

Brandtrust

Enhancing Your Workforce—the value of MineralTree

Company Background

Name: Brandtrust

Industry: Advertising & Marketing

Accounting System: Sage Intacct

Company size: 50-99

Payment volume: 101-250

Brandtrust is a research and strategy firm that utilizes applied social and behavioral sciences to solve complex business challenges. Their methodologies are designed to unlock the non-conscious needs and desires of customers, providing insight-driven strategic direction for brand development, innovation, customer experience and behavior design.

BRANDTRUST®

Forward: The value of your AP staff

Brandtrust's use of MineralTree showcases the synergy between AP staff and automation. Specifically, how automation creates clarity and value, not the need to downsize staff.

At the time we sat down to write this case study, Vicky from Brandtrust was in a unique position for a MineralTree customer. Brandtrust implemented MineralTree two years before Vicky was hired. As we discussed all of the benefits of MineralTree, the conversation transitioned to the value of the employee—in this case, Vicky—and what else she does as a member of the Brandtrust team.

Life with MineralTree

Vicky was hired to serve in a multi-functional role that reaches across the organization. Thanks to MineralTree's efficiency and security, Vicky is able to dedicate roughly two hours each day to ensuring the AP process is running smoothly. This opens up the rest of her time for her other responsibilities— office management, executive assistance and the multitude of other tasks inherent in any growing organization.

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- Vicky Bernstein
Accounting Assistant, Brandtrust

Vicky recalls how manual and arduous AP life was at other companies. “With MineralTree the approval process is so much easier. My CEO travels quite a bit and he has everything he needs, wherever he is, to make those approvals.” Vicky also discussed other aspects of MineralTree, “There’s total transparency. I can see everything my CEO and CFO can see. With the added visibility it’s just very easy.”

Thanks to MineralTree there is increased efficiency, and therefore, greater value is placed on the staff that manage the accounts payable process for Brandtrust.

AP during a global pandemic

“About a month before COVID hit I was pushing for us to adopt ACH payments. We did and I’m still getting emails and calls from vendors saying, *Thank you, thank you, thank you!* because we can process their payments without delay.”

After COVID-19 hit, Brandtrust vendors were unable to process checks via mobile banking apps because of the daily limit set by the bank. Having already set-up ACH, Brandtrust was able to seamlessly offer ACH payments to their vendors to avoid further delays.

With MineralTree accessible from anywhere, the transition to work from home has not taken a toll on Vicky, “It is almost shockingly business-as-usual.”

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In Summary (TLDR)

- AP automation can provide efficiency, security, and visibility while providing value-driven opportunities for your staff and organization
- The ability to work remotely is not only available but with MineralTree the transition from in-office to remote is seamless
- Electronic payments provide unfettered access allowing you to process payments without delay equalling appreciative vendors



Take the Next Step

For more information about how MineralTree Invoice-to-Pay and MineralTree Virtual Cards can help your business streamline the payment process, call us today at (617) 299-3399 or email info@mineraltree.com



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