



6 Tactics to **Recession-Proof** Your Business

We can't always predict the future. So how can we prepare for it?

Over the last few years, the economy has been wildly unpredictable—the lows have been lower, and the highs, higher. An economic downturn could be around the corner at any moment and do untold damage to any business caught unprepared. It's more crucial than ever for finance to maintain visibility and control into company spend and proactively implement robust systems and processes designed to support the needs of your business through any economic conditions.

Here are six strategies to maintain control over company spend in an uncertain economy:

Implement a proactive purchasing model to **eliminate unnecessary spend**

THE CHALLENGE

Employees need to move quickly, especially when making purchases that drive the business forward. They don't have time for lengthy approval processes, so they may have to cut some corners to meet their goals. Often, they don't even realize they're violating the expense policy. Unmonitored spending can negatively impact the financial health of a business, especially during a challenging economy.



2 out of 3 finance pros say employees are more likely to violate expense policies than to follow them

THE SOLUTION

While it can be frustrating when an employee violates a policy or spends out of bounds, it's most likely due to a lack of awareness, not malintent. In other words, reframing these mistakes as flaws in the process, rather than intentional human error, is the first step to increasing compliance. Let's face it—these slow processes weren't designed for the pace at which companies move today, where employees are constantly iterating and innovating to stay competitive. Slow approvals will only stifle business growth. Implementing a fast, user-friendly purchase model with proactive policy controls will ensure all spend is approved before it happens. This way, employees can buy what they need quickly and in policy, decreasing unchecked spending and saving finance from the month-end scramble.



THE IMPACT

Teampay customers report that their employees are **7x more likely** to follow expense policies

Teampay helped us cut down on unnecessary spend and reduce our month-over-month credit card spend by 75%."

– Amanda Martin, VP of Finance at Orlando Realtors Association

Automate manual work to **free up time for strategic thinking**

THE CHALLENGE

Due to outdated systems and processes, finance is spending more time than they'd like on virtually everything they do. In fact, finance professionals dedicate more than **seven full business days** each month to resolving issues caused by inefficient systems and technology—precious time filled with reconciling spend, record keeping, navigating expense reports, and monitoring fraud.



1 in 3 finance professionals say that one of their top challenges is a lack of automated solutions

THE SOLUTION

During an economic downturn, how finance spends their time becomes even more vital. Every hour spent doing manual tasks is an hour less to focus on financial strategy that is critical to the health of the business. The goal should be to automate as many tasks as possible—reconciling transactions, tracking down receipts, investigating mystery purchases, building reports, and consolidating data from multiple systems. By implementing an all-in-one purchasing platform, you can ensure every purchase is in-policy, pre-coded, and automatically synced across your systems in real time. Even better, you can eliminate the burden of dreaded expense reports, which is one of the best ways to buy time. Leave the mundane, repetitive tasks to the software, so finance can allocate their brain power toward what matters: growing the business.



THE IMPACT

Teampay shortened HUMAN's month-end close by **three days**

"I now spend way less time processing spend and more time doing analysis."

– Karl McGregor, Financial Systems Analyst at HUMAN

Leverage accurate, real-time spend data to **make smarter business decisions**

THE **CHALLENGE**

If your finance team doesn't know what their balance sheets will look like until expense reports come in weeks later, your business may need to make critical, time-sensitive decisions based on best-guess accounting. In times of economic turmoil, this delay and inaccuracy in spend data could lead to risky, uninformed decisions that jeopardize the business.



38% of finance professionals are not confident the numbers they report at month-end close are 100% accurate

THE **SOLUTION**

During hard times, finance must successfully navigate the uncertainty ahead while acting quickly and decisively. To do that, they need accurate insight into the money flowing in and out of the organization at all times. Choose software and systems that sync in real time instead of those that require manual syncing or depend on action from employees to give finance confidence that they can pull and report the correct numbers at any given moment. Having accurate financials in one place enables faster, more strategic business decisions that not only help your business survive, but even grow during any economic cycle.



THE **IMPACT**

Teampay customers are **3x more likely** to feel confident about budget forecasting

Teampay has helped me mitigate risk and improve accuracy because I have everything, all in one spot."

– Kevin Neary, Controller at Wistia

Partner with marketing to optimize revenue growth

THE CHALLENGE

While finance is known for cutting costs, marketing typically spends the most money at an organization. This can create a tricky dynamic between the two functions, especially during a stressful economy. Both teams have their strengths—finance understands how to optimize cash flow, and marketing is composed of expert revenue drivers. However, businesses run into trouble when there are silos between these two teams. If marketing doesn't have real-time visibility into company spend, it's difficult to allocate and adjust budgets in the most efficient way possible. Similarly, finance may not have proper insight into marketing tactics and performance to know where to cut costs. Both of these issues can cause bottlenecks and slow growth.



71% of marketers say it's difficult to report and track spend at their company

THE SOLUTION

As the market shifts downward, finance and marketing need to work together to develop a strategic plan for cutting costs without sacrificing revenue. This starts with real-time reporting, including insight into the category, vendor, purchaser and beyond, so marketers know exactly where their budgets stand without waiting for finance to pull actuals. This visibility allows marketing to identify where to optimize and shift strategies based on performance—which will ultimately save the company money without jeopardizing the success of critical business growth opportunities. Building a solid relationship and fostering open communication between finance and marketing will put your business in the best position to compete in any market.



THE IMPACT

Teampay customers are **4x less likely** to have unapproved expenses

What Teampay does best is help our teams meet in the middle. It allows marketing to move quickly while giving the controls to finance."

– Andrea Kayal, Former CMO at Electric

Adopt an agile mindset to **adapt to market changes quickly**

THE CHALLENGE

It can be challenging to manage company finances even in a stable economy. It becomes more complicated when the market shifts—and the stakes are even higher. During these times, finance can't wait until the end of the month to see who has spent what and adjust budgets accordingly. If companies rely on outdated finance systems and lack the proper infrastructure to keep up with the speed of the market, they could lose control of spend and fall behind. And by the time they catch up, it may already be too late.



1 in 3 finance professionals say a top challenge they face is a lack of access to digital tools and infrastructure that could make their jobs more efficient

THE SOLUTION

Rather than waiting to react once times get tough, businesses need to be proactive by implementing agile processes now. To adapt to market changes and tweak your financial strategy quickly, spend policy should be just as agile as the rest of the business. Finance teams can utilize software that allows them to set, update and automatically enforce new policies and purchase limits with just a click, before spending occurs. This level of flexibility and ease gives finance the necessary control to instantly adjust budgets and navigate uncertainty with confidence.



THE IMPACT

Teampay customers are **5x less likely** to feel that their company's platforms and finance tools are outdated

I'm able to pull the trigger as fast as the team needs but with control at a level that provides satisfaction."

– John Chard, Group Finance at ConsenSys

Improve vendor relationships to unlock the best deals

THE CHALLENGE

More than half of employees report that they've encountered issues with vendors because invoices were not paid on time. It's no surprise that these overdue bills can put a strain on a company's relationship with its suppliers. When money is already tight, late payments can contribute to even greater losses for your business, as vendors have the upper hand and may be hesitant to negotiate better renewal prices. Also, not having a good handle on vendor lists can make it harder to consolidate and choose preferred suppliers, which in turn can cause you to miss out on minimums and bulk pricing.



54% of employees say their company's outdated finance processes have impacted their relationship with a vendor

THE SOLUTION

Finance should implement a software solution that automates policy enforcement, so employees are directed to preferred vendors before a single dollar is spent. By managing invoice approval workflows and payments electronically, you can prevent duplicates and drastically accelerate the process to ensure all bills are paid on time. Staying organized and making timely payments builds trust with suppliers, which could open the door to exploring cost-saving benefits down the road. By fostering these relationships, finance may be able to negotiate pricing discounts by committing to renewals. Moreover, balancing payment timelines across your vendor portfolio makes it possible to identify opportunities to unlock early pay discounts or pay late to extend runway.



THE IMPACT

72%

of employees say their relationship with vendors would improve if their company were to implement a new way to manage purchasing, expense, and procurement processes all in one system

Our employees love using it! It simplifies the procurement and approval process for them, makes sure they get what they need quickly."

– Geoffrey Doempke, VP of Finance at The Bouqs Company

Teampay helps companies streamline the purchasing process across virtual cards, physical cards, invoices and reimbursements. Teampay's automated workflows empower employees to quickly buy what they need to grow the business while staying in policy. The platform issues secure payment methods with built-in controls and reconciles transactions into the customer's accounting system in real time. This modern approach to purchasing eliminates unauthorized purchases and provides the visibility finance needs to maintain control over company spend. Teampay was founded in 2016 and is headquartered in New York City.

