

# AvidXchange Featured in Best Practices Webinar Hosted by Citrix



For Immediate Release  
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## AvidXchange Selected by Citrix for Feature Webinar, “5 Best Practices for Effective Communication with GoToMeeting and GoToWebinar”, with Guest Speaker Christopher Elmore

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Charlotte, NC (November 19, 2013) – [AvidXchange](#), leading provider of [payment and AP automation solutions](#) to midsize companies, was invited by Citrix to be featured in a webinar today entitled, “[5 Best Practices for Effective Communication with GoToMeeting & GoToWebinar](#)”, with Guest Speaker, Author and Automation Expert, Christopher Elmore at 9 AM (PST) / 12 PM (EST). Christopher Elmore will be educating attendees on the 5 best practices that he has developed over the last decade while teaching companies what AP and payment automation are and how to optimize their benefits, and how GoToMeeting and GoToWebinar have changed the game on how he can facilitate the automation story.

**The 5 best practices Elmore will be sharing to help companies communicate with customers effectively and grow their business are:**

- Qualify prospects remotely before spending time and money on travel
- Clearly share your product story using GoToMeeting and GoToWebinar
- Build a formula for successful webinars every time
- Keep online events interactive and engaging
- Using recorded events and how to repurpose the content

AvidXchange has used GoToMeeting and GoToWebinar to conduct thousands of meetings and hundreds of webinars. As a technology company themselves, AvidXchange, is always looking for the latest solutions to improve the potential, and current, client experience. As such, AvidXchange, the leader of AP and payment automation solutions, wanted to use the leader in online meetings, and Citrix offered the ideal solution. Online meetings and webinars with Citrix enabled AvidXchange to have the presentation platform they needed to communicate the benefits of transitioning to an automated process. AvidXchange realized that they had found a

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way to truly tell the story of automation, the one that can't be told through a portal in a software demonstration. It transformed their software into the solution that is for prospective clients. As Director of Product Strategy and an employee of AvidXchange for more than a decade, Christopher Elmore, has watched as AvidXchange has continued to innovate and successfully tell the story of new solutions with GoToMeeting and GoToWebinar. [Join him for this webinar.](#)

## About Christopher Elmore

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Gaining experience from the real world with real clients, Chris has found unique ways to communicate the need for vision and planning when automating. His experience has culminated in the publishing of *The 8 Pitfalls of Accounts Payable Automation* (April 2011), and *The Argument to Automate* (March 2012). Chris lives in Charlotte, NC where business, four kids and a wife keep him very busy. Stay connected with Chris by reading his blog: <http://apautomation.wordpress.com> Follow him on twitter: @AP\_Automation

## About AvidXchange

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AvidXchange revolutionizes the way companies pay their bills. [Accounts Payable automation](#) increases control and visibility into the bill payment process to reduce processing time, allow early payment discounts and eliminate late fees. Automation eliminates paper by [electronically capturing invoices](#), using intelligent business rules to route invoices for approval and storing all information electronically providing anytime, anywhere access to invoice status and history. AvidXchange makes it easy to automate and backs this great customer experience with a 45-day implementation guarantee. As the first SaaS technology vendor to automate invoice processing, AvidXchange works with suppliers to electronically send and receive all invoices through the [AvidBill Network](#). Standard [integration](#) to more than 40 accounting systems speeds adoption and simplifies setup. [AvidInvoice](#) significantly reduces operating costs and improves productivity in a company's accounts payable department. [AvidPay](#) eliminates 100% of paper checks from company's payment processes, maintains vendor information and payment preferences, and facilitates payments for every invoice, every vendor, and every bank. Headquartered in Charlotte North Carolina, AvidXchange is privately held with over 150 employees nationwide. Contact us at 800.560.9305/ [info@AvidXchange.com](mailto:info@AvidXchange.com)

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