

## CASE STUDY

## SuperMedia Cites Fast and Easy Implementation of Lockbox and Receivables Edge<sup>SM</sup> Solutions as True Service Differentiators

SuperMedia LLC is a leading U.S.-based advertising agency that provides advertising programs through its SuperYellowPages® print directories, Superpages.com® and SuperpagesDirect® direct mail. In 2009, it distributed approximately 121 million copies of its print directories to U.S. businesses and residences.<sup>1</sup>



### OVERVIEW

SuperMedia collects and processes thousands of paper and electronic payments daily through a single lockbox site in Dallas. When the company learned its lockbox provider's operations would be relocating to New York, SuperMedia wanted to avoid customer disruptions by finding another provider that could implement a new processing center in Texas in a short time frame.

### CHALLENGES

- **Small window to implement a new lockbox solution** – SuperMedia had 90 days to find a new lockbox provider and get the operation up and running.
- **Potential customer disruptions** – Without the same Dallas P.O. box, the company would need to initiate customer change communications, which would be disruptive and costly.
- **Lack of accounts receivable integration** – SuperMedia was looking to achieve greater analytical insight into its receivables process and a quicker way to resolve exception items.

### SOLUTION

J.P. Morgan, already providing SuperMedia with several deposit accounts, offered the company the same Dallas-based P.O. box and lockbox numbers along with a powerful industry-leading receivables management portal, Receivables Edge<sup>SM</sup>. This allowed the company to:

- Consolidate accounts receivable transaction data and images in a single repository
- Forecast cash and manage credit exposure
- Reduce exception item processing via J.P. Morgan's Wholesale Lockbox solution
- Access images and data online for up to 10 years
- Use Virtual Remit<sup>SM</sup>, J.P. Morgan's lockbox remote capture service, to image and deposit remittances received in its offices

### RESULTS

- **J.P. Morgan and SuperMedia partnered to implement the total solution in record time.** The new Dallas lockbox and Receivables Edge were up and running in 42 days.
- **An easy and timely transition to a J.P. Morgan Dallas lockbox** meant no customer disruptions or awareness that a change in providers had occurred. Volume was fully ramped on day one.
- **Employees saved several hours per week**, researching and resolving exception items by locating check images and data in seconds from a single online location.
- **Staff scanned and transmitted check images and remittance documents** with Virtual Remit.



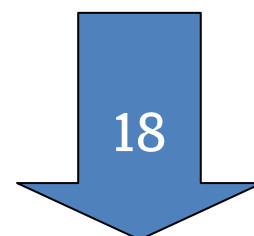
**"J.P. Morgan showed a real commitment and a sense of urgency, which made them easy to do business with."**

**"The implementation team knocked themselves out. They were excellent."**

**"Receivables Edge was very easy to use!"**

GENELLE SAMPLE  
Cash Manager, SuperMedia

**NUMBER OF DAYS J.P. MORGAN AND SUPERMEDIA SHAVED OFF THE PROJECTED IMPLEMENTATION TIMELINE**



For more information, please contact your J.P. Morgan Treasury Services representative or visit [jpmorgan.com/ts](http://jpmorgan.com/ts).

<sup>1</sup> Distribution refers to the total number of copies delivered for the prior period and market indicated. Directories were delivered to existing and new telephone subscribers, pay stations, and customers and others that ordered directories.