

Welcome to Serrala

Advance with confidence



Agenda

01

Introduction

02

Company Overview

03

Solutions Overview

04

HR Information

05

Q&A

Introduction

01



Company Overview

02

Vision

To advance the
office of every CFO
in all major
enterprises

Our **customers**, (the office of the CFO) should always be in the forefront our minds.

We **grow** when we continually remember that it is the office of the CFO that we serve.

We enable the oCFO to keep **advancing and to surpass its traditional role and expectations.**

Mission

To raise the Influence of the office of the CFO by creating next level 'finance automation' that enables better decision-making through clearer insights.

How we achieve the vision.

This anchors our activity in 'finance process automation' and suggests that the role of our systems is the ability to generate **clearer insights that enable better decision-making.**

Advance the Office of the CFO

Advance with confidence

Who we are



Key hubs in North
America, Germany
and India



750+
dedicated
people



Profitable
and
growing



Highly experienced
leadership team



Backed by
Hg Capital



100M+
revenue



Strong SAP
expertise & SAP
spotlight partner



Strong
financial expertise

Our global footprint



North America



United states
Canada

EMEA



UK, France, Denmark, Norway,
Sweden, Netherlands, Belgium

DACH



Germany, Switzerland, Austria

GETTING YOU THERE

TECHNOLOGY
PARTNERS

Co-invest for our customers



SOVOS

MONEX



BANKS

Co-innovate for growth



INFLUENCERS & SAP
IMPLEMENTATION

Collaborate at scale



Our partners
empower

We bring each other's
customers further



Know our C-level leadership



Axel Rebien

Chief Executive Officer



Oliver Gallienne

Chief Operating Officer



Rami Chahine

Chief of Product & Technology Officer



Timo Engelhardt

Chief Finance Officer

North American Leadership



Patrick Cannon

General Manager
EVP of Sales



Page Atkinson

Director Global Support



Daniel Bertaska

Director Solutions Architects



Kerry Depew

Director of Sales



Gilles Gilmart

Sr. Manager, Treasury Services



Mike Guastella

Sr. Manager, Finance



Lauren Callegari

HR Director, NA



Prashant Kumar

VP Alevate AR



Vikas Panwar

Sr. Director, Alevate AR



Matt Pitcher

Product Director, AP



Raja Servai

Sr. Manager, Consulting P2P



Carl Walter

General Council



Peter Wolf

MD Treasury Services

Our values

Our customers trust us because we are true to our values in everything we do.



Passionate

We love what we do and to help others to pursue their goals.



Enterprising

We are learning and improving every day to serve our customers where they need us.



Empowering

We empower our employees to give the highest quality service to our customers.



Reliable

We are trustworthy partners who can be counted on to help in any way we can.

Company Functions



Enabling Functions



Solutions Overview

03

Who we serve

What we do

In a nutshell

End-to-end offering automating the whole payments and cash management life cycles



AP Automation

Data capture
Data validation
Process automation



Payments & Cash Management

Automation/ optimization of payment processes
Connectivity and format automation
Account statements



AR Automation

Credit management
Electronic invoice presentation and payment
Cash application
Collections and disputes



Treasury and Risk Management

Bank account management
Cash and liquidity management
Treasury and risk management



Data and Documents

Archive storage service
Customer content management
Audit readiness
Privacy and compliance

Complete finance automation suite

Award-winning solutions to optimize working capital and streamline your entire finance function

Order to Cash



Procure to Pay



Payments Automation

Treasury Management for SAP

ERP Agnostic



SAP



ERP Agnostic



SAP



On-prem only



ERP Agnostic



SAP



Alevate AR

FS² AutoBank

Alevate AP

FS² Accounts Payable

CMPPro
DACH only

Payments as a Service

FS² Payments

Alevate CashApp

FS² Credit and Risk Management

Alevate Payments Business
DE/AU only

FS² Payments

CPWeb
DACH only

FS² Cash & Liquidity

Alevate Bill Pay

FS² Collections and Disputes Management

FS² Journal Entry

FS² Treasury



Value Added Apps and Services



Capture | Vendor Portal | Bank Connectivity | Payment Formatting | Fraud Monitor | PSP Reconciliation | Microsoft Teams App| ERP Integration | E-invoicing ...



Analytics



CFO Dashboard | Working Capital | Procure to Pay | Order to Cash | Cash Forecasting | AR | AP | Payments

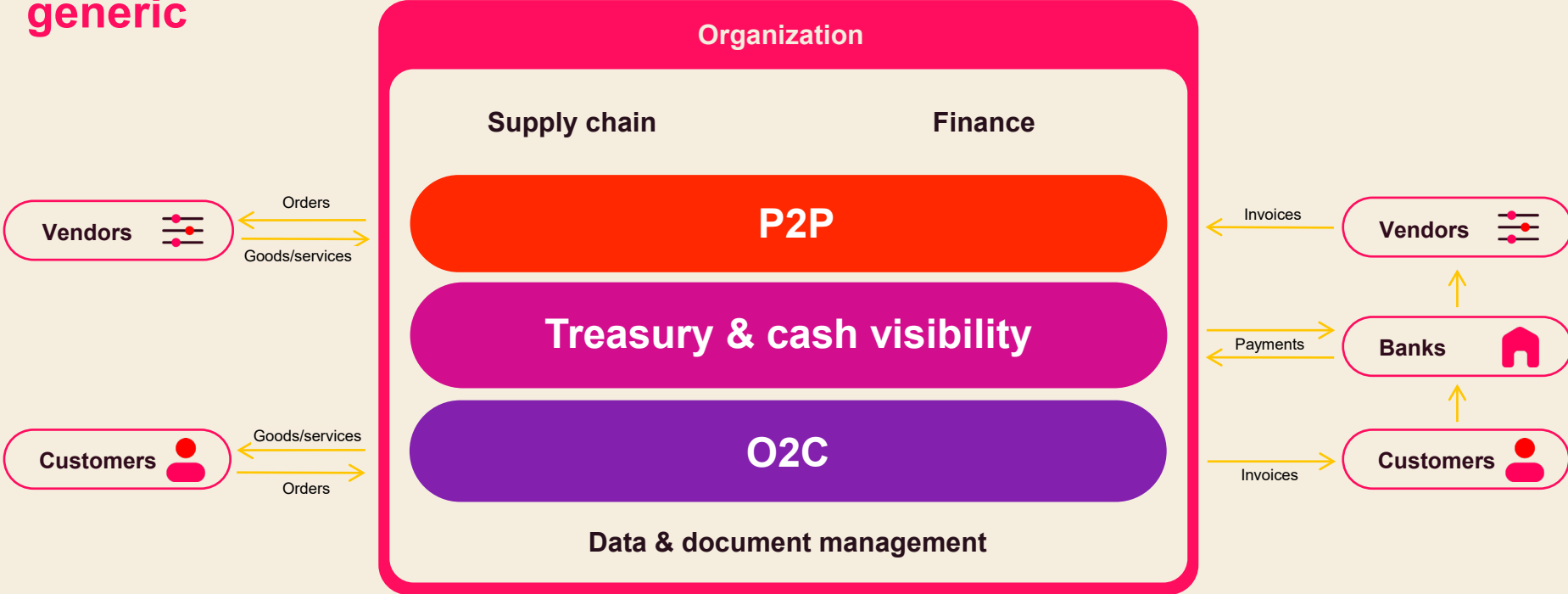


Content Management

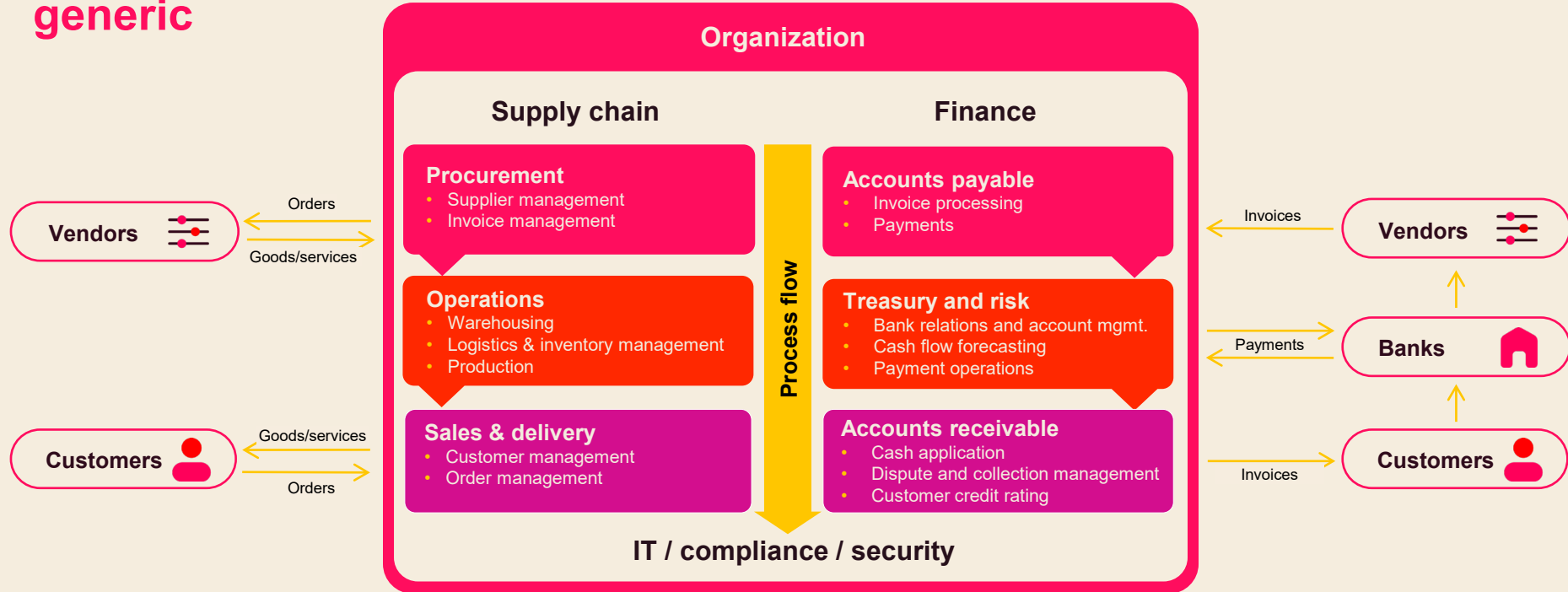


Data Archiving | Cloud Retention | Document Navigation | Information Extraction | Data Privacy | Audit | Move to S/4HANA

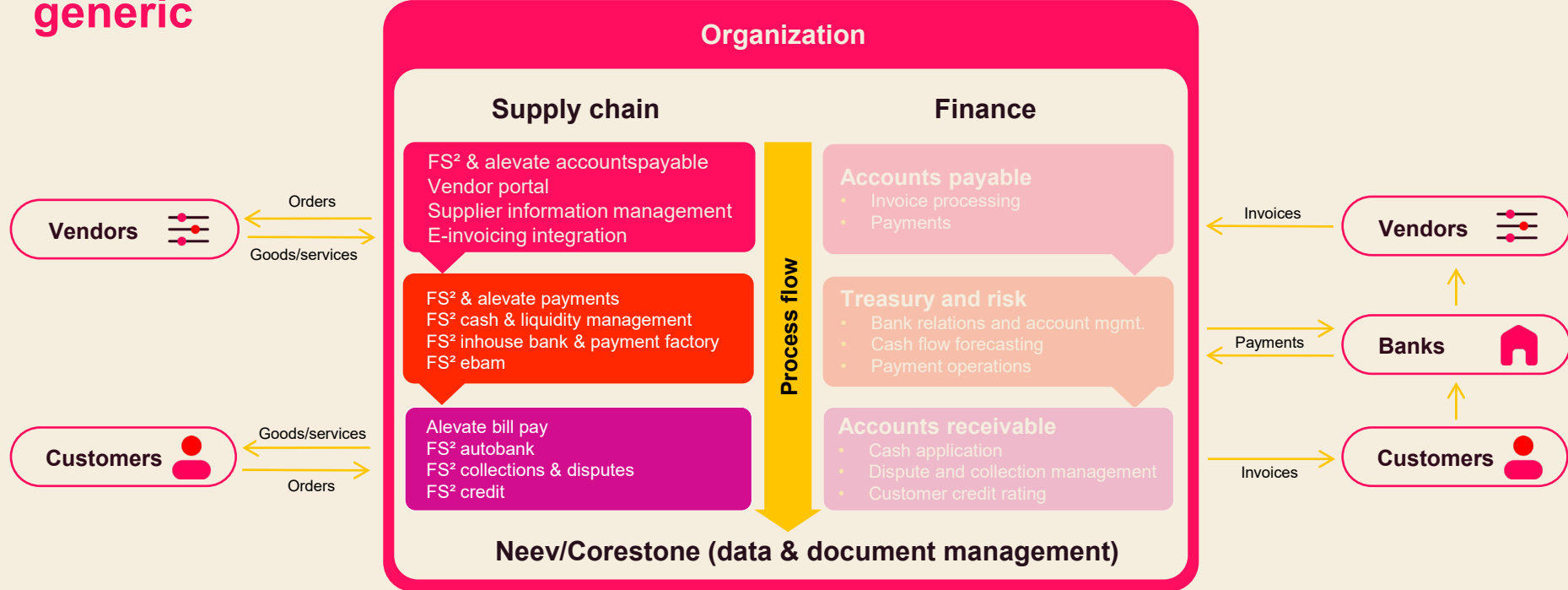
Process overview – organization generic



Process overview – organization generic



Process overview – organization generic

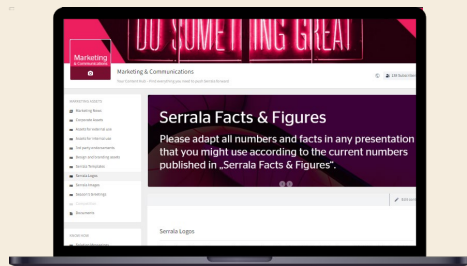


**Brand & Comms:
We all are brand ambassadors**



Correct logo

Make sure you use the latest templates and correct logo



Correct font

Our standard font is:

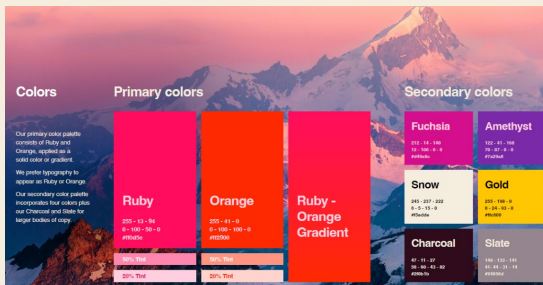
Helvetica

~~Serrala~~ (Calibri)

~~Serrala~~ (Times)

Serrala (Helvetica)

Our home color is called Ruby and comes with this color palette



Correct spelling

2 R, 1 L

Serala Seralla

~~Serralla~~ Serrala

Email signatures and banners have a dedicated format

FirstName LastName

Job Title | +00 000 000 000 | example@serrala.com

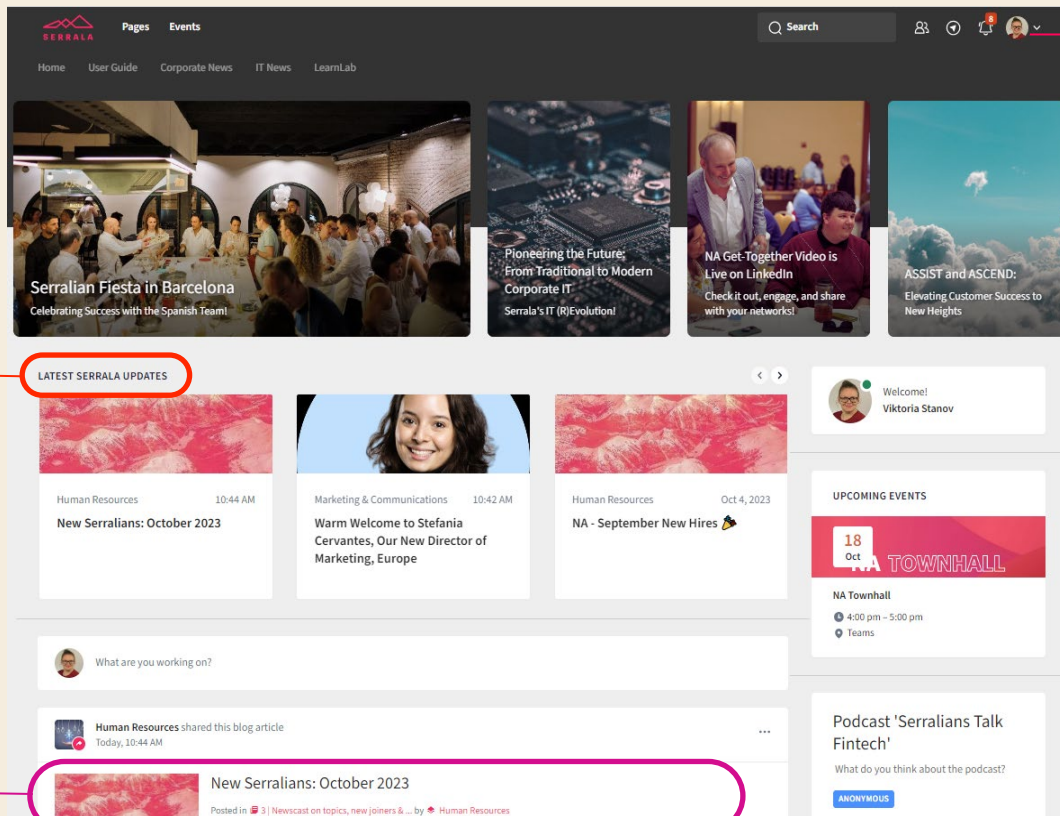


serrala.com | Newsletter: Sign me up

Serrala Americas, Inc.,
205 N. Michigan Avenue, Suite 4110, Chicago, IL 60601, USA

Social intranet - COYO

Join us, collaborate and get relevant information!



The screenshot shows the Serrala social intranet interface. At the top, there is a navigation bar with the Serrala logo, tabs for 'Pages' and 'Events', a search bar, and user avatars. Below the navigation bar, there are four featured cards: 'Serralian Fiesta in Barcelona', 'Pioneering the Future', 'NA Get-Together Video is Live on LinkedIn', and 'ASSIST and ASCEND: Elevating Customer Success to New Heights'. The main content area is divided into two columns. The left column features a 'LATEST SERRALA UPDATES' section with three news items: 'New Serralians: October 2023', 'Warm Welcome to Stefania Cervantes, Our New Director of Marketing, Europe', and 'NA - September New Hires'. The right column features a 'WELCOME!' section for Viktoria Stanov, an 'UPCOMING EVENTS' section for a 'TOWNHALL' on October 18th, and a 'Podcast 'Serralians Talk Fintech'' section. At the bottom, there is a 'What are you working on?' section and a 'Human Resources shared this blog article' section.

Your profile

Latest updates

LATEST SERRALA UPDATES

Serrala news

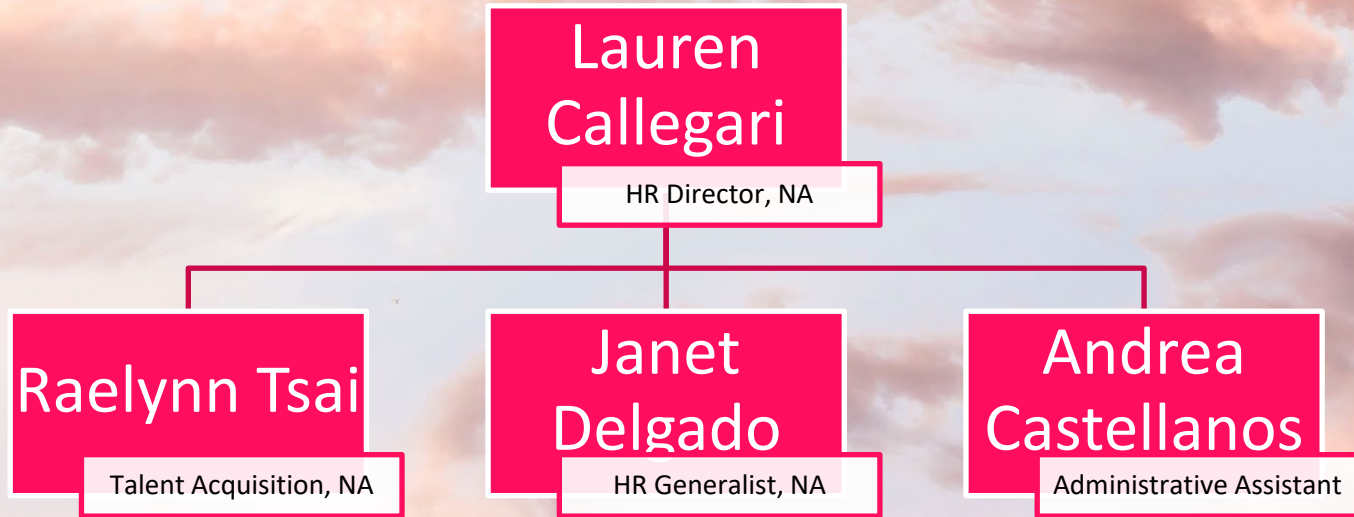
New Serralians: October 2023

Posted in 3 | Newscast on topics, new joiners & ... by Human Resources

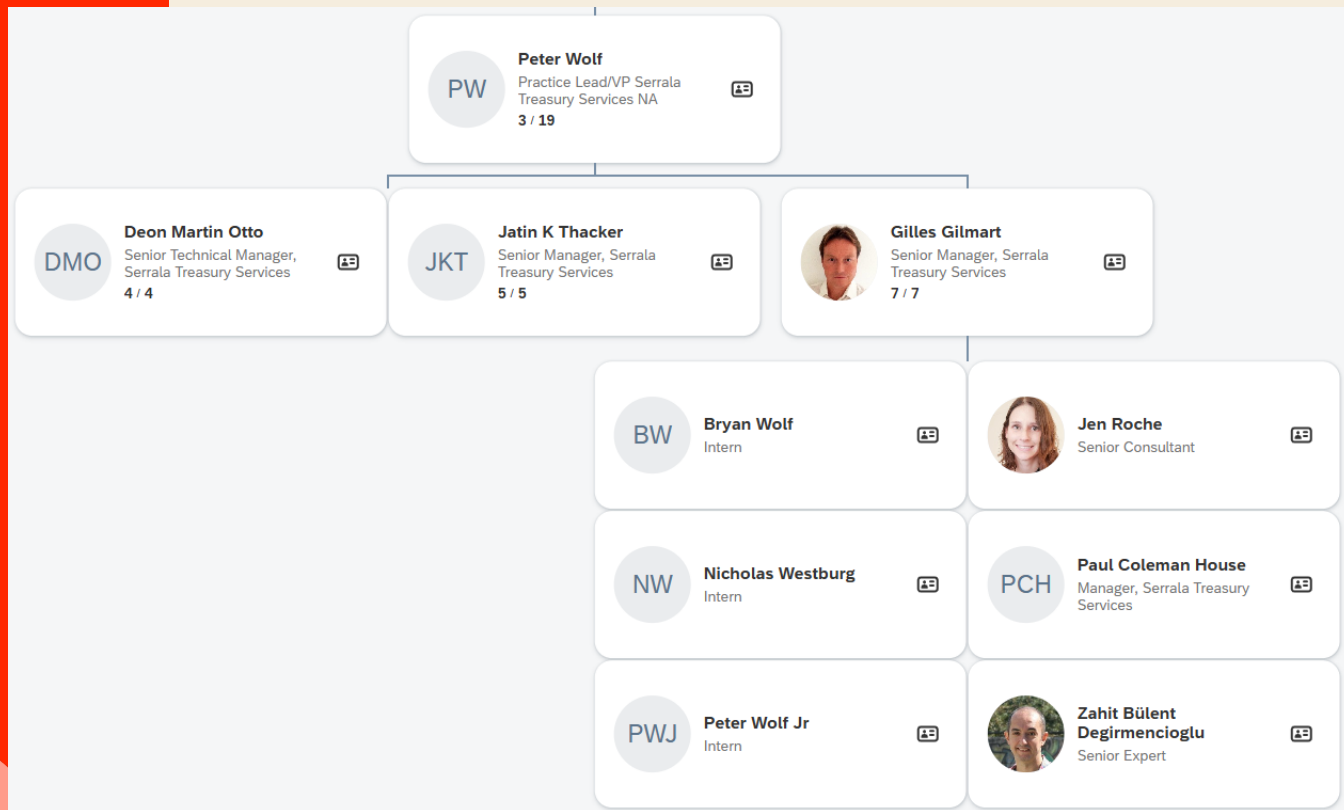
HR Information

05

North America HR Team



Org Overview



report it

Serrala Americas Inc. has implemented report it® to provide a platform for all associates to anonymously report unethical, abusive, and unprofessional behavior, illegal activity or other code of conduct violations or concerns.

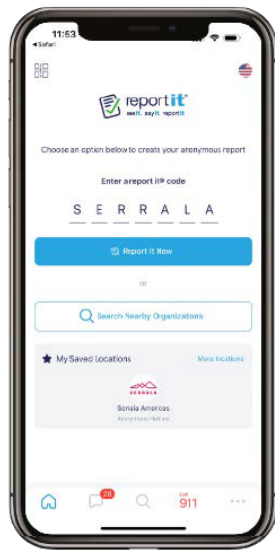


Image by picapp.net



3 Easy ways to send a report

1

Text* SERRALA to 63975, or

2

Go to www.reportit.com from a mobile device and use report it® code SERRALA, or

3

Scan the QR



Useful Links

- COYO/Corporate News
 - Human Resources
 - Calendar- CAN / US
 - Information Technology
 - Travel Management
 - Brand Hub
- Success Factors
- SAP Concur
- Jira Service Management

Questions?