



Company: Bottomline Technologies

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Established: 1989

Bottomline Technologies

Products and Services:

Bottomline Technologies provides collaborative payment and invoice automation solutions to corporations, financial institutions, and banks around the world. For organizations standardized on Microsoft Dynamics® AX and Microsoft Dynamics® NAV, the company offers a fully integrated solution suite that allows organizations to streamline document-intensive business processes within finance, supply chain, human resources, and other departments. By automating the composition, delivery, and storage of these transactional documents, such as invoices and purchase orders, as well as checks and electronic payments, Microsoft Dynamics® users can quickly and easily increase the efficiency and functionality of their document output while reducing costs.

Business Challenge:

Given the growing complexity and sophistication of today's business environment, one of the biggest challenges is remaining flexible enough, and nimble enough, to make sure our products and services continue to address the needs of end users. Within the Microsoft Dynamics market, for example, we've been able to align our document process automation solutions with the newest versions of Microsoft Dynamics AX, and more recently Microsoft Dynamics NAV, to ensure that our Partners can help their clients take advantage of all the latest improvements to transform the quality and value of their transactional documents.

We also pride ourselves in maintaining lasting, highly collaborative relationships with our Partners, ensuring that both parties can learn and grow together. Without question, this ongoing dialogue also helps to inform our product development efforts.

Q: *How does Bottomline Technologies differentiate itself from other ISVs?*

A: What separates Bottomline from other ISVs is experience. We've been at the forefront of helping companies accelerate their transition from paper to electronic financial and document processes for nearly 20 years, and we think that expertise has been a significant factor in the success we've achieved across a number of ERP markets, including Microsoft Dynamics.



Bottomline Technologies®

Q: *If you could describe Bottomline in one word, what would that be and why?*

A: If we had to pick only one word to describe Bottomline, it would be "value." Our business principles and corporate culture are focused on a commitment to delivering the highest

possible value to our customers, our Partners, our employees, and the communities in which we operate.

Q: *What motivates you to come to work every day?*

A: Without a doubt, it's our team. We have the privilege of working with a group of very talented people who take great pride in the work that they do and are committed to helping our Partners and customers achieve success.

Q: *What is your favorite quote?*

A: Our favorite quote is one of Bottomline's guiding principles: "work with and for each other."

Q: *What skills are most important when working at Bottomline?*

A: Our organization measures itself on the experience we provide to our customers and to our colleagues. That requires a very proactive, team-oriented way of working. Individuals who thrive in that type of environment and are committed to achieving the best possible results really excel in their roles here. Whether someone is interacting with a Partner or an end user, solving business problems requires collaboration, communication, and a commitment to success. We believe that skill set serves as a critical foundation for a career at Bottomline.

Q: *According to your Web site, Bottomline's payments and invoice automation solutions have been acknowledged by industry-leading publications. What drives you to achieve these honors?*

A: To be recognized by so many different industry organizations and publications is certainly an honor, but what motivates us most is the opportunity to deliver world-class solutions to Partners and customers, and to see the results these solutions can produce when applied to a customer's real-world, day-to-day business challenges.

Q: *Bottomline is very proactive with community involvement. How does this build your company culture?*

A: It ties back directly to our company motto, "work with and for each other." That expression extends beyond the four walls of our offices. We have a long-standing relationship with organizations like United Way and other community non-profit organizations, and being an active corporate citizen is very important to us.

Q: *What future opportunities do you foresee for Bottomline?*

A: Having established a solid reputation in other ERP markets, we believe we possess the expertise, solution functionality, and Partner network to achieve similar success in the Microsoft Dynamics market. Particularly in the current economic climate, as companies continue to look for ways to reduce back-office costs for paper printing, handling, and storage, and to increase the performance of their document processes at large, our solutions deliver a strong business case with an easy-to-measure return on investment. We have already seen many Microsoft Dynamics-based organizations that want to improve their document processes without the need for custom programming of the Microsoft application.

Q: *How has Bottomline evolved from when it was established in 1989 to today?*

A: Today, Bottomline is a global company with a diverse portfolio of products and services and more than \$131 million in annual revenues. At the same time though, we remain as committed to delivering customer value today as we did back in 1989. As our company continues to grow and our global capabilities further expand, that commitment will continue to be an important component of our success.

Q: *What advice would you give to other ISVs?*

A: The most important thing today is to make it a point to understand the needs and challenges of the end user. Once you have that knowledge, you can help the Partner community be more successful by presenting a solution that tackles their most pressing business requirements. 🌐