

Managing Cash with a Streamlined Application Process

80 Bank Accounts. 50 Countries. Managed In-House with AI-Powered Automation.

Brambles

“With Cash Application, all parts of the process—application rates, turnaround time, unapplied cash, and team performance—are monitored and measurable. When we see an area for improvement, we can identify exactly what needs to be done and predict how the customer will benefit. Onboarding new employees and acquisitions used to be quite challenging. Now, it’s easy because Cash Application does most of the work.”

—CHRISTOPH KOENIG, DIRECTOR I2C, SERVICE DELIVERY EU & GLOBAL PROCESS OWNER, BRAMBLES

About Brambles

Brambles is one of the first, largest, and most sustainable supply-chain logistics companies in the world, operating through shared services centers in multiple locations, including Cluj, Romania and Ciudad Juárez, Mexico, to support their global process.

Trading primarily through its CHEP brand, Brambles moves consumer goods, fresh produce, retail, and manufactured items to various locations throughout more than 50 countries. By sharing and reusing pallets and containers, Brambles helps companies save the environment while saving money. Their circular business model and commitment to responsible trading delivers significant operational, financial, and environmental efficiencies for customers large and small.

INDUSTRY

Logistics

REGION

Global

PRODUCTS

BlackLine Cash Application

BENEFITS

- Increased global auto-match rate from less than 38% to over 80%
- Gained global visibility into cash flow
- Ability to accommodate local requirements and acquisitions, easily onboard new employees, and monitor and react to areas for process improvement
- Reassigned staff to perform customer-valued work
- Standardized the cash application process
- Reduced operational spending



The Challenge

Prior to implementing Cash Application, Brambles outsourced its cash application process which was costly and difficult to manage. Therefore, the company moved the outsourcing location from India to Europe and then implemented Cash Application.

The complexity of their cash management fully materialized when Brambles split the duties between teams in Romania and Mexico. They quickly discovered why the Indian team had become so large; they were doing far more manual work than was understood.

Each geography had unique processes and requirements which were complicated, time-consuming, and error-prone. Some locations served a large volume of small businesses and others served primarily larger corporations. Having separate systems wasn't an option because Brambles' primary goal of bringing cash management in-house was to gain global visibility and control.

Why BlackLine Cash Application

Brambles systematically implemented Cash Application region by region, applying lessons learned as they went. This enabled the company to standardize the process while adhering to local requirements. Some regions, such as Africa and Latin America, didn't have any automation at the outset. These areas had the most to gain.

The Results

Brambles' Latin America team was able to almost instantly move from manual processing to an auto-match rate of over 75%. Overall company-wide auto-match rates rose from less than 38% to over 80%, and as high as 92% in places like the US.

The speed of cash application has had a positive impact on collections and cash flow. The solution was a part of an overall operational improvement strategy that freed up cash flow and reduced capital spending while the company continued to grow.

RIMILIA ACQUIRED BY BLACKLINE, THE LEADING FINANCIAL CLOSE AND ACCOUNTING AUTOMATION PLATFORM