



WHO WE'VE WORKED WITH

Case Study for Freetrade

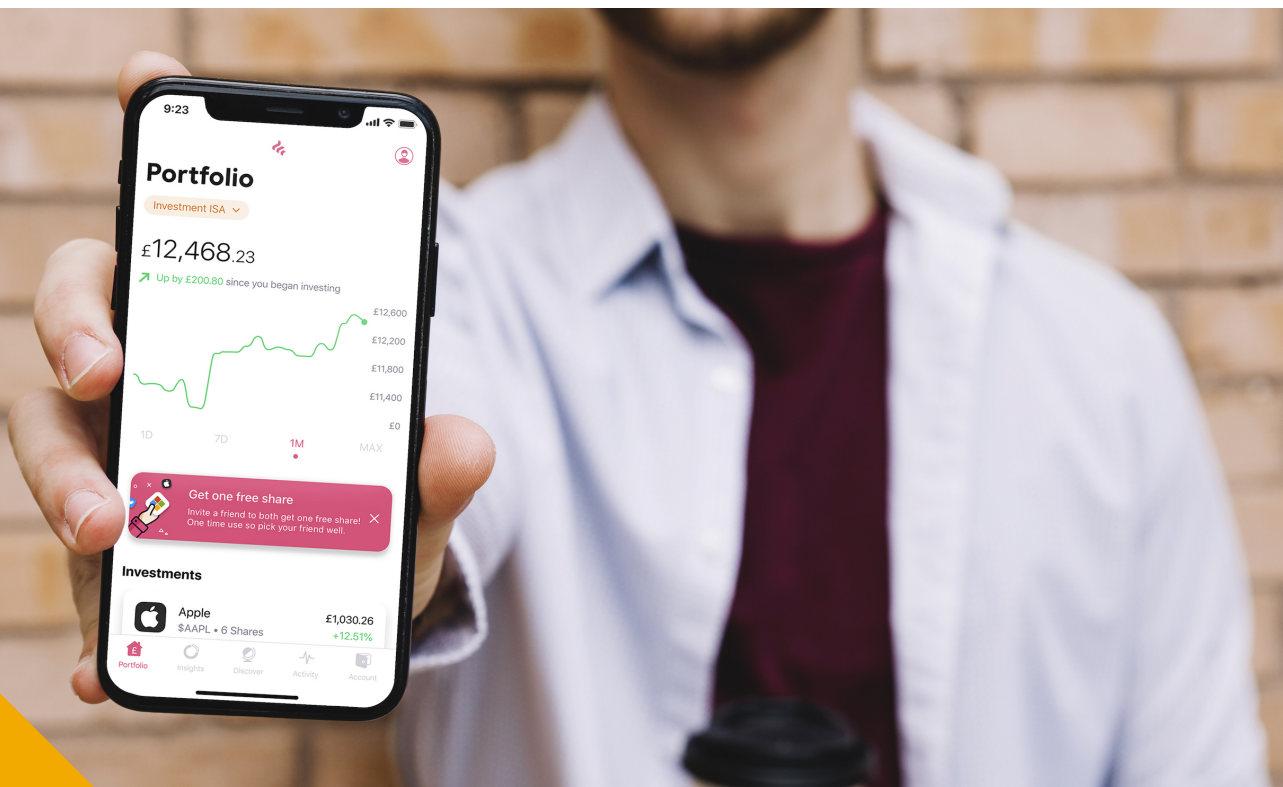
Accounts Payable
Invoice Automation Solution



Customer Background

Based in London, Freetrade offers an award-winning, commission-free investing app. Freetrade operates in the UK, France, Germany, the Netherlands and Ireland with the mission to get everyone investing by making it simple and commission-free, with a stockbroker people can trust.

Freetrade is used by 250,000 customers and is authorised and regulated in the UK by the Financial Conduct Authority (FCA). The company is also a member of the London Stock Exchange.



Accounts Payable Invoice Automation

The Challenges

Freetrade recently expanded into Ireland and the Netherlands and has ambitions to expand across Europe. This means that the AP team needed to be able to scale to handle more invoice traffic as efficiently as possible.

However, the situation before the introduction of Kefron AP, was that invoice processing was a highly manual task that took up a significant amount of time and resulted in a large number of manual input errors.



The Key Benefits

Kefron AP was deployed by the company in Mid-2020. The Kefron AP solution automates the capture of invoice data and provides seamless connectivity with Netsuite through the certified connector.

The Freetrade Finance Director Robert Sexton, highlights the importance of this integration: *"Its connectivity with Netsuite, our accounting platform, facilitates significant automation, along with a robust OCR process and a simple to use and configure user interface"*.

Robert Sexton is correct in calling out the importance of the data extraction. Without a powerful extraction process, the automation doesn't work so that element, provided by Kefron AP and supported by their managed service team, is a key contributor to the overall success of the solution.

The Business Benefits

Kefron has automated all the manual processing, freeing up substantial resource to focus on more valuable work, as well as reducing errors.

The Freetrade business, having just completed their Series A funding, is set for growth across Europe and the AP team are now in a great place to support the business.





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