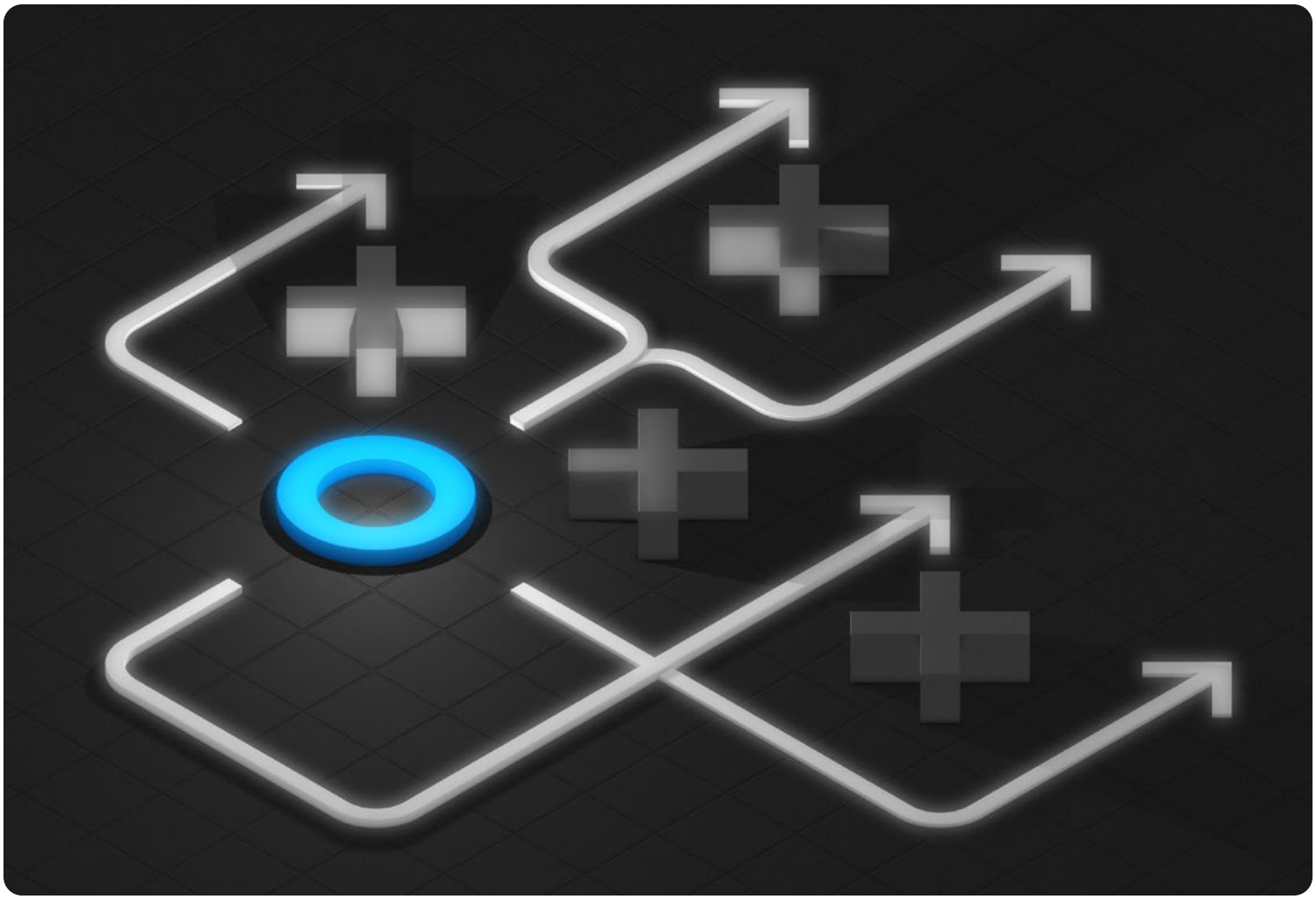
GUIDE

TROVATA

# The CFO's Playbook to Drive Agility and Achieve Real-Time Treasury



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# Introduction

The world of the CFO is changing. More and more, you're seen as a strategic partner to the CEO – you question plans, unlock new sources of revenue, and deftly manage liquidity to hedge against risk. Reflecting on the disruptions brought about by the global pandemic, the significance of liquidity management cannot be overstated. The ability to navigate through economic uncertainties, predict cash flow with precision, and maintain cash visibility has become the linchpin for a company's resilience, agility, and continuity.

Namely, not running out of it. Current market forces cause concern for sales drop off due to inflation and high interest rates, suddenly, your cash runway – which yesterday seemed as long as the Nile – starts showing cracks and getting shorter and shorter. Nowhere was this clearer than during the pandemic. We saw companies scramble to boost their working capital by cutting capital expenditures, or even reducing headcount.

But think about it: many of them didn't even have a clear view of their cash position in March 2020. Before they could do anything, they had to attain that. How long did that take them? Days? Weeks?

Once they did have that view, they'd have to spend even more time assembling cash flow forecasts from scratch, trying to determine how specific actions would affect their overall working capital. They lacked ***agility***, and it all began with a lack of visibility. You would think off the heels of the pandemic, finance departments would have better visibility into cash flow. Yet, Gartner data shows:

Consistently tracking cash flow is an ongoing struggle for many finance teams. Especially if the company has many bank accounts spread across continents and currencies. In this guide, we'll uncover how CFOs can achieve agility and get data in real-time to navigate the fast-changing macroeconomic landscape. But first, let's look at the current market forces in play.

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# The Evolving Economic Landscape

## Navigating High Interest Rates

Central banks worldwide continue to manage interest rate policies in response to economic pressures, balancing inflation control with economic stability. Businesses face the challenge of securing capital in an environment where borrowing costs remain elevated. This has prompted treasury leaders to rethink their approach to liquidity, ensuring that working capital is optimized and excess cash is strategically allocated.

## The Ongoing Inflation Challenge

Inflation remains a persistent concern, shaping business decisions across industries. While price adjustments have historically been a go-to response, shifting market conditions mean that relying solely on price increases is no longer a sustainable strategy. Consumer sensitivity to costs is rising, and businesses must find alternative ways to protect margins. CFOs are focusing on operational efficiencies, leveraging technology to improve cash visibility, and identifying opportunities for organic growth.

## Managing Geopolitical Uncertainty

Geopolitical disruptions continue to impact global supply chains, commodity prices, and overall market stability. Uncertainty in international markets can create volatility, influencing trade policies, foreign exchange rates, and inflationary pressures. Treasury teams must adopt agile financial strategies that ensure resilience—prioritizing liquidity, diversifying risk, and maintaining flexibility to respond to sudden economic shifts.

## Strengthening Treasury for the Road Ahead

In uncertain economic conditions, liquidity is a top priority. Treasury management strategies must account for shifting demand, supply chain disruptions, and fluctuating capital costs. A proactive approach to cash flow management and forecasting helps businesses maintain stability, ensuring they have the resources needed to sustain operations and seize new opportunities.

## Challenges = Opportunities

**1**

To safeguard your company amidst rising inflation, you must **easily predict your organization's required liquidity** to get the best deal from banks.

**2**

To deal with rising logistics costs that impact your bottom line, **focus on improving forecast accuracy.** Make sure to enter invoices into your ERP on time.

**3**

With the unpredictability of geopolitical conflicts and their impact on the global economy, make sure to **have the cash on hand that you need to keep operations going.**

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# Unlocking Business Agility Starts with Visibility

With all of these market forces in play, and a desire to move away from price hikes, savvy CFOs are seeking to create a more agile team that can generate strategic insight efficiently. That means you and your team need to be equipped with tools that allow you to access data in real-time, filter and analyze data in a variety of ways, and quickly capitalize on opportunities.

Technology is the key to gaining real-time visibility which is pivotal to staying nimble in any economic environment. You and your team can leverage recent tech advancements like open banking, AI, machine learning, APIs and cloud computing to instantly access real time data and plan accordingly.

**62%**
**of C-Suite executives and financial professionals said real-time visibility into cash flow is a "must-have" for their businesses'**

**92%**
**said they could be more confident about their current level of visibility**

**49%**
**of finance professionals worry cash flow data is unreliable**

**59%**
**of executives plan to invest in tech over the next 12 months**

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# 5 Powerful Solutions for Achieving Real-Time Treasury

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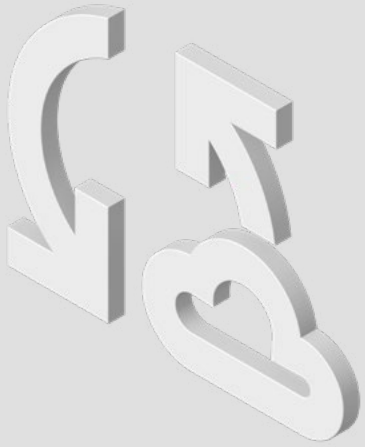
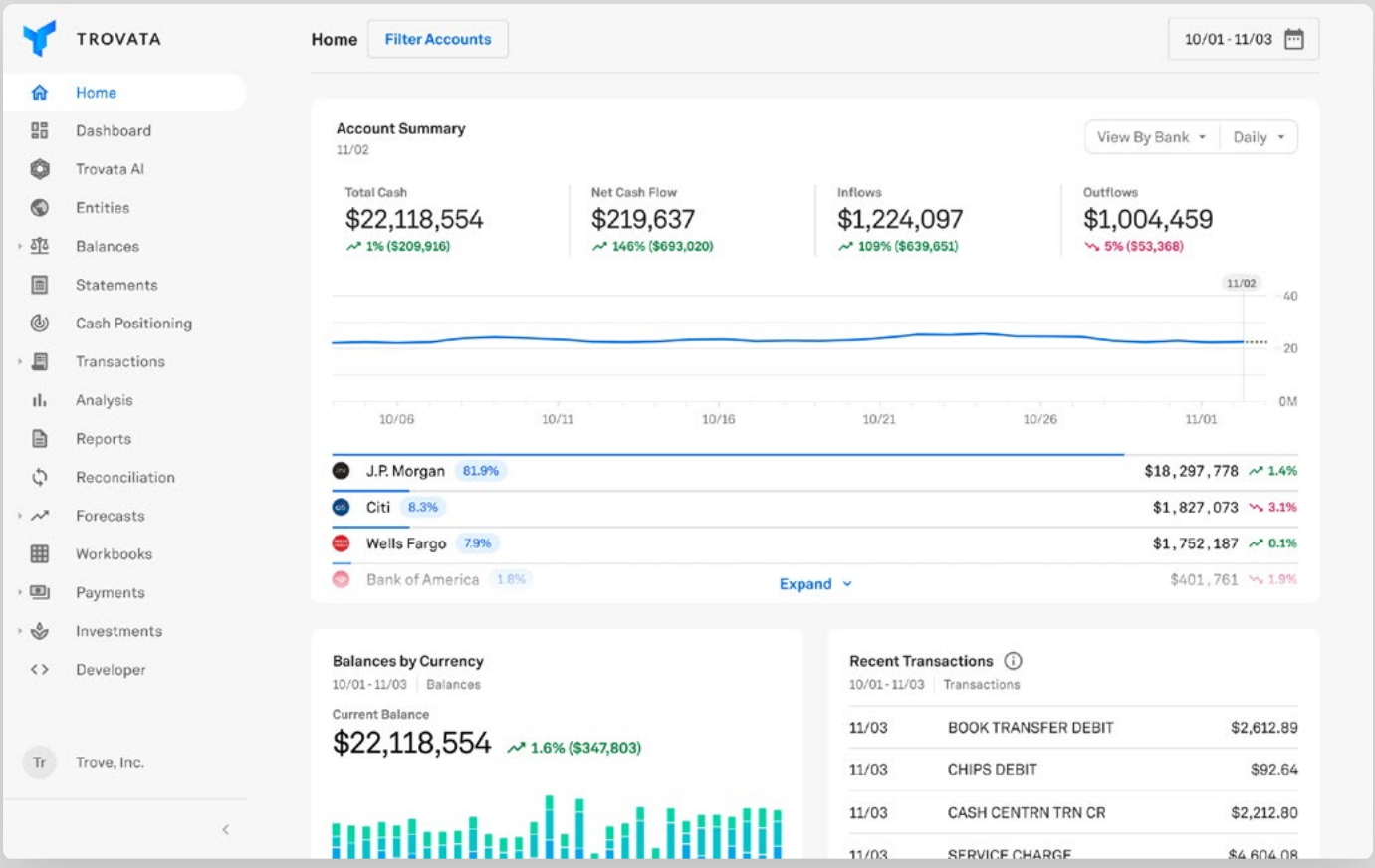
## Cloud Computing

One of the simplest innovations in finance has the potential for some of the biggest impact. Modern treasury management software allows your entire department to access a single source of truth. It means everyone is looking at the same numbers, changes are saved by anyone who makes amendments and analysis and data can be shared efficiently and easily.



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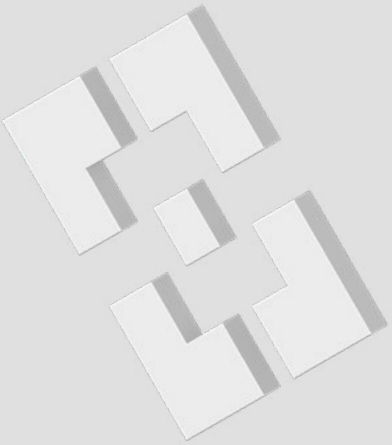
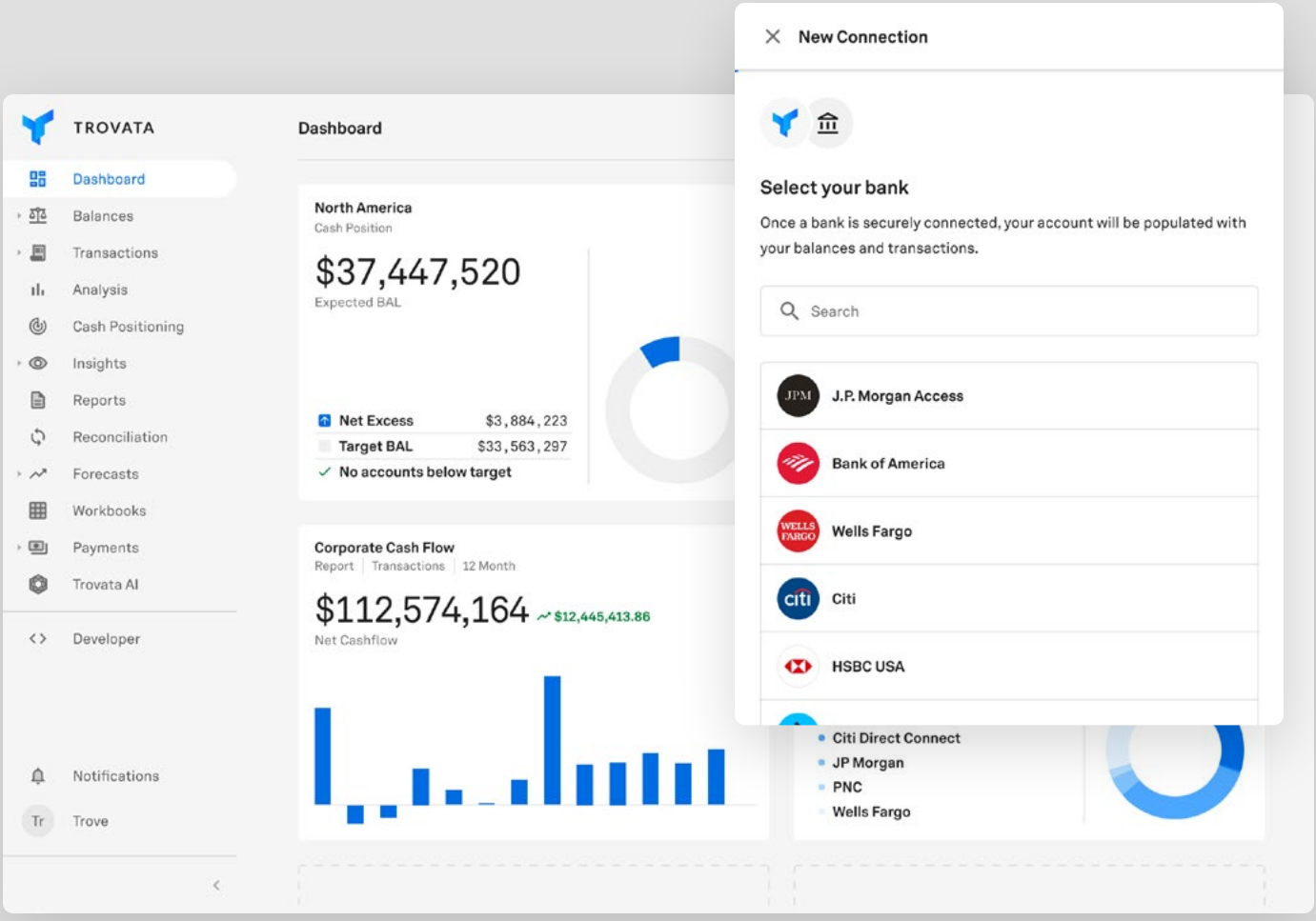
## Open Banking APIs

It's great that an analyst in Portland can see the same information as one in Mexico City, but how do they know the data they're looking at is accurate? With spreadsheets, you don't. Input or formula errors can cause big problems, throwing off an entire liquidity overview or forecast.

That's why open banking APIs make cloud computing an absolute no brainer for finance teams. Instead of the need to manually collate data across many banking portals, the technology allows your company to provide read only access between your corporate treasury software and your bank.

This provides a dashboard which shows your liquidity position, in real time, all in one place. It means no margin for error, and a single source of truth for modeling, analysis and forecasting.



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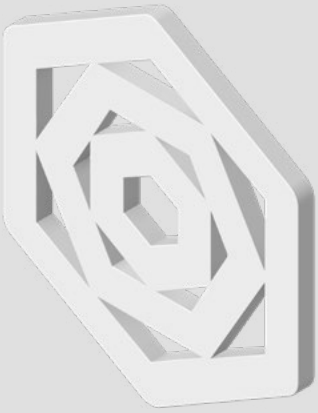
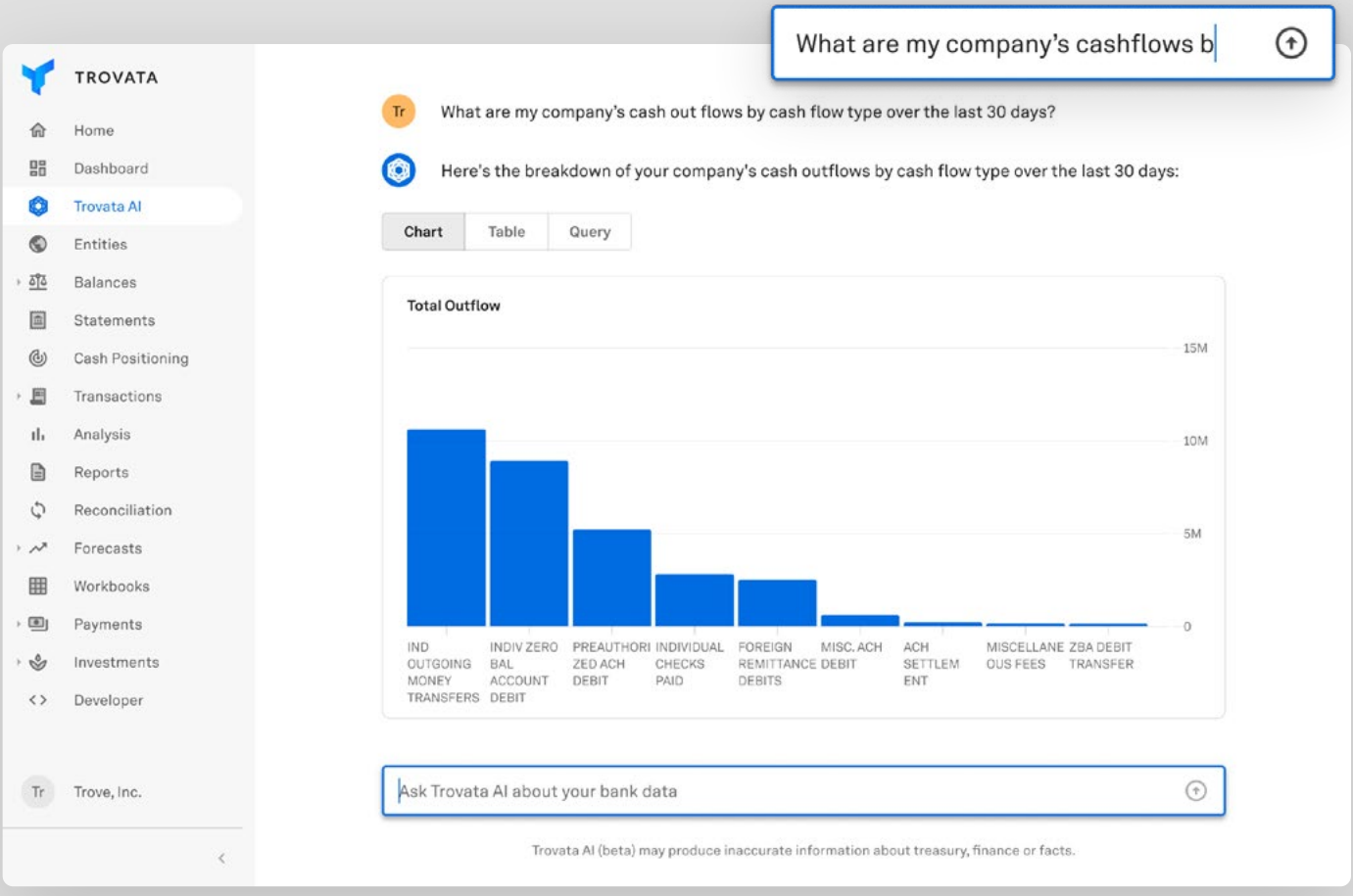
## Detailed Analytics and AI

The next logical step for any modern cash management software is to utilize this data to provide detailed analytics to collaborate on. To really be able to provide forecasts and insights to the CEO, you need to be able to find out how and when cash is coming in and going out.

With cloud-native, API-based treasury management software every piece of data is automatically gathered and stored. Which means these questions can be answered without an analyst having to spend 40 hours gathering all the information manually. These analytics can be of even further streamlined with AI, which proactively identifies trends and unusual patterns to highlight areas you should look at more closely.



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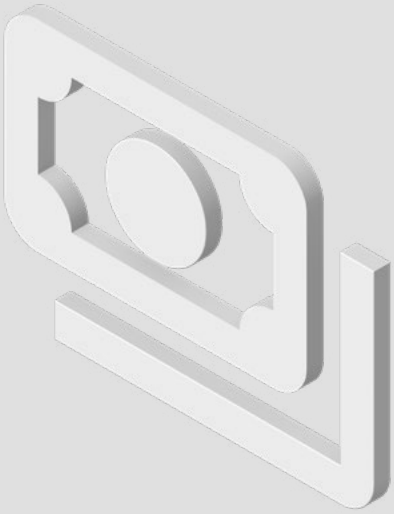
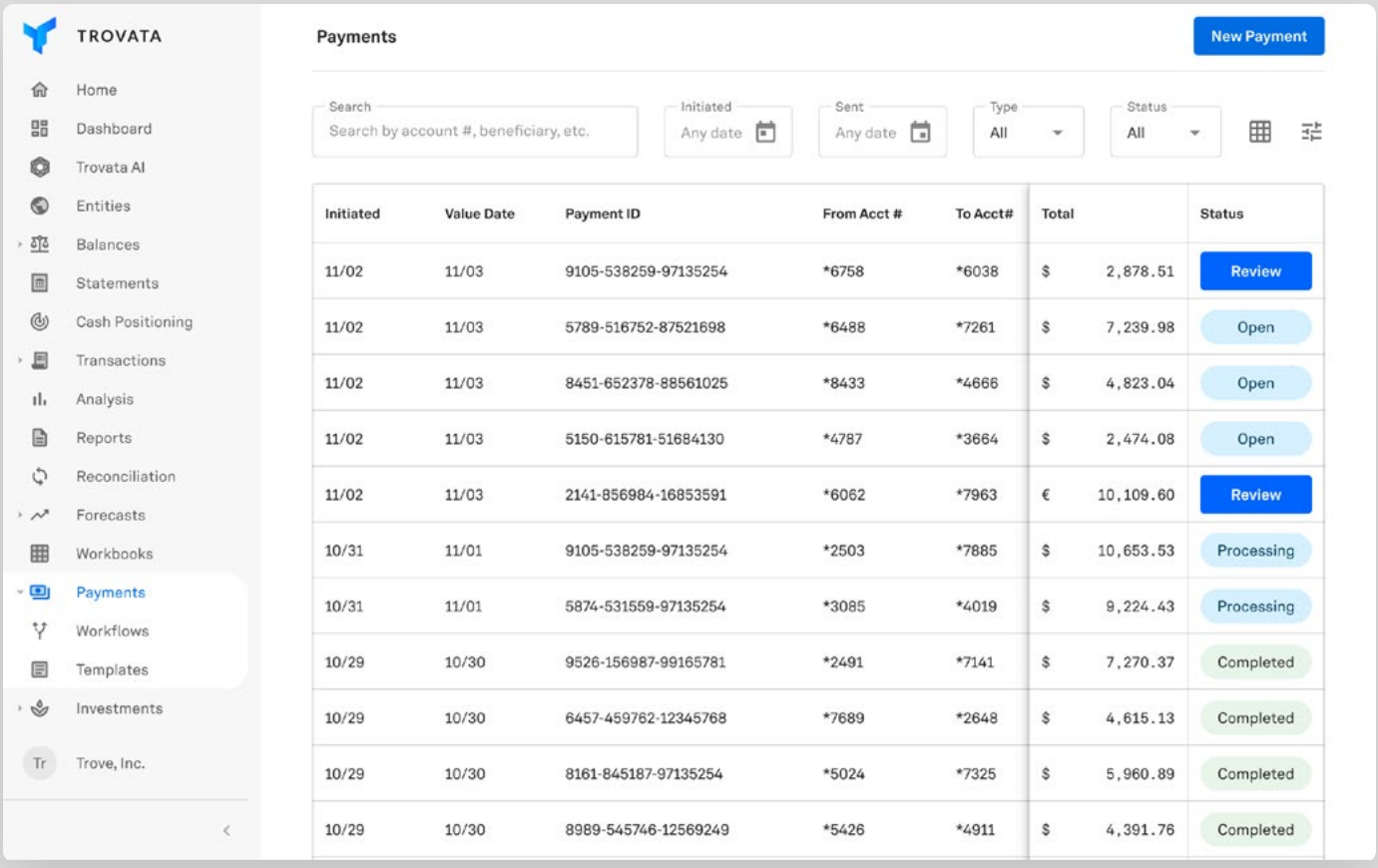
## Payments

It's worth noting that the benefits of modern treasury management software isn't limited to a read-only view of the now or a 'what if' projection of the future. It can be used to streamline payments processing and reduce costs in the process. By consolidating all of your payments into a single platform, you can reduce the time it takes your finance team to process them all, and make fewer transactions resulting in lower fees.






| Initiated | Value Date | Payment ID | From Acct # | To Acct# | Total | Status |
|---|---|---|---|---|---|---|
| 11/02 | 11/03 | 9105-538259-97135254 | *6758 | *6038 | $ 2,878.51 | Review |
| 11/02 | 11/03 | 5789-516752-87521698 | *6488 | *7261 | $ 7,239.98 | Open |
| 11/02 | 11/03 | 8451-652378-88561025 | *8433 | *4666 | $ 4,823.04 | Open |
| 11/02 | 11/03 | 5150-615781-51684130 | *4787 | *3664 | $ 2,474.08 | Open |
| 11/02 | 11/03 | 2141-856984-16853591 | *6062 | *7963 | € 10,109.60 | Review |
| 10/31 | 11/01 | 9105-538259-97135254 | *2503 | *7885 | $ 10,653.53 | Processing |
| 10/31 | 11/01 | 5874-531559-97135254 | *3085 | *4019 | $ 9,224.43 | Processing |
| 10/29 | 10/30 | 9526-156987-99165781 | *2491 | *7141 | $ 7,270.37 | Completed |
| 10/29 | 10/30 | 6457-459762-12345768 | *7689 | *2648 | $ 4,615.13 | Completed |
| 10/29 | 10/30 | 8161-845187-97135254 | *5024 | *7325 | $ 5,960.89 | Completed |
| 10/29 | 10/30 | 8989-545746-12569249 | *5426 | *4911 | $ 4,391.76 | Completed |

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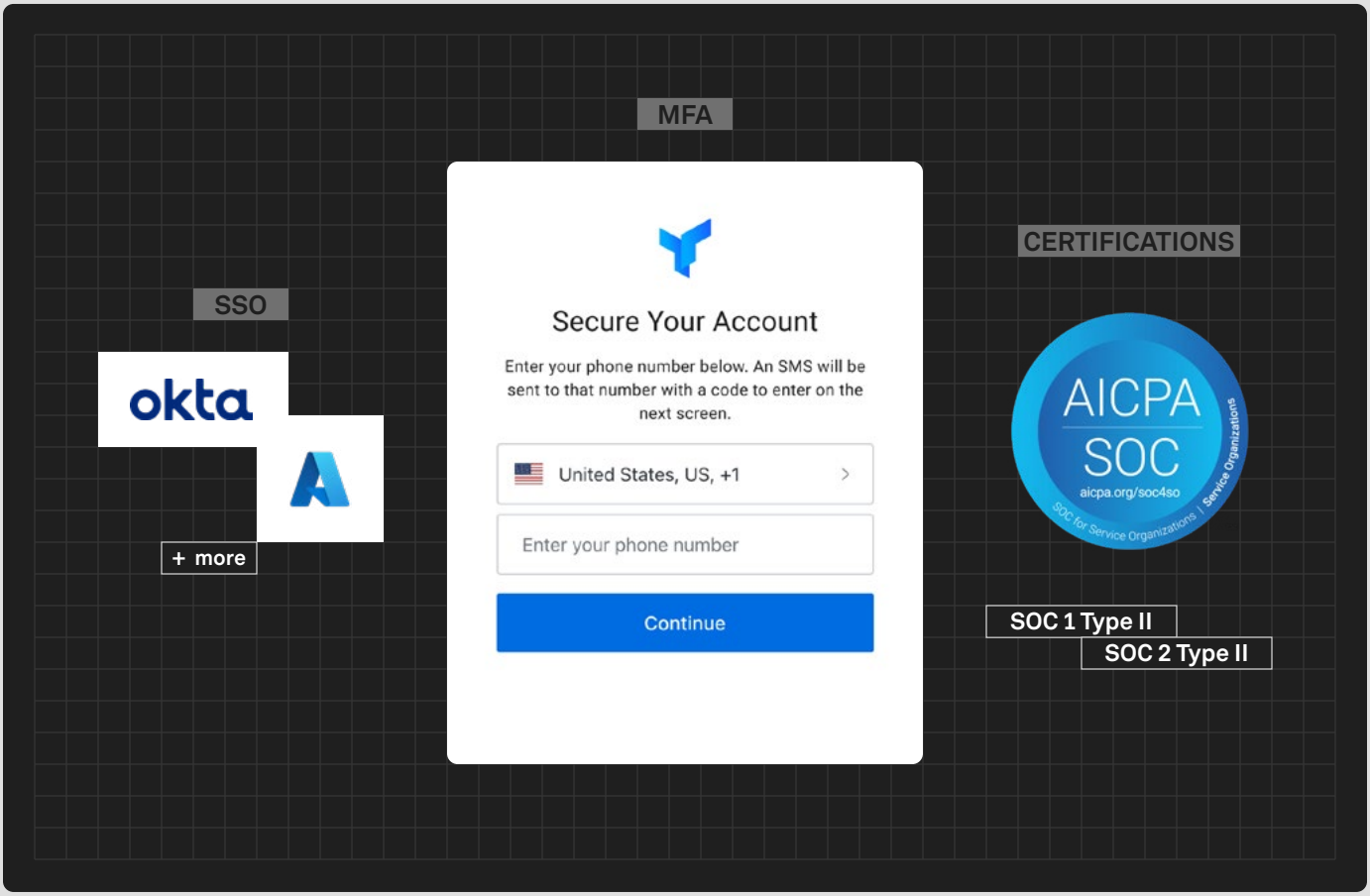
## Enhanced Security

Ok, so you know that data is valuable. We all do. It's why Meta and Google have become two of the biggest companies on earth, because they simply have more data than everyone else. But we've all also seen the other side of it.

Data breaches. Leaks. Hacks. Gathering data is a must for any modern business, but keeping that data secure should be one of the primary concerns. Thankfully, open banking enhances security. Because you have a single platform to access all of your banking portals, it means fewer login codes and more control over who has access to what.

You can see which users access which information, and amend account permissions at the click of a button.

All of your data is accessed only via highly secure encrypted methods, and you'll never be asked to provide your login credentials, pin numbers or account details.

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# 5 Steps to Crafting a Successful Treasury Management Strategy

1. **Identify Your Cash Management Strengths and Weaknesses**
Analyzing what processes are currently working and what could be improved is a critical first step to increasing agility. Perform a SWOT analysis to identify your processes' strengths, weaknesses, opportunities, and threats.

2. **Establish Strategic Priorities That Address Your Organization's Needs**
Your strategic priorities should focus on eliminating reporting and forecasting roadblocks. These priorities act as your Northern Star; they will guide your team as you build a proactive treasury management strategy.

3. **Determine the Resources and Technologies Required to Execute Your Team's Vision**
Automate bank data aggregation with cash management platforms built upon APIs to start. The quicker you can access your data, the sooner you can gain rich insights into cash flow.

4. **Build a High-Level Roadmap with Specific, Achievable Goals**
Your high-level roadmap determines the scope, deliveries, schedules, milestones, and risks of implementing a new treasury management strategy. Involve your entire team in mapping out departmental goals to ensure everyone is working towards the same results. Consider utilizing project planning tools to track and measure your team's progress.

5. **Involve Others Throughout Your Organization**
Treasury management isn't a one-person sport; it takes an entire team. For your treasury management strategy to successfully weather uncertain conditions, you must integrate all financial systems, such as an ERP. After establishing an initial baseline of automation, work hand-in-hand with your IT team to create harmony across your financial tech stack and make the most out of your transaction data lake.

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# Technology as the Catalyst for a Growth Mindset

In the dynamic landscape of modern finance, the role of CFOs and their teams is undergoing a profound transformation, with technology emerging as the catalyst for a growth mindset. The traditional paradigm of crisis management is giving way to a strategic, proactive approach that empowers finance professionals to contribute meaningfully to organizational success.

Shifting from a reactive stance to a proactive one is not just a change in perspective; it's a commitment to driving the business forward and providing strategic insights that go beyond merely executing orders.

As the finance function evolves from operational tasks to strategic endeavors, from defense to offense, CFOs are seizing the opportunity to lead their teams in becoming architects of value creation. Particularly, treasury teams, traditionally focused on operational intricacies, are now positioned as strategic partners, especially in the current economic climate where high interest rates offer untapped potential for yield.

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# Case Studies: Successful Implementation of Tech-Driven Strategies

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Lemonade

Lemonade offers renters, homeowners, car, pet, and life insurance, leveraging AI to transform the insurance industry. By replacing brokers and paperwork with bots and machine learning, Lemonade simplifies the entire process, aiming for "zero paperwork" and instant service.

**Headquarters**
New York, NY

**Founded**
2015

**Company Size**
1,000+

**Industry**
Insurance

## Lemonade

With **39 bank accounts spread across 5 banks and 15 entities**, Lemonade—a fast-growing, AI-driven insurance company—implemented Trovata to automate cash data aggregation and normalization. Leveraging Trovata's customizable tagging feature, the team introduced real-time reporting, enabling on-demand report generation, streamlined reconciliations, and faster responses to audit requests. Within three months, Lemonade had fully automated cash flow tracking across all entities, delivering real-time financial insights to executive leadership.

**"Before, if my CFO asked for our cash burn without marketing expenses, I'd have to go back, clean up data, and pull a new report. Now, I can do it on the spot. The report lives there, updates automatically, and I can pull it up whenever I need it."**

**Rob DiTondo**
Senior Treasury Manager at Lemonade

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GoTo (formerly LogMeIn) is a trusted partner to over 2.5 million customers in 190 countries, empowering businesses to connect and collaborate from anywhere—no matter the distance—with category-defining products like GoTo Connect, GoTo Resolve, LastPass, Rescue, and Central.

**Headquarters**
Boston, MA

**Founded**
2003

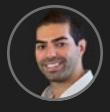
**Company Size**
3,500

**Industry**
Software

## GoTo

As GoTo continued to scale organically and through acquisition, the company gained new banking partners. Managing this growing bank-mix complexity grew to become an arduous and repetitive manual process. This meant that 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 bank data into a Multi-Bank Data Lake™, empowering them with an aggregated view into their cash flow across **50+ bank accounts**.

**"Trovata provides the cash visibility I need when I need it. If my CFO asks how collections look the past month, I can quickly access that data in Trovata and rely on it, instead of having to manually consolidate a bunch of reporting data."**



**Tim DilLillo**
Sr. Director of Treasury and Investor Relations at GoTo

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eventbrite

Eventbrite has been bringing the world together through live experiences since 2006. Their global self-service ticketing platform continues to empower many businesses to host live events across nearly 180 countries that fuel their audiences' passions and enrich their lives.

**Headquarters**
San Francisco, CA

**Founded**
2006

**Company Size**
700

**Industry**
Event Management

## EventBrite

Before Trovata, gaining a daily view of Eventbrite's liquidity was a manual and time-consuming process. Eventbrite's treasury team had to spend 2-3 hours per day manually consolidating and normalizing their transaction data before uploading it into their treasury management system (TMS). **With Trovata, Eventbrite saved 48 hours a month** by automating routine and repetitive data processes, empowering them to focus on strategic objectives that propel their business forward. They gained confidence in the accuracy of their cash data with Trovata's Direct-to-Bank APIs, which updates their transaction data details intraday.

**"While you can build reports in many legacy treasury management systems, it's not as user-friendly as Trovata. The daily API with transaction details makes reconciliations on Trovata much easier compared to our previous TMS."**

**Niall Burke**
Global Treasury Manager at Eventbrite

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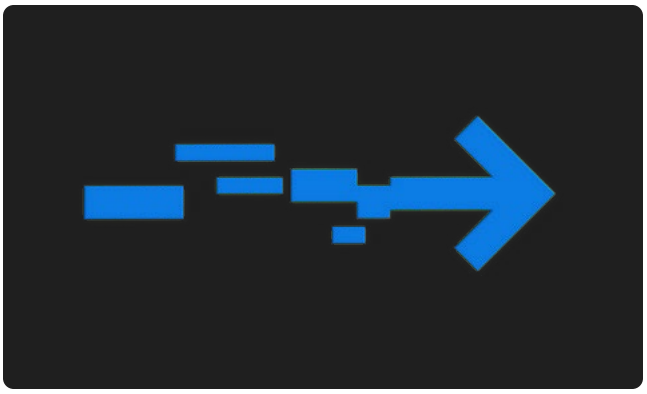

## The Future of CFO Leadership: A Tech-Forward Approach

The dynamic landscape of modern business demands a proactive and tech-forward approach. As businesses increasingly embrace automation, a staggering 75% of CFOs are recognizing the imperative to increase technology spending.

Amidst recent rapid technological advancements, CFOs are key players in steering their organizations towards resilience, agility, and continuity. The future of CFO leadership lies in continuous learning and adaptation to technological advancements, transcending traditional financial stewardship.

**"The modern CFO has evolved from a number cruncher to a strategic architect. In the past decade, the focus has shifted from financial reporting to proactive forecasting and now extends to shaping long-term business strategies. Efficiency is key, as technology streamlines day-to-day operations, providing speed, real-time data, and insightful analytics. With automation handling repetitive tasks, CFOs can elevate their focus to strategic decision-making, leveraging technology for a competitive edge in the dynamic business landscape."**

**Catrina Zhang**
CFO at Trovata

## Achieve Agility and Real-Time Treasury with Trovata

Companies need to move and adapt quickly to stay afloat and thrive in the current market. Take away all the buzzwords and hype, and tech enablement really is the way to make this happen. It can give your staff the capabilities to do more with less, reduce fees and save hours of their time.

**"The treasury technology market has been very static for 30 years now. With Trovata's developmental platform, AWS hosting, and API connectivity and use of AI we are truly new and different. Market buyers of treasury systems have been somewhat frustrated with such limited choices to buy because of vendor consolidation and we are the new kid on the block."**

**Paul Bramwell**
Enterprise Treasury Lead at Trovata

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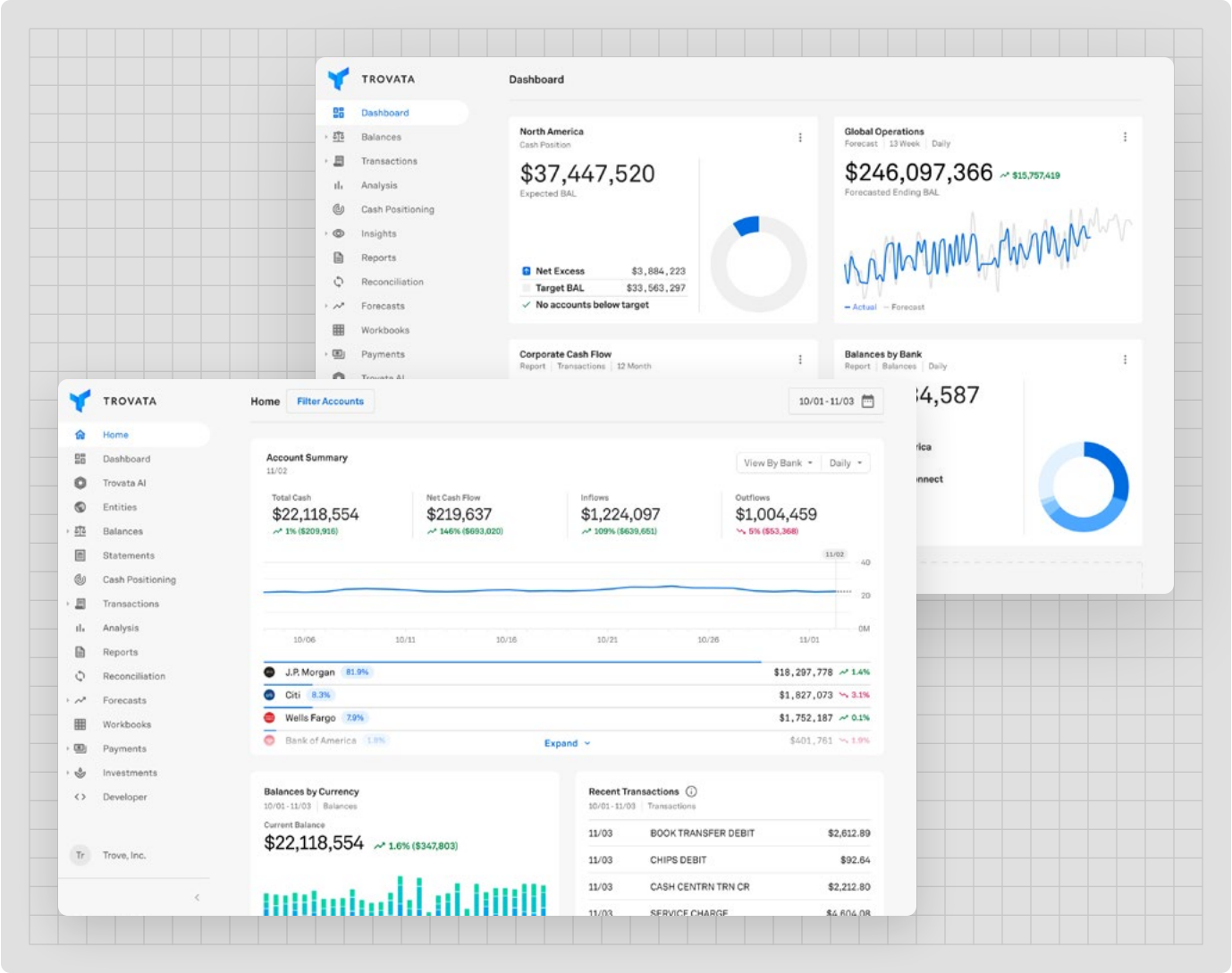


## Smarter financial decisions start here. Get unmatched visibility for better analytics and fast insights with Trovata.

Get Demo

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