

Embryon dramatically improves financial operating efficiency with Single-Use Accounts from J.P. Morgan

Overview

The competition in the medical communications field is fierce. Embryon, an independently owned company, is not immune to the ever-increasing pressure to deliver enhanced, cost-effective solutions to its clients. In response to this ongoing challenge, Embryon has created proprietary platforms to streamline its products and services, most notably its Speakers Bureau offering.

These innovations resulted in sales levels that grew in excess of 75% in the 2004-2005 time frame. However, along with this success came yet another challenge. Embryon now needed to manage the Speakers Bureau credit card activity, a growing administrative and financial burden, with greater efficiency. They evaluated several solutions, ultimately selecting J.P. Morgan's Single-Use Accounts.

Challenge

Embryon has complete financial responsibility over the Speakers Bureau programs for the majority of its clients. This includes honorarium, expense reimbursement, travel, audio/visual equipment rental, food and beverage, and payment for the hotels and restaurants where Speakers Bureau events are held.

Prior to deploying Single-Use Accounts, Embryon program coordinators would review their monthly credit card statements, which contained charges for multiple meetings, and manually enter all costs into "EMMA", an internal Speakers Bureau database. This information would then be used to generate final client billings and meeting expense reports. The process was quickly becoming inefficient as Embryon began executing in excess of 70,000 programs annually.

"We needed a system that would eliminate our data-entry efforts, so we approached a number of large credit card providers," said Brian Clancey, Embryon's CFO. "Our partnership with J.P. Morgan not only achieved this objective, but provided what I consider to be a technical marvel in our industry: a unique credit card for each meeting expense!"



CLIENT

Embryon is a premier market development agency for the pharmaceutical and device industries, specializing in the dissemination of key product information. Embryon provides high-quality medical education to the world's top pharmaceutical companies.

ISSUE

Embryon offers an industry-leading Speakers Bureau service. Rapid growth in this area required that Embryon replace manual management of credit card charges with a process designed to expedite financial transactions.

RESOLUTION

Single-Use Accounts provide a unique credit card number to capture expenses for individual Speakers Bureau meetings. This eliminates the time-consuming process of manually applying individual credit card charges to multiple meetings.

BENEFITS

- Secure and seamless integration into existing payment processes
- Increased efficiency and productivity by automating reconciliation and eliminating the manual entry of hundreds of thousands of credit card charges
- Timely payment processing - a complete electronic process, from receipt of charges to client payment - compressed to under 14 business days
- Enhanced financial controls through established card limits and expiration dates
- More accurate financial reports

For more information, please contact your J.P. Morgan Treasury Services Representative or visit jpmorgan.com/commercialcard

Solution

J.P. Morgan developed Single-Use Accounts to meet Embryon's needs. Single-Use Accounts work by generating a new credit card number for each meeting expense (e.g., venue, travel, food and beverage) incurred by Embryon for a particular meeting.

When Embryon's program coordinators need to secure a venue, audiovisual equipment or other requirements for a meeting, they simply log onto EMMA, select the merchant and click on the "Request Credit Card" button.

After the program coordinator enters the required credit limit and expiration date, EMMA sends a secure credit card request to J.P. Morgan, which instantly returns a unique credit card number.

This credit card number is automatically loaded into EMMA, and the program coordinator is empowered to use the virtual card to procure the goods or services. On the day of the program, the merchant charges the card for its services, and the following business day the transaction arrives at Embryon through a daily feed from J.P. Morgan. EMMA instantly imports the transactions from the feed, thereby eliminating the need for manual entry of individual transactions.

When the Speakers Bureau meeting is finished and ready for financial reconciliation, EMMA interfaces with the J.P. Morgan system, and all open credit card numbers for the meeting are deactivated, minimizing opportunities for fraud.

Results

J.P. Morgan's Single-Use Accounts solution allowed Embryon to provide its clients with:

- Significantly reduced management fees by maximizing operating efficiencies
- Speedy, automated project reconciliation and billing
- Greater program control and accurate and timely reporting
- Additional savings from increased credit card rebates due to faster payments

"Single-Use Accounts have revolutionized our post-meeting reconciliation process.

We spend far fewer hours closing jobs, and we're able to invoice much more quickly."

—Brian Clancey
Chief Financial Officer
Embryon