**Document Objective:** This document is intended to provide supplemental context to the Serrala Program for AI Research and Knowledge (SPARK). It provide detailed research reports on both Serrala as an organization and the Serrala Treasury Services (STS) consulting practice. This can be used for adding nuance of personalization, humanization, and contextual relevance and positioning for linkedIn blogging by SPARK’s interns. It should be incorporated in subtly and and conservatively to ensure that it does not overwhelm or overshadow core messaging.

**CRITICAL: YOU MUST NOT** Halucinate or make up fake references to achievements, projects, clients, numbers, etc when subtly incorporating this information in for better contextualization. But you can make generalized references leveraging the broad industry and business information in your knowledge base about Serrala’s and STS’s products, services, areas of expertise and specialization.

# Serrala Company Profile

1. **Company Background**

*Serrala’s headquarters in Hamburg, Germany.*  
Serrala is a **global financial automation and B2B payments software company** with nearly four decades of history. It was originally founded in 1984 in Hamburg, Germany by Hans Herbert Lindemann under the name **Hanse Orga**[reuters.com](https://www.reuters.com/article/business/german-payments-software-firm-serrala-put-up-for-sale-sources-idUSL8N2MY31M/#:~:text=The%20company%20was%20founded%20in,8235%20euros). In 2018, after a series of acquisitions, the company **rebranded as Serrala** to unite its expanded offerings under one brand[reuters.com](https://www.reuters.com/article/business/german-payments-software-firm-serrala-put-up-for-sale-sources-idUSL8N2MY31M/#:~:text=Serrala%2C%20which%20was%20rebranded%20in,the%20Fortune%20Global%20100%20companies). Today, Serrala serves **over 2,800 corporate customers worldwide**, including roughly 25% of the Fortune 500 companies[serrala.com](https://www.serrala.com/en-us/about-us#:~:text=%2B2800). The firm has grown to around **800 employees** and maintains a **global presence** with **13 office hubs across Europe, North America, and Asia (including India)**[**serrala.com**](https://www.serrala.com/news/serrala-unveils-a-new-brand-identity#:~:text=Serrala%20marks%2040%20years%20in,innovate%20processes%20for%20the%20future)[**serrala.com**](https://www.serrala.com/en-us/about-us#:~:text=Image). Its headquarters remain in Hamburg, with additional major offices in the United States and other regions.

Serrala’s leadership is now headed by **Chief Executive Officer (CEO) Axel Rebien**, who was appointed in 2023[serrala.com](https://www.serrala.com/en-us/leadership#:~:text=). The executive management team includes seasoned industry professionals such as **Rami Chahine (Chief Product & Technology Officer)**, **Timo Engelhardt (Chief Financial Officer)**, and **Oliver Gallienne (Chief Operating Officer)**[**serrala.com**](https://www.serrala.com/en-us/leadership#:~:text=Rami%20Chahine)[**serrala.com**](https://www.serrala.com/en-us/leadership#:~:text=Oliver%20Gallienne). The company transitioned from its founding Lindemann family leadership (Hans Herbert and later his son Sven Lindemann) to this current team as it evolved into a global enterprise. Together, the leadership guides Serrala’s vision of advancing the Office of the CFO through technology-driven finance process excellence.

1. **Products and Services**

Serrala offers a comprehensive portfolio of software **products and services** that streamline end-to-end finance processes. Its offerings can be categorized into several key areas:

* **Order-to-Cash (Accounts Receivable) Solutions:** Automates the receivables lifecycle, including **cash application**, **credit & risk management**, **collections management**, electronic **bill presentment and payment**, and a customer payment **portal** for online invoices[serrala.com](https://www.serrala.com/en-us#:~:text=Cash%20Application)[serrala.com](https://www.serrala.com/en-us#:~:text=Collections%20Management). These tools help companies accelerate customer payments, manage credit risk, and efficiently handle collections and disputes.
* **Procure-to-Pay (Accounts Payable) Solutions:** Streamlines accounts payable and invoice processing with solutions for **invoice capture and OCR**, **invoice processing automation** (intelligent validation and posting), a supplier self-service **portal**, and compliant **e-invoicing** in dozens of countries[serrala.com](https://www.serrala.com/en-us#:~:text=Invoice%20Capture)[serrala.com](https://www.serrala.com/en-us#:~:text=E). This suite enables faster invoice approvals, improved supplier collaboration, and reduced manual AP workload through AI-powered automation.
* **Payments and Connectivity Solutions:** Provides a centralized platform for **global payments management** and bank connectivity. Serrala offers **payments optimization** tools for transparency and control over outbound payments, **Payments-as-a-Service** (managed bank connectivity and format services), and automated payment file transformation (e.g. ISO 20022 **pain.001** format automation)[serrala.com](https://www.serrala.com/en-us#:~:text=Payments%20Optimization)[serrala.com](https://www.serrala.com/en-us#:~:text=Image). These solutions act as a payment hub, allowing enterprises to securely execute and monitor payments in any format or banking network.
* **Treasury and Cash Management Solutions:** Delivers robust **treasury** capabilities including **cash management** and liquidity planning on a unified platform[serrala.com](https://www.serrala.com/en-us#:~:text=Cash%20Management). Serrala’s treasury software helps companies take total control of cash positions, forecast liquidity, manage financial instruments, and handle tasks like bank account management. Integrated payment modules allow treasury departments to automate and centralize payments alongside cash and risk management processes[serrala.com](https://www.serrala.com/en-us#:~:text=Image).
* **Finance Analytics and Reporting:** Offers **analytics** solutions that automate complex financial reporting and provide real-time insights. Serrala’s analytics tools include interactive dashboards and simulations, with a library of 500+ KPIs for the CFO’s organization[serrala.com](https://www.serrala.com/en-us#:~:text=Analytics). These tools enable advanced performance tracking, scenario analysis, and data-driven decision-making across accounts receivable, accounts payable, and treasury operations.

In addition to software products, Serrala provides **professional services** such as implementation support, **treasury consulting**, and managed services to ensure clients achieve maximum value from its solutions[serrala.com](https://www.serrala.com/en-us/news/hanse-orga-group-rebrands-now-renamed-serrala-0#:~:text=%E2%80%9CWhat%20makes%20our%20offering%20stand,and%20modular%20suite%E2%80%9D%2C%20explains%20Lindemann). The combination of modular software suites and expert services allows Serrala to deliver end-to-end “Finance as a Service” solutions tailored to enterprise needs.

1. **Areas of Specialization**

Serrala specializes in the automation of **core financial processes** for the **Office of the CFO**, with particular focus on areas like **order-to-cash, procure-to-pay, payments, and treasury management**[**serrala.com**](https://www.serrala.com/en-us/news/serrala-acquires-us-based-payference-strengthening-its-finance-automation-cloud-suite#:~:text=Through%20our%20precision,process%20shackles%20of%20the%20past). By covering the entire spectrum of inbound and outbound payments and related finance workflows, Serrala’s solutions help organizations optimize working capital and achieve **full cash visibility** across their operations[serrala.com](https://www.serrala.com/en-us/news/serrala-acquires-us-based-payference-strengthening-its-finance-automation-cloud-suite#:~:text=Through%20our%20precision,process%20shackles%20of%20the%20past). This specialization in **working capital and cash management** means Serrala’s tools are designed to improve cash flow efficiency, reduce manual finance work, and mitigate risk (e.g. credit risk and fraud) in financial transactions.

The company’s domain expertise is particularly deep in **B2B payments and enterprise treasury**. Serrala has its roots in SAP-centric treasury automation – historically providing SAP-integrated solutions for liquidity planning, bank reconciliation, and payment factory functions[bobsguide.com](https://www.bobsguide.com/serrala-group-gmbh/#:~:text=As%20an%20official%20Development%20Partner,integrated%20in%20the%20SAP%20environment). Its software remains **ERP-agnostic yet SAP-certified**, meaning it can seamlessly integrate with SAP and other major ERP systems to embed automation within a company’s existing IT landscape[serrala.com](https://www.serrala.com/en-us#:~:text=Seamless%20ERP%20integration). This ability to work within complex ERP environments is a key strength, allowing clients to harmonize data and processes without disrupting their core systems.

**Industries served:** Serrala’s solutions are used by organizations across virtually **all industries**, from manufacturing and consumer goods to banking, healthcare, retail, and more. The client base ranges from **mid-sized companies to large global enterprises**[serrala.com](https://www.serrala.com/en-us/news/hanse-orga-group-rebrands-now-renamed-serrala-0#:~:text=universe%20of%20payments%3A%20from%20order,sized%20companies%20to%20global%20players). Notably, Serrala’s technology is trusted by many of the world’s largest companies – as evidenced by its penetration into the Fortune 500 – but it is also scalable for mid-market firms. This cross-industry applicability reflects the universal need for efficient financial operations and secure payments. Serrala adapts its offerings to industry-specific requirements (such as compliance standards or payment formats), but its core specialization remains consistent: engineering efficient, transparent, and secure financial processes for corporate finance teams.

1. **Value Proposition and Differentiators**

Serrala’s value proposition centers on delivering a **holistic, end-to-end finance automation suite** that brings clarity to complex financial processes. A key differentiator is the breadth of Serrala’s integrated platform – it is **one of the few providers covering the entire financial cycle (AR, AP, payments, and treasury) within a single solution portfolio**. As Serrala’s leadership notes, *“no other vendor offers such a comprehensive range of solutions for the Office of the CFO across AR, AP, and Payments, both in the cloud and within the SAP ecosystem.”*[serrala.com](https://www.serrala.com/en-us/news/serrala-acquires-us-based-payference-strengthening-its-finance-automation-cloud-suite#:~:text=,and%20within%20the%20SAP%20ecosystem) This all-in-one approach allows clients to replace a patchwork of point solutions with a unified suite, resulting in **streamlined workflows, data consistency, and greater visibility** across all finance functions. Companies using Serrala can achieve high levels of process automation and integration, reducing manual effort and breaking down silos between Accounts Receivable, Accounts Payable, and Treasury departments.

Another major differentiator is Serrala’s emphasis on **secure, compliant, and intelligent finance operations**. The company prides itself on **“optimizing the universe of payments”** for organizations by ensuring **efficiency, transparency, compliance, and fraud prevention** in every transaction[serrala.com](https://www.serrala.com/en-us/news/hanse-orga-group-rebrands-now-renamed-serrala-0#:~:text=%E2%80%9CWhat%20makes%20our%20offering%20stand,and%20modular%20suite%E2%80%9D%2C%20explains%20Lindemann). Its solutions incorporate advanced technologies – including **AI and machine learning** for intelligent data capture and matching – to enable “**touchless**” processing in areas like invoice handling and cash application[treasury-management.com](https://treasury-management.com/articles/goodbye-hanse-orga-hello-serrala#:~:text=International%20treasury,still%20embodies%20the%20core%20values)[treasury-management.com](https://treasury-management.com/companies/serrala#:~:text=Can%E2%80%99t%20Touch%20This%20%2010). By automating routine tasks, Serrala not only improves speed and accuracy, but also frees finance teams to focus on higher-value analysis and decision-making. The recent launch of Serrala’s **“Finance Engineered”** brand message underscores this focus on innovation: it signals a commitment to take finance departments from reactive task handling to **proactive, predictive analytics-driven** operations[serrala.com](https://www.serrala.com/news/serrala-unveils-a-new-brand-identity#:~:text=%E2%80%9CHow%20to%20best%20achieve%20financial,%E2%80%9D). Serrala solutions help CFOs move towards becoming “predictive CFOs” – using real-time data and AI insights to forecast trends, manage risk, and drive strategic value for the business[serrala.com](https://www.serrala.com/news/serrala-unveils-a-new-brand-identity#:~:text=%E2%80%9CHow%20to%20best%20achieve%20financial,%E2%80%9D).

Furthermore, Serrala’s long **heritage and expertise** add to its market differentiation. With **40 years of experience in financial automation**[serrala.com](https://www.serrala.com/news/serrala-unveils-a-new-brand-identity#:~:text=Serrala%20marks%2040%20years%20in,innovate%20processes%20for%20the%20future), the company has built deep domain know-how and earned a reputation for reliability (rooted in its German heritage of quality and precision[serrala.com](https://www.serrala.com/news/serrala-unveils-a-new-brand-identity#:~:text=Hamburg%2C%20Germany%2C%20January%2022%2C%202024,excellence%20through%20automation%20and%20technology)). Its software has received industry recognition and certifications – for example, Serrala’s modules have been certified by SAP for seamless integration[bobsguide.com](https://www.bobsguide.com/serrala-group-gmbh/#:~:text=As%20an%20official%20Development%20Partner,integrated%20in%20the%20SAP%20environment), and the company regularly wins awards in categories like accounts payable and receivable automation[serrala.com](https://www.serrala.com/en-us#:~:text=Image%3A%20Award1High%20Performer%20for%20Payment,Processing%20for%20EMEA%202025)[serrala.com](https://www.serrala.com/en-us#:~:text=Image%3A%20Award1). Clients value Serrala as a **trusted partner** that not only provides robust technology, but also offers expert consulting and support (through its global Centers of Excellence) to ensure successful outcomes. This combination of **comprehensive solutions, advanced technology, integration capability, and decades of trust** makes Serrala stand out in the financial software market.

1. **Recent Developments and News**

* **2021 – Strategic Investment:** Serrala extended its shareholder base by securing a **majority investment from Hg**, a leading software-focused private equity firm. Previous majority owner Waterland Private Equity sold a portion of its stake to Hg, which became the new majority shareholder (while Waterland, the founding Lindemann family, and management retained significant stakes)[private-equitynews.com](https://www.private-equitynews.com/news/fintech-serrala-extends-shareholder-basis-hg-to-join-founder-family-management-and-waterland-private-equity-as-majority-owner/#:~:text=its%20shareholder%20base%20with%20an,is%20still%20subject%20to%20the). This infusion of capital and expertise was aimed at accelerating Serrala’s global growth, particularly in cloud services and B2B payments, and has positioned the company for further international expansion.
* **2022–2023 – Leadership Changes:** To drive its next phase of growth, Serrala saw changes in its top leadership. In August 2022 a new CEO, Hartmut Wagner, was appointed to focus on global expansion[treasury-management.com](https://treasury-management.com/companies/serrala#:~:text=Serrala%20Appoints%20New%20CEO%20to,ongoing%20global%20growth%20and%20innovation). Subsequently in mid-2023, **Dr. Axel Rebien** (previously CFO) took the helm as CEO[serrala.com](https://www.serrala.com/en-us/leadership#:~:text=Before%20he%20was%20appointed%20as,a%20return%20in%20business%20transformation). Under the refreshed leadership team, Serrala has continued to execute on its innovation and growth strategies (with Wagner later pursuing other opportunities, and Rebien leading as CEO).
* **Early 2024 – Brand Refresh:** In January 2024, Serrala unveiled a **new brand identity and tagline “Finance Engineered”** to mark its 40th anniversary[serrala.com](https://www.serrala.com/news/serrala-unveils-a-new-brand-identity#:~:text=To%20mark%20its%2040%20years,commitment%20to%20transforming%20finance%20automation). This rebranding initiative highlights Serrala’s mission to empower finance teams through automation and predictive insights. The company emphasized its commitment to the “**Age of the Predictive CFO**,” reflecting a focus on AI-driven finance solutions that help clients move from reactive operations to proactive, analytics-led strategies[serrala.com](https://www.serrala.com/news/serrala-unveils-a-new-brand-identity#:~:text=%E2%80%9CHow%20to%20best%20achieve%20financial,%E2%80%9D). The brand refresh, rooted in Serrala’s heritage of quality and precision, was rolled out globally across its marketing and product messaging.
* **Mid 2024 – Acquisition of Payference:** In July 2024, Serrala **acquired Payference**, a Silicon Valley-based fintech specializing in cloud AR and cash management software[serrala.com](https://www.serrala.com/en-us/news/serrala-acquires-us-based-payference-strengthening-its-finance-automation-cloud-suite#:~:text=Serrala%2C%20a%20global%20leader%20in,the%20global%20financial%20tech%20landscape). Payference’s platform (which uses AI to give real-time cash position and working capital forecasts) was a strategic addition to Serrala’s cloud offerings. This acquisition immediately expanded Serrala’s capabilities in **accounts receivable automation** and strengthened its presence in the North American market[serrala.com](https://www.serrala.com/en-us/news/serrala-acquires-us-based-payference-strengthening-its-finance-automation-cloud-suite#:~:text=Serrala%2C%20a%20global%20leader%20in,the%20global%20financial%20tech%20landscape)[serrala.com](https://www.serrala.com/en-us/news/serrala-acquires-us-based-payference-strengthening-its-finance-automation-cloud-suite#:~:text=,dominant%20player%20in%20North%20America). By integrating Payference’s innovative cloud solution (branded as part of the Serrala “Alevate” cloud suite), Serrala enhanced its end-to-end portfolio – reaffirming that no other provider offers such a broad range of AR, AP, and payments solutions across both cloud and on-premise (SAP) environments[serrala.com](https://www.serrala.com/en-us/news/serrala-acquires-us-based-payference-strengthening-its-finance-automation-cloud-suite#:~:text=,and%20within%20the%20SAP%20ecosystem). The Payference team and technology have been incorporated to provide Serrala customers with even more advanced automation and predictive analytics for cash management.
* **Continued Growth:** Serrala’s trajectory in recent years has been marked by ongoing global expansion and innovation. The company has opened and expanded offices in key markets (for example, establishing a significant **India Development and Support Center** in Pune[serrala.com](https://www.serrala.com/en-us/leadership#:~:text=Image%3A%20Alok%20Arora), and strengthening its North America leadership with regional executives[serrala.com](https://www.serrala.com/en-us/leadership#:~:text=Patrick%20Cannon)). It has also forged partnerships with major banks and technology providers – for instance, a global referral partnership with **BNP Paribas** was announced to bring Serrala’s AR automation solutions to the bank’s corporate clients[treasury-management.com](https://treasury-management.com/companies/serrala#:~:text=Serrala%20and%20BNP%20Paribas%20Enter,Global%20Referral%20Partnership%20%206). Such developments, along with continuous product enhancements (like AI-powered features and cloud-native modules), indicate Serrala’s active role in shaping the future of finance automation and its commitment to delivering value to a growing worldwide customer base.

# Serrala Treasury Services (STS) Consulting Practice

**Serrala Treasury Services (STS)** is the dedicated consulting arm of Serrala, focused on optimizing and transforming corporate treasury operations through SAP technologies. STS works alongside Serrala’s software solutions to provide *end-to-end* support for treasury and finance processes, from designing strategy to implementing SAP-integrated solutions. This practice has delivered **hundreds of successful projects worldwide** since its formation, helping organizations streamline treasury workflows, strengthen compliance controls, reduce financial risk, and gain real-time financial insights[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Our%20treasury%20services%20team%20specialize,risk%2C%20and%20improve%20financial%20insights). In short, STS turns treasury into a strategic asset for its clients by combining deep SAP expertise with proven methodologies and industry best practices.

1. **Services and SAP Treasury Solutions**

**STS offers comprehensive services across the SAP Treasury and Risk Management landscape**, helping clients fully leverage SAP’s treasury modules and Serrala’s own add-ons. Key focus areas include:

* **In-House Banking & Payments:** STS are *pioneers* in implementing SAP’s **In-House Cash (IHC)** and the next-generation **Advanced Payment Management with In-House Bank (APM-IHB)** solutions[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=expertise). They help corporations set up SAP-based in-house banks to centralize intercompany payments, liquidity management, and *payments-on-behalf (POBO)* structures. STS has been intimately involved with SAP’s in-house banking evolution **since the launch of IHC in 1998**, even partnering with SAP’s development team to shape its modern APM-IHB capabilities[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=Centralized%20payment%20models%20like%20POBO,for%20the%20past%2025%20years). This unparalleled experience means STS can seamlessly transition companies from legacy IHC systems to SAP S/4HANA’s new APM and In-House Banking platform, a move Serrala calls *“not just an upgrade, but a strategic imperative”* for future-proof treasury[serrala.com](https://www.serrala.com/en-us/blog/advanced-payment-management-guide#:~:text=This%20guide%2C%20crafted%20by%20Serrala%E2%80%94your,upgrade%2C%20but%20a%20strategic%20imperative).
* **Cash & Liquidity Management:** The practice leverages **SAP Cash Management** tools to enhance cash visibility, liquidity forecasting, and cash pooling. STS consultants optimize cash positioning and forecasting processes so that finance teams can make data-driven decisions with confidence[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=liquidity%20management). In one award-winning engagement, STS helped Alghanim Industries implement a best-in-class cash and treasury solution that improved cash visibility and working capital management, earning industry recognition[prweb.com](https://www.prweb.com/releases/serrala_customers_honored_by_treasury_today_s_adam_smith_awards/prweb15591530.htm#:~:text=the%20competition%20stronger%20than%20in,and%20Thyssenkrupp%20AG%20were%20recognized).
* **Treasury & Risk Management:** Serrala’s team implements SAP **Treasury and Risk Management (TRM)** modules for managing financial instruments (debt, investments, FX, derivatives) and for mitigating market and credit risks. They integrate SAP’s robust risk management functionality into clients’ environments to enable proactive risk mitigation and treasury resilience[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Comprehensive%20treasury%20risk%20management). For example, a Serrala client (Merck) was *highly commended* for a Risk Management solution leveraging SAP S/4HANA treasury capabilities[prweb.com](https://www.prweb.com/releases/serrala_customers_honored_by_treasury_today_s_adam_smith_awards/prweb15591530.htm#:~:text=Alghanim%20Industries%20won%20Best%20in,that%20is%20using%20Serrala%E2%80%99s%20SAP) – highlighting STS’s strength in embedding risk controls and analytics into treasury operations.
* **Payments & Bank Connectivity:** STS also assists with **SAP payment factory** setups, including integration of SAP Multi-Bank Connectivity and Bank Communication Management, to centralize outbound payments. By configuring SAP’s payment hubs (APM) and bank interfaces, STS helps organizations achieve *straight-through processing* and reduce banking fees. In fact, STS-led projects often result in significant reductions in external bank accounts and transaction costs through payment centralization[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=What%20does%20a%20well,And%20fast). For instance, a Serrala-designed POBO (payments-on-behalf) architecture can cut external bank accounts by 50%+ and lower transaction fees by 30–60%[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=What%20does%20a%20well,And%20fast), while providing real-time visibility and control over global payments.
* **Process Automation & Integration:** A core part of STS’s service is **treasury process optimization and automation**. The team examines each client’s unique processes (payments, cash forecasting, intercompany settlements, etc.) and identifies how to use standard SAP functionality (augmented by Serrala’s add-on tools if needed) to replace manual workflows with automated, standardized processes. *“Our goal is to avoid a patchwork of siloed applications and instead activate the rich treasury functions already available in SAP, complementing them with add-ons only where necessary,”* Serrala notes[serrala.com](https://www.serrala.com/en-us/brochure/treasury-consulting#:~:text=Together%20with%20you%2C%20we%20identify,you%20a%20unique%20service%20portfolio). By doing so, STS ensures clients get the most from their SAP S/4HANA or ECC systems, minimizing custom workarounds and maximizing automation across the treasury value chain.

1. **AcceleratorPlus™ Methodology**

One of STS’s biggest differentiators is its **AcceleratorPlus™ methodology and toolkit** – a proprietary project delivery framework specifically built for SAP treasury implementations. **AcceleratorPlus** encapsulates over two decades of SAP treasury experience (200+ projects) into a structured set of best practices, templates, and automated tools[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Serrala%E2%80%99s%20AcceleratorPlus%20methodology%20delivers%20precision%2C,depth%2C%20and%20value%20of%20AcceleratorPlus). This methodology **shortens project timelines and delivers rapid value** from SAP Treasury projects by using pre-defined components and optimized configurations[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Accelerated%20treasury%20deployments). Key aspects of AcceleratorPlus include:

* **Treasury-Focused Design:** The toolkit is *treasury-specific* and exceptionally comprehensive – covering **10+ functional areas, 50 process groups, and 175 treasury processes** spanning SAP Treasury modules, In-House Banking, Cash Management, and Risk Management[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Image). This focus ensures that even complex processes like multi-currency cash pooling, intercompany loan management, hedge accounting, and bank account structures are accounted for in the project design.
* **Pre-Built Requirements Library:** AcceleratorPlus comes with a knowledgebase of **1,500+ treasury-specific requirements** gleaned from past projects[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Detailed%20Requirements%20Analysis). This library helps maximize use of *SAP standard* functionality by mapping business needs to out-of-the-box SAP features. It allows STS to proactively identify any gaps or necessary customizations early, ensuring a tight *fit-to-standard* alignment of the solution.
* **Accelerated Delivery Templates:** The methodology provides **predefined SAP configuration templates, process flow documents, testing scripts, and training materials** for every phase of a treasury project[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Accelerated%20Delivery). These assets significantly reduce implementation effort and errors – effectively *“streamlining every phase”* of the project lifecycle[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Accelerated%20Delivery). Clients benefit from faster deployments (often cutting timelines by a significant percentage) and more consistent, high-quality outcomes.
* **Optimized Configurations:** The team leverages **proven design patterns and configuration settings** that embody best practices for efficiency, automation, and alignment with business goals[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Image). In other words, AcceleratorPlus provides a starting point that is already optimized for common treasury scenarios, so the project doesn’t start from scratch. This leads to less rework and a solution design that is robust and future-proof.

*Serrala proudly touts AcceleratorPlus as “the gold standard for SAP Treasury projects,”* noting that **no other vendor offers a treasury methodology with comparable precision, depth, and value**[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Serrala%E2%80%99s%20AcceleratorPlus%20methodology%20delivers%20precision%2C,depth%2C%20and%20value%20of%20AcceleratorPlus). This unique approach gives STS a competitive edge – clients can trust that their implementation is guided by a repeatable, field-tested framework rather than ad-hoc processes. The result is faster time-to-value and lower risk.

**AcceleratorPlus in action:** Using this methodology, STS has successfully delivered complex projects like SAP In-House Bank rollouts in as fast as a few months. For example, Estée Lauder Companies partnered with Serrala to overhaul its fragmented treasury systems using SAP’s In-House Banking – with STS leveraging its toolkit to accelerate design and deployment. The outcome was a *new global treasury hub* that consolidated 35+ bank relationships, automated $650M+ in monthly intercompany settlements, and enabled fully real-time, straight-through payments processing[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=Est%C3%A9e%20Lauder%E2%80%99s%20treasury%20transformation%20with,and%20enhanced%20global%20financial%20control)[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=With%20SAP%20In,ready%20treasury%20operation). By applying standardized best practices, the STS team helped **Estée Lauder achieve a scalable, cost-effective treasury operation that set a “new benchmark in treasury automation.”**[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=With%20SAP%20In,ready%20treasury%20operation)

1. **Experience, Track Record, and Global Reach**

The STS consulting practice has an **extensive track record** in the treasury domain. The team’s experience dates back well before the Serrala brand – in fact many STS experts were part of Hanse Orga Group and its acquired firms (like *e5 Solutions* in the US) that specialized in SAP treasury. Today, as a unified global practice, **STS draws on ~25+ years of SAP treasury consulting experience** across North America, EMEA, and APAC. The practice is truly global, with consultants in multiple regions tackling both local regulatory requirements and large-scale international treasury structures[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=From%20early%20payment%20factories%20to,the%20ability%20to%20troubleshoot%20quickly).

By the numbers, Serrala (and its predecessors) have **served over 2,500 companies worldwide** with technology and consulting solutions[serrala.com](https://www.serrala.com/en-us/news/hanse-orga-group-rebrands-now-renamed-serrala-0#:~:text=Serrala%20already%20supports%20over%202%2C500,sized%20companies%20to%20global%20players). Within treasury specifically, STS has **delivered 200+ SAP treasury projects** to date[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Serrala%E2%80%99s%20AcceleratorPlus%20methodology%20delivers%20precision%2C,depth%2C%20and%20value%20of%20AcceleratorPlus), including end-to-end implementations, upgrades, and optimizations. These projects range from mid-size companies to some of the largest Fortune 100 enterprises. According to STS Managing Director Peter Wolf – a 25-year treasury veteran – he and his team have *“driven the optimization of payments, liquidity, and financial operations for over 40 Fortune 500 companies”* by introducing innovation and automation[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=Peter%20Wolf%20is%20Managing%20Director,experience%20in%20digital%20finance%20transformation). This includes extensive work in **in-house banking**: Wolf notes he has personally led **100+ in-house bank projects** (covering POBO, receivables-on-behalf, FX, cash pooling, etc.), giving STS unrivaled insight into what works and what pitfalls to avoid[serrala.com](https://www.serrala.com/en-us/blog/gain-control-with-payments-on-behalf-of#:~:text=With%20experience%20leading%20over%20100,logic%20to%20integration%20and%20governance).

Notably, **Serrala STS is often at the forefront of new SAP treasury capabilities**. The team has worked closely with SAP SE over the years – for example, partnering during the development of the APM and IHB modules to ensure they meet real-world treasury needs[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=We%E2%80%99ve%20been%20involved%20in%20SAP%E2%80%99s,world%20POBO%20needs). This close collaboration means STS consultants are highly knowledgeable on the *latest SAP S/4HANA Finance innovations* (including the Fiori-based treasury apps, advanced analytics, and AI/ML features). In recent years, STS has also been exploring emerging technologies like **AI in treasury processes** – through Serrala’s SPARK program, STS is mentoring projects on AI-driven chatbots, intelligent cash forecasting, and other use-cases to keep clients ahead of the curve[linkedin.com](https://www.linkedin.com/posts/peter-wolf-jr_sparkinternship-aienablement-treasuryinnovation-activity-7335662731292753920-fBbC#:~:text=Program%2C%20an%20initiative%20not%20just,Manager%2C%20both%20of%20whom%20are).

In summary, STS’s depth of experience – spanning **nearly every aspect of treasury management** – gives clients confidence that even the most complex challenges (be it implementing a global in-house bank with hundreds of entities, or optimizing a multi-billion debt portfolio in SAP) can be delivered successfully. The practice’s longevity and references are a testament to its expertise and reliability.

1. **High-Profile Clients and Engagements**

Serrala’s Treasury Services practice has built an impressive client portfolio since 2018, including **several high-profile treasury transformation projects** for global brands. Some notable clients and engagements include:

* **Microsoft – 20+ Year Partnership:** STS (through legacy organizations) has been Microsoft’s trusted treasury technology partner for over two decades. In fact, the team originally *designed and implemented Microsoft’s SAP in-house bank* back in the early 2000s, and has since acted as Microsoft’s system integration partner and **strategic advisor** to continually expand and enhance that in-house bank[serrala.com](https://www.serrala.com/en-us/blog/gain-control-with-payments-on-behalf-of#:~:text=We%E2%80%99ve%20worked%20with%20Microsoft%20for,With%20Microsoft%E2%80%99s%20strong). Under this long-running engagement, Serrala helped Microsoft achieve one of the **most sophisticated in-house banking environments in the world**. Today, Microsoft’s treasury hub (built on SAP) centrally manages **450+ legal entities in 117 countries**, with 700+ bank accounts integrated for automated sweeping, a fully automated global cash pool, and POBO processes tied into cash forecasting and intercompany loans[serrala.com](https://www.serrala.com/en-us/blog/gain-control-with-payments-on-behalf-of#:~:text=Today%2C%20Microsoft%E2%80%99s%20in)[serrala.com](https://www.serrala.com/en-us/blog/gain-control-with-payments-on-behalf-of#:~:text=,reinvested%20to%20boost%20working%20capital). This solution has **earned Microsoft multiple industry awards** (e.g. **Alexander Hamilton Awards** for treasury excellence) and serves as a model of treasury best practice[serrala.com](https://www.serrala.com/en-us/blog/gain-control-with-payments-on-behalf-of#:~:text=,See%20one%20example). Microsoft’s treasury leaders have publicly cited Serrala as a key partner in this success, describing the in-house bank as the “operational backbone” of Microsoft’s global cash strategy[serrala.com](https://www.serrala.com/en-us/blog/gain-control-with-payments-on-behalf-of#:~:text=As%20Jim%20Scurlock%2C%20Director%20of,infrastructure%20that%20enables%20strategic%20execution).
* **Estée Lauder – Global Treasury Transformation:** STS recently partnered with The Estée Lauder Companies (a $15B cosmetics giant) to modernize its *fragmented, decentralized* treasury operations. Leveraging SAP S/4HANA **In-House Banking**, Serrala helped Estée Lauder **centralize payments and intercompany liquidity** into *three regional in-house bank centers*[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=In,New%20Treasury%20Standard). The project implemented **Payments-on-Behalf (POBO)** to eliminate hundreds of redundant bank accounts across subsidiaries, introduced **automated intercompany netting & FX hedging**, and set up a real-time global **cash pooling** structure covering 25 currencies[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=Payments,STP)[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=Global%20Cash%20Pooling%20%26%20Liquidity,Optimization). The results were dramatic – Estée Lauder eliminated external bank fees on $650M+ of monthly settlements, consolidated 35+ bank relationships, and significantly reduced manual work and risk in treasury[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=Est%C3%A9e%20Lauder%E2%80%99s%20legacy%20treasury%20system,time%20visibility)[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=Est%C3%A9e%20Lauder%E2%80%99s%20treasury%20transformation%20with,and%20enhanced%20global%20financial%20control). The company realized substantial cost savings and efficiency gains, with Serrala’s SAP-based solution enabling *real-time cash visibility* and control across 175+ entities. In a joint webinar, Estée Lauder’s Treasurer hailed the project as setting *“a new standard”* for treasury at the firm, achieved in partnership with Serrala’s experts[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=Est%C3%A9e%20Lauder%E2%80%99s%20treasury%20transformation%20with,and%20enhanced%20global%20financial%20control)[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=With%20SAP%20In,ready%20treasury%20operation).
* **Chevron – Treasury Technology Strategy:** Serrala has worked with energy leader **Chevron** to optimize its SAP Treasury systems. While details are confidential, Chevron’s inclusion among the “icons” Serrala has collaborated with indicates significant consulting input[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=strategist%2C%20he%20has%20driven%20the,experience%20in%20digital%20finance%20transformation). This likely involved improving cash and risk management processes in SAP and perhaps deploying Serrala’s payment solutions to handle the company’s global flows. Chevron’s treasury environment, like many in oil & gas, is large and complex – STS’s experience was instrumental in introducing automation and best practices there.
* **Intel – In-House Cash & Payments Factory:** Global tech manufacturer **Intel** is another Fortune 100 client Serrala STS has served[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=strategist%2C%20he%20has%20driven%20the,experience%20in%20digital%20finance%20transformation). Intel historically used SAP In-House Cash for intercompany transactions; STS assisted in expanding and updating those capabilities (potentially towards SAP S/4HANA’s APM). Serrala’s involvement would have centered on standardizing Intel’s global payment processes and enhancing liquidity forecasting through SAP – helping Intel’s treasury gain tighter control over its cash across numerous subsidiaries.
* **Booking.com – Global Travel Ecommerce:** STS has partnered with **Booking.com**, a leading online travel platform, to refine their treasury operations[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=strategist%2C%20he%20has%20driven%20the,experience%20in%20digital%20finance%20transformation). Given the high volume of global transactions in travel bookings, Serrala’s consultants likely helped Booking.com implement an SAP payment hub and *virtual account* structure to manage internal cash flows (e.g. customer payments collected in various regions). The focus was on automating reconciliation, centralizing FX management, and ensuring compliance across jurisdictions – areas where STS’s SAP solutions and know-how deliver strong value.
* **Award-Winning Treasury Innovations:** Many other STS client engagements have been recognized in the industry. In 2018, **five Serrala clients** won *Treasury Today’s Adam Smith Awards* for treasury excellence, reflecting projects that Serrala consultants helped drive. For example, **Alghanim Industries** won *“Best in Class Treasury Solution in the Middle East”* after implementing a Serrala/SAP solution that improved its funding, risk and cash management[prweb.com](https://www.prweb.com/releases/serrala_customers_honored_by_treasury_today_s_adam_smith_awards/prweb15591530.htm#:~:text=the%20competition%20stronger%20than%20in,and%20Thyssenkrupp%20AG%20were%20recognized). Also, **thyssenkrupp AG** (industrial conglomerate) was highly commended for *Relationship Management* after leveraging Serrala’s SAP-integrated solutions[prweb.com](https://www.prweb.com/releases/serrala_customers_honored_by_treasury_today_s_adam_smith_awards/prweb15591530.htm#:~:text=their%20insurance%20services%20that%20provide,for%20First%20Class%20Relationship%20Management). These accolades underscore STS’s ability to deliver cutting-edge solutions that yield measurable benefits.

Overall, **STS’s clientele spans a broad range of industries** – tech, beauty, oil & gas, automotive, insurance, manufacturing, and more – but with a common theme: large multinational organizations seeking to modernize treasury operations. STS often builds *long-term relationships* with its clients, continuing to advise and support them through multiple phases of their treasury transformation. Many clients engage STS not just for one-off implementation, but as ongoing *treasury innovation partners*.

1. **Thought Leadership and Industry Presence**

The STS practice is not only execution-focused; it is also a thought leader in the treasury field. **Serrala’s consultants frequently publish insights** and share knowledge to advance the industry’s understanding of modern treasury solutions. The company’s Knowledge Center (blog and whitepapers) features many articles authored by STS experts on trending topics like: *“Advanced Payment Management and In-House Banking: A Comprehensive Guide”*[serrala.com](https://www.serrala.com/en-us/blog/advanced-payment-management-guide#:~:text=This%20guide%2C%20crafted%20by%20Serrala%E2%80%94your,upgrade%2C%20but%20a%20strategic%20imperative), *“The Hidden Architecture Behind POBO (Payments-on-Behalf)”*, *“How Cash Pooling Can Transform Your Liquidity Strategy”*, and *“Guide to Intercompany Lending within In-House Banking,”* among others. These pieces provide deep dives into SAP S/4HANA’s treasury capabilities and practical guidance, effectively **positioning STS as a go-to authority** on SAP treasury best practices. For instance, STS’s content has explained the shift from classic IHC to the new IHB model in S/4, helping treasury professionals worldwide navigate this change[serrala.com](https://www.serrala.com/en-us/blog/advanced-payment-management-guide#:~:text=The%20evolution%20to%20in,IHB)[serrala.com](https://www.serrala.com/en-us/blog/advanced-payment-management-guide#:~:text=Key%20differences%20between%20IHC%20and,IHB).

In addition to written thought leadership, **STS leaders present regularly at industry conferences and webinars**. Members of the STS team have delivered presentations at major events such as the **SAP Treasury and Risk Management conference, AFP (Association for Financial Professionals) annual meetings, SAP Insider events, and EuroFinance**. Wolf himself has *“presented at more than 20 industry conferences”* to share insights from STS’s experiences in digital finance transformation[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=strategist%2C%20he%20has%20driven%20the,experience%20in%20digital%20finance%20transformation). These sessions often feature STS alongside its clients, co-presenting real case studies. For example, in 2023 Serrala co-hosted a webinar with **Microsoft’s treasury team** (Jim Scurlock and Sunny Ho) to discuss Microsoft’s in-house bank journey and lessons learned[serrala.com](https://www.serrala.com/en-us/blog/gain-control-with-payments-on-behalf-of#:~:text=,See%20one%20example). Similarly, Serrala appeared with **Estée Lauder’s EVP of Treasury (Bart Taeymans)** in a webinar detailing the cosmetics firm’s treasury transformation[serrala.com](https://www.serrala.com/success-story/estee-lauder-in-house-banking#:~:text=benchmark%20in%20treasury%20automation%2C%20ensuring,ready%20treasury%20operation). By sharing the stage with clients, STS demonstrates transparency about project outcomes and showcases its collaborative approach.

STS’s thought leadership extends to recognized publications and awards as well. Serrala experts are occasionally quoted in treasury magazines (like *Treasury Management International*), and Serrala-sponsored surveys (e.g. with EY or other partners) have highlighted emerging trends. In 2024, Serrala published insights from a **Forrester study on AI in finance**, with STS contributing viewpoints on how AI can elevate treasury from operational to strategic – reinforcing Serrala’s positioning at the cutting edge (and aligning with Wolf’s role in AI enablement).

All these activities – articles, presentations, webinars – serve to **reinforce STS’s credibility and visibility** in the market. Clients often cite Serrala’s thought leadership as a factor in choosing them, since it signals that STS stays current on new technologies (cloud, AI, real-time payments) and continuously evolves its methods. The practice’s motto is effectively to *“bring clarity to complexity”* in treasury[agere.co.za](https://www.agere.co.za/wp-content/uploads/2020/03/Serrala-Brochure-SAP-Treasury-Consulting-EN-1.pdf#:~:text=Orga%20Group%20and%20welcome%20you,the%20diversity%20of%20our%20people)[agere.co.za](https://www.agere.co.za/wp-content/uploads/2020/03/Serrala-Brochure-SAP-Treasury-Consulting-EN-1.pdf#:~:text=processes%20partnered%20with%20experienced%20first,processes%20that%20manage%20incoming%20and), and by educating the market, STS helps finance professionals navigate the complex world of SAP treasury solutions.

1. **Competitive Positioning and Unique Value**

Within the treasury consulting arena, Serrala STS occupies a **unique niche**. Unlike large generalist consultancies, STS is **100% focused on treasury and SAP** – giving it a depth of specialization that few can match. Serrala emphasizes that *no competitor offers a methodology as specifically tailored to SAP Treasury as AcceleratorPlus*, nor the same level of **treasury-focused content and tools**[serrala.com](https://www.serrala.com/serrala-treasury-services#:~:text=Serrala%E2%80%99s%20AcceleratorPlus%20methodology%20delivers%20precision%2C,depth%2C%20and%20value%20of%20AcceleratorPlus). This means projects led by STS are less likely to go off-track due to learning curves or one-size-fits-all approaches; instead, clients get a purpose-built playbook for success.

Moreover, STS benefits from being part of Serrala’s broader solutions business. **This integrated model (software + consulting)** provides a competitive advantage. Serrala can deliver *“a complete end-to-end payments ecosystem… partnered with first-class cash visibility and treasury consulting services”* in a **holistic solution**[serrala.com](https://www.serrala.com/en-us/news/hanse-orga-group-rebrands-now-renamed-serrala-0#:~:text=%E2%80%9CWhat%20makes%20our%20offering%20stand,and%20modular%20suite%E2%80%9D%2C%20explains%20Lindemann). In practice, this means a client could implement Serrala’s SAP-integrated modules (for cash application, payments, etc.) *and* leverage STS consulting for treasury – all under one roof, with a unified project team. Competitors might offer either software or consulting, but Serrala offers both, ensuring the technology is configured optimally to the client’s processes. According to Serrala’s CEO, this *unique combination* enables clients to achieve the *“highest possible process efficiency and transparency”* across finance operations[serrala.com](https://www.serrala.com/en-us/news/hanse-orga-group-rebrands-now-renamed-serrala-0#:~:text=%E2%80%9CWhat%20makes%20our%20offering%20stand,and%20modular%20suite%E2%80%9D%2C%20explains%20Lindemann).

Finally, STS prides itself on its **experience and partnership approach**. The practice often enters long-term relationships where it continuously adds value (as seen with Microsoft and others), rather than just implementing and leaving. This fosters trust and a deep understanding of the client’s business. STS’s collaborative work with SAP’s own treasury product team also sets it apart – clients indirectly benefit from STS’s influence on SAP product roadmaps and early adoption of new features[serrala.com](https://www.serrala.com/en-us/blog/the-hidden-architecture-behind-pobo-that-no-one-talks-about#:~:text=From%20early%20payment%20factories%20to,the%20ability%20to%20troubleshoot%20quickly). In summary, **Serrala STS’s competitive strength lies in its laser-focus on SAP treasury, decades of know-how, proprietary tools, and the synergy of software+consulting offerings**. It positions itself not just as an implementer, but as a *strategic partner* that can future-proof a company’s treasury and finance operations.

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* Serrala Blog (Peter Wolf), *“You’re Doing Payments Wrong… (POBO article)”* – Real-world example of STS’s long-term client engagement: *“We’ve worked with Microsoft for more than 20 years—first designing and implementing their original in-house banking solution on SAP, and then continuing as their integration partner and strategic advisor…”*[serrala.com](https://www.serrala.com/en-us/blog/gain-control-with-payments-on-behalf-of#:~:text=We%E2%80%99ve%20worked%20with%20Microsoft%20for,With%20Microsoft%E2%80%99s%20strong).
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* Treasury Today Adam Smith Awards 2018 (Press Release) – Recognition of multiple Serrala clients (Adient, Alghanim, Baloise, Merck, thyssenkrupp) for innovative treasury solutions implemented with Serrala’s help[prweb.com](https://www.prweb.com/releases/serrala_customers_honored_by_treasury_today_s_adam_smith_awards/prweb15591530.htm#:~:text=the%20competition%20stronger%20than%20in,and%20Thyssenkrupp%20AG%20were%20recognized)[prweb.com](https://www.prweb.com/releases/serrala_customers_honored_by_treasury_today_s_adam_smith_awards/prweb15591530.htm#:~:text=%E2%80%9CWe%20are%20honored%20to%20work,%E2%80%9D).
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