

## Customer Spotlight

# IMPRIVATA, INC.

## SCALING FOR GROWTH WITH AVIDXCHANGE

1...2...3...GROW! That's been the theme of Imprivata, Inc. over the last few years, and the company's growth isn't looking to curb anytime soon. Based in Lexington, Massachusetts, Imprivata is an IT security company that helps organizations, primarily from the healthcare industry, manage user access and authentication. In 2016 they were acquired by a private equity firm, and in 2017 they acquired an additional company with plans to continue taking on new business in the coming years.

### Challenge - Too many steps in the workflow

With the constant developments, Imprivata needed to ensure that they were prepared to scale at the rate in which they were moving—starting with their accounting department. Kristin Pomar, Assistant Controller at Imprivata, explained how their AP process required too many steps and touched too many hands, and how getting invoice approvals was nearly impossible. “We used to send out emails to get an invoice approved. The invoice would inevitably get put on hold, maybe never to be seen again. We had to constantly follow up with everyone—no one would approve anything or even reply.” – Kristin Pomar, Assistant Controller at Imprivata

### Solution - Seamless integration with AvidXchange

After recognizing that their AP process needed a change to keep up with the rapid growth of the organization, Pomar began looking into AP automation. Pomar wanted to ensure that whatever solution they chose would integrate with their accounting system and streamline their processes and workflows.

AvidXchange integrates with over 150 accounting systems to help provide seamless transitions when automating. These integrations enhance the AP experience, allowing for automatic delivery of invoices, elimination of paper and manual tasks, additional methods for payment, and increased visibility into the invoice approval workflow. This increased visibility gives approvers a clear picture of where an invoice is in the approval process, removing the need to chase down approvers or follow up.

“We were really excited about the workflows because we would be able to route invoices to the appropriate approvers and then push those invoices straight from AvidXchange into our accounting system,” said Pomar. “From a reporting perspective, it was super important to have more insight into what exactly we had in terms of expenses.”

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*– Kristin Pomar, Assistant Controller*

## Results - Improved relationships with vendors

Fast forward to 10 months after implementation, and Pomar has already seen immediate results, not only in the AP process, but also with the vendor relationships and the job responsibilities within her team.

Prior to implementing AvidXchange, Imprivata paid their vendors via check every two weeks, give or take a few days, depending on whether everything got approved on time. Now, with AvidXchange, vendors have a choice in their payment method. They can select between Mastercard, AvidPay Direct (an enhanced direct deposit), or check.

"Our vendors are thrilled by this and have really taken advantage of the AvidPay Direct functionality because it turns their payment around to them faster, as opposed to them waiting on us to print the check and get it in the mail to arrive a few days later," says Pomar.

Apart from relationships with vendors, Pomar's accounting team has benefited in ways beyond just a smoother AP process. Pomar explains, "When we talked about rolling this process out, they were hesitant, nervous, and concerned about what this meant for them in the future. Were we eliminating their jobs? What was their role going to turn into? But now that we're 10 months in, they're realizing that that's not the case. They're just able to focus on things that they weren't able to focus on before: actually being a reviewer rather than the data processor, being that first line of defense on expenses that are coming through, and really owning that process instead of moving so fast just to get the bills in the system."

*"Do it. Talk to your team and get their buy-in; it will be well worth it."*

*–Kristin Pomar, Assistant Controller*

As Pomar's team continues to grow in their roles and responsibilities and Imprivata continues to grow as a business, the accounting team hasn't had to grow in numbers. Pomar has maintained her AP team of two since 2016.

"It's great—the solution allows us to scale without the need to add additional headcount, while the team can focus more on some of the strategical elements rather than being fully transactional." Pomar goes further, explaining that if you're considering automating your AP process, "Do it. Talk to your team and get their buy-in; it will be well worth it."

