Cash Flow Optimization

**Cash Management as a Competitive Advantage**

From startups to mature businesses, cash flow is critical to success. Businesses that understand and manage their cash cycle enable better business performance. Cash management as a competitive advantage will set your business apart from competition.

Cash flow management is not easy. Brown Smith Wallace can help you:

- Understand your accounts receivable and set a strategy to improve timely cash receipts
- Standardize and streamline your payable processes and working capital initiatives
- Map current relevant processes to help you identify key performance indicators
- Identify pain points where manual intervention or other issues are impacting timeliness and accuracy of data, and bring ideas to improve
- Identify credit and past due collections from your customers
- Identify the value of your accounts payable (AP) due in the next 30 days and create annual projections
- Align terms for receivables and payables
- Establish policies for managing cash
- Build a strong governance plan that is sustainable

Formalizing your approach to cash flow will unlock liquidity trapped on your balance sheet and enable growth. Contact us today to learn more about best practices so you can be ready when your next opportunity for growth arises.

**Experience**

Data Analysis Improves Payables Forecasting

*Client:* A mid-tier consumer products company

*Challenge:* Brown Smith Wallace was engaged after the payables forecast was exceeded by three times in the actual payment run that week. That created a stress on their banking position, and they wanted to be better prepared.
**Solution:** Brown Smith Wallace mapped processes, dove into the data, and identified that there was additional data that could be added immediately to the forecast, improving the two to eight-week forecast significantly. Additionally, days of sales outstanding hid large variances in the company’s ability to collect from customers. A project was launched to clean up data and receive payments, with immediate results.

Cash Flow Assessment
A regional retailer lacked the tools and processes needed to understand and forecast cash flow. In order to gain insight into their valuation, efficiency and overall profitability, Brown Smith Wallace reviewed top-level metrics and established operational key performance indicators. Because of this assessment, the company was able to improve core working capital by $35 million.

**Articles**

5 Lessons Learned Going Through Complex Bankruptcy  
09.14.2020

Former CEO Says Lessons from Last Recession Can Help Businesses Today  
08.31.2020

Top Concerns for Insurance Carriers During the COVID-19 Pandemic  
04.15.2020

Three Ways Business Process Automation Can Improve Cash Flow  
04.08.2020

Cash Flow Optimization – Building Cash Management to be a Competitive Advantage  
04.08.2020

Learning to Forecast and Manage Payables  
04.08.2020

Effectively Forecasting and Managing Receivables  
04.08.2020

How to Forecast and Manage Inventory  
04.08.2020

Using Predictive Analytics for Cash Flow Forecasting  
04.08.2020
Managing Cash Flow During a Period of Crisis
Small Business Monthly, 04.07.2020

Cash Flow Management in Times of Uncertainty
04.01.2020

COVID-19: Ways to Ready Your Organization for Future Disruption
03.17.2020

Cash Management as a Competitive Advantage
12.26.2018

**Press Release**

Jenna M. Beckmann Promoted to Director at Brown Smith Wallace

Amy J. Julian Joins Brown Smith Wallace as Advisory Services Director