

How Trovata's Cash Analysis Tech Helps Orbus Stand Out



TROVATA

Unlock Access to Real-Time Cash Insights

About Orbus

Orbus Exhibit & Display Group is a market-leading multi-national group of brands that specialize in displays, exhibits, banner stands, and architectural signage.



Aurelia Sirbu, CFO

01 The Challenge

With multiple international subsidiaries and business lines to manage, Orbus CFO Aurelia Sirbu understands the impact that cash insights can have on her business.

“Whether I’m in a conversation with our ownership group, banking partners, customers or vendors, it’s clear that owning the cash narrative for our business ultimately settles with me.”

Like many finance and accounting groups, Aurelia’s team relied on traditional manual methods of cash flow analysis, reporting, and forecasting.

“Understanding cash trends and forecasts was a manual and tedious process for us. Just getting the data we would need from various systems was so complicated. Once we actually wrapped our hands around it, there really wasn’t time left to get meaningful insights from it.”

That all changed with the introduction of Trovata, a next generation cash management solution built natively on open-banking.

02 The Solution

- **Cash Visibility**
- **Cash Analysis**
- **Cash Reporting**
- **Real Time Insights**

Bank Partners

JP Morgan Chase

“Trovata has saved me multiple times when I just needed a quick view of cash trends. I simply used my phone to login. It was so easy.”

– Aurelia Sirbu, CFO

03 The Results

\$50k

Saved annually
relative to competitor
system costs

100%

of routine cash
reporting
automated

0

Internal IT
resources
required

“ I'm constantly impressed with how easy it is to use and gain insights from Trovata. ”

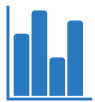
– Aurelia Sirbu, CFO

"In a recent conversation with my banking partners, I was able to instantly determine our credit needs by analyzing historical cash trends for a subset of our accounts completely on the fly. It is amazing I was able to do that for a solution that was setup with no IT resources required whatsoever."

While Trovata also automates manual data gathering, normalization, and reporting / visualization for her finance and accounting staff, Orbus has found additional adopters of the solution.

“The Trovata mobile app has become one of our CEO's favorites. He can now get quick insights into cash trends and positions any time.”

Today, 100% of recurring cash reporting and ad hoc cash analysis is done within the Trovata platform, and Aurelia is able to focus on driving strategic value instead of chasing down manual reports and interpreting data formats.



Positioning

Connect quickly
to get multi-bank
visibility in real time



Reporting

Automated cash flow
insights and Treasury
reconciliations



Forecasting

Easily build
and update cash
forecasting

04 Seamless Onboarding

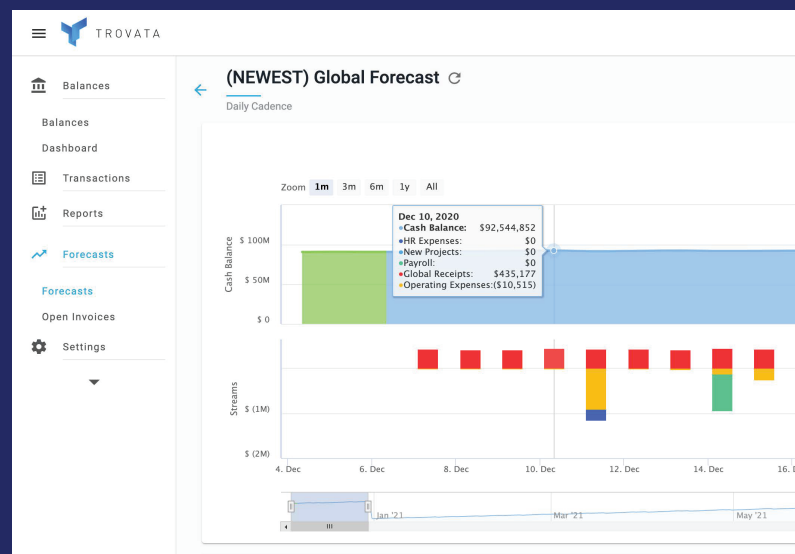
“Getting started with Trovata was pretty seamless. We were up and running within a few weeks. The software itself is intuitive and runs smoothly.”

Trovata has APIs connected to the world's largest banks. What does that mean? If you bank with JP Morgan Chase, Wells Fargo, or Bank of America, you can get setup quickly, get real-time data in minutes, with zero time spent from your IT team. It's a true, no hassle onboarding experience.

- 1 Connect banks and accounts
- 2 Configure to company requirements
- 3 Automate reporting and forecasting workflows

Start Automating Cash Management & Analysis Today

[CLICK HERE TO REQUEST DEMO](#)



TROVATA

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