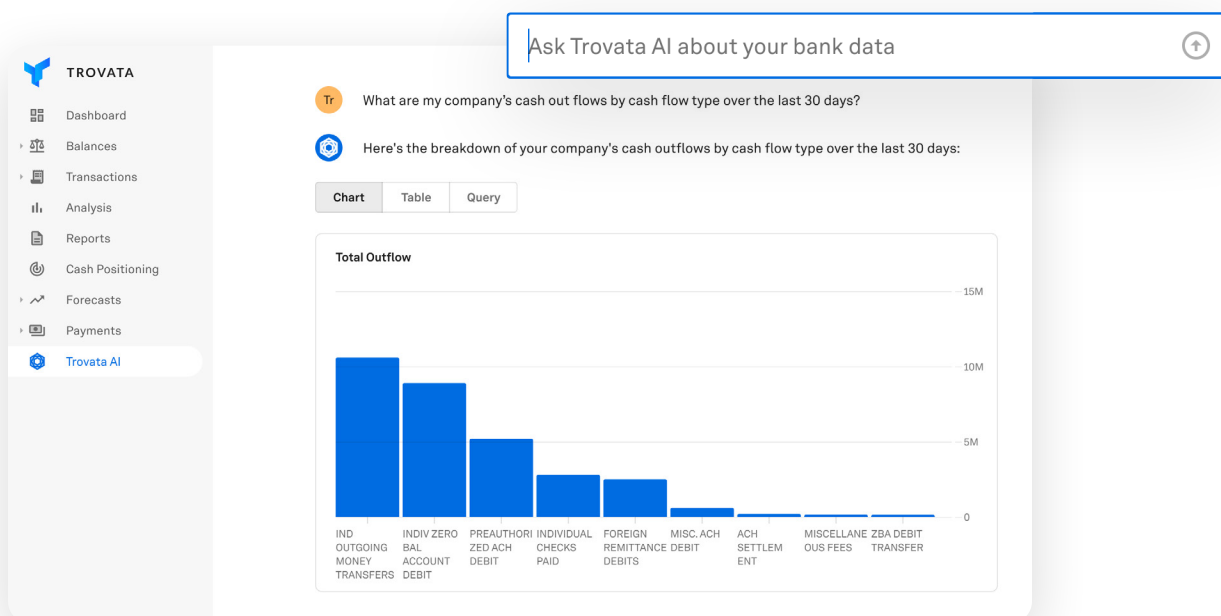


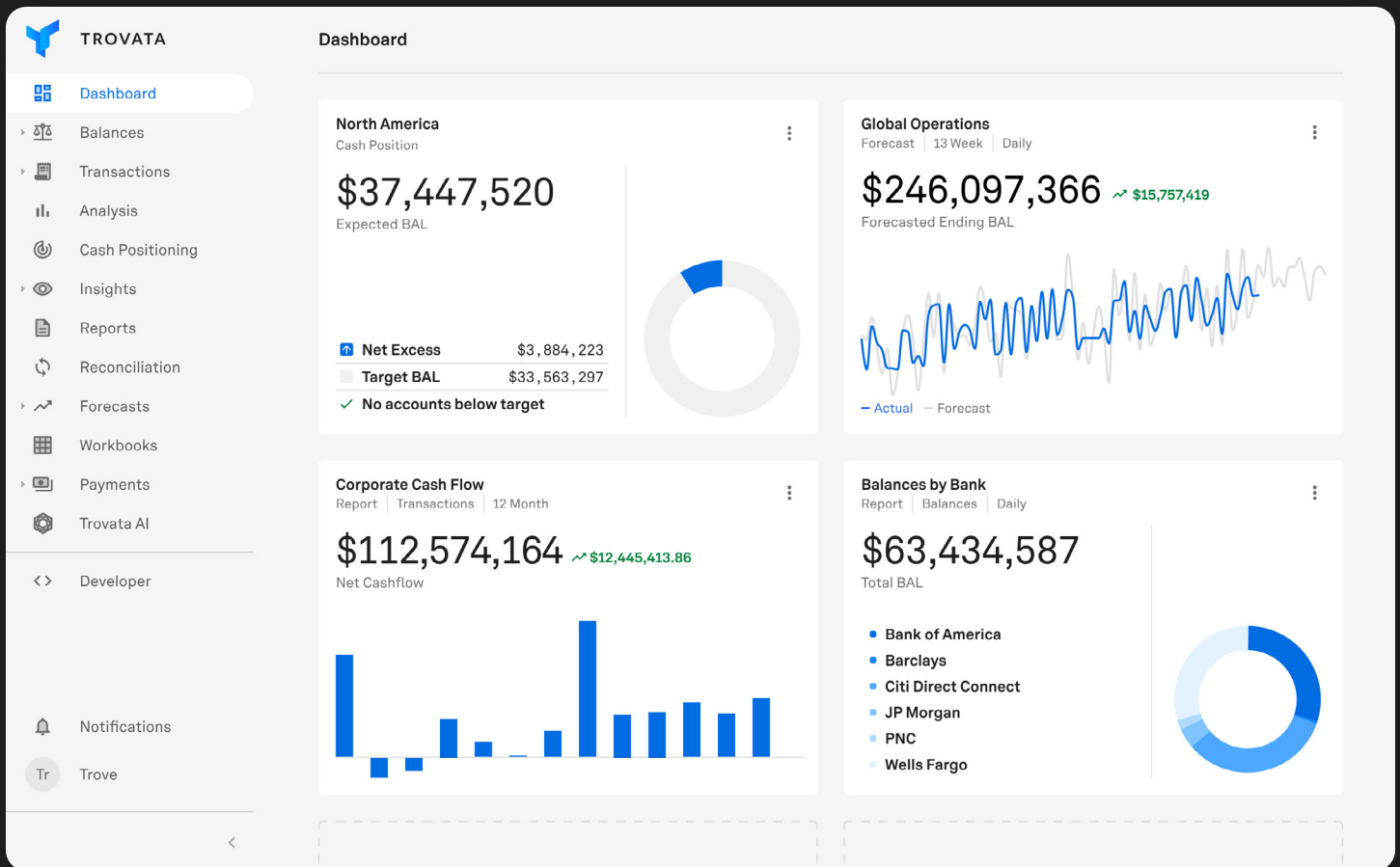
**Christina Jewell**  
Treasury Manager

## Looking Ahead

With Trovata streamlining daily reporting and forecasting, Christina’s focus is shifting toward long-term process improvements. She’s starting to explore Trovata’s AI capabilities to surface reporting insights she may not have considered—especially as Gibson continues to scale. The time savings have also allowed her to partner more closely with IT on automating processes within Dynamics 365, bringing treasury and operations into tighter alignment.

As Gibson grows, Trovata will continue to serve as a foundational liquidity management tool—delivering clarity, flexibility, and time back to focus on what’s next.





# Ready to Turn Up the Volume on Treasury Automation?

Trovata brings harmony to global cash visibility, automating what once took hours—so your team can focus on what matters most.

Curious to see what 25 extra hours a week could do?

[Book a Demo](#)

