



CASE STUDY

Flexible, automated billing for a fast-growing business

Tipalti slashes billing and collection times using BillingPlatform



90%

of previously manual billing tasks now automated

40%

reduction in average time to close

44%

reduction in collection times



THE CHALLENGE

A lean billing team faces complex pricing and fast growth

Tipalti is a rapidly growing innovator. The company offers a unique, all-in-one finance automation solution that streamlines accounts payable, mass payments, procurement, and employee expenses. It processes \$70B in payments annually for more than 5,000 customers, and reports 40% year-over-year growth.

And that growth threatened to overwhelm the company's lean billing team.

Tipalti receives its revenue through several different models, including transaction-based revenue, SaaS subscriptions, user overage charges, and services fees. During month, quarter, and year closing periods, business comes in fast and billing gets very complex.

"As a manager, I don't like it if my team needs to do the same manual tasks over and over. The team was getting burned out. Our BillingPlatform solution made a huge improvement not just in efficiency, but in morale."

Jeff Baginski, Director, Revenue Accounting, Tipalti

But the billing team's previous invoicing and collections system was limited. "Any non-standard or complex pricing—like volume thresholds, tiering, prepaid usage—required manual workarounds," says Jeff Baginski, Tipalti's Director of Revenue Accounting. "There was a lot of manual work at close. Collection periods were taking longer. So there was less time for other things, like customer support, and our response times were growing."

An internal solution wasn't a viable option. "You'd have to put in so much development work, and our engineers are intensely focused on product development," says Jeff. "We needed a third-party system."



THE SOLUTION

Why Tipalti chose BillingPlatform

“We researched a lot of different vendors and we had a lot of criteria,” Jeff recalls.

The team wanted a solution that could offer automation and flexibility for each of the following:



Dynamic and hybrid billing models, without heavy customization



Tiered and volume-based pricing with automated adjustments



Real-time consumption tracking for prepaid setups



Seamless data transfer from core systems to billing



Easy integration with other financial systems



Built-in security and compliance with industry standards for data protection

“Other solutions require separate, costly middleware for bringing data from core systems into billing and getting it the way it needs to be. Having that capability built right into BillingPlatform - that’s a game changer.”

Jeff Baginski, Director, Revenue Accounting, Tipalti

Jeff says they chose BillingPlatform because it excelled in two very valuable areas:



Overall flexibility

“In BillingPlatform, you can spin up different billing and pricing models very easily,” says Jeff, adding that user-friendly, point-and-click tools allow non-technical users to adjust pricing, generate reports, and configure workflows. “Before, I’d have to wait my turn in line with engineering. Now I can do a lot of it on my own.”



Built-in, automated data mediation

“Through our evaluations, we learned that other solutions require separate, costly middleware for bringing data from core systems into billing and getting it the way it needs to be. Having that capability built right into BillingPlatform, that’s a game changer.”

And after Tipalti officially selected BillingPlatform, its ease of implementation was a nice bonus.

“Our engineering team had a great experience with the BillingPlatform implementation team,” says Jeff. “We did a phased rollout and there were no major delays. And the BillingPlatform support team is consistently on time with responses to tickets and issues.”

 RESULTS

Faster billing, better customer support

“We’ve opened up a lot more time, and it’s helping everyone be more productive. The team is really excited...and we know we can keep using the flexibility of BillingPlatform to make our processes even better.”

Jeff Baginski, Director, Revenue Accounting, Tipalti

“After implementation we showed really quick signs of improvement,” says Jeff.

The first priority was automating critical tasks to ease the pressure on the billing team. “We were able to **automate 90%** of our manual billing tasks, saving hours of time each month,” Jeff recounts. “That **reduced time to close by 40%** or more. We’d been averaging 18 to 20 days, now we’re down to 10 or 11. And we’re still making strides. We think we can get it close to five days.”

Then, by connecting a backend system with BillingPlatform and setting up customized collections workflows, the team **reduced average collections time by 44%**.

Using the time saved by these initial improvements, the billing team could pivot to customer support. “We’ve accelerated response times and seen a significant reduction in customer complaints when it comes to billing issues,” says Jeff.



And Jeff sees more improvements on the horizon. “We’ve opened up a lot more time, and it’s helping everyone be more productive. The team is really excited because there’s still so many opportunities in BillingPlatform that we can take advantage of.” For example, he mentions ongoing work with Tipalti’s CRM system and contracting processes to automate some additional aspects of billing. “But it’s a good feeling that we’ve made such good improvements, and we know we can keep using the flexibility of BillingPlatform to make our processes even better.”