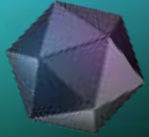


**Clear Finance Cloud**



# Stuck in a Loop of Inefficient Finance Processes?



We met multiple finance teams  
We heard them  
We wanted to help them!

They were acing their jobs despite multiple bottlenecks like missed deadlines, GST notices, payments to defaulting vendors, and so much more!  
What transpired, was the need for a solution that ensured the enterprises were not at a risk of -

🤖 Non-compliance 🤖 Inefficient supply chain 🤖 Unoptimised cash flows

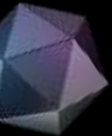


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## **Need of the hour - “ A Connected Finance Ecosystem”**

The imperative for finance transformation in businesses has never been more critical. As markets evolve and customer expectations rise, companies must adapt to stay competitive. This transformation is vital for optimising operations, streamlining processes, and ensuring financial agility. The emergence of a connected finance ecosystem offers a holistic solution.



**Break the data  
and process  
silos**

**Get rid of  
manual  
handovers and  
exchange of info**

**Establish a  
digitally  
transformed  
cross functional  
operating model**



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# Enjoy Peace of Mind

Clear Finance Cloud enables a connected finance ecosystem and puts all your critical processes on auto-pilot, giving you greater control, perfect outcomes, higher productivity, and huge savings.

## **synchronise smart processes -**

Continuum of interconnected processes to manage sales and purchase invoice lifecycles

## **🔒 De-risk non-compliance -**

Auto-manage direct/ indirect taxes eliminating risk due to convergence of tax & supply chain

## **📈 Improve finance value -**

Maximise savings on taxes and ITC claims. Adopt new practices to improve EBIT

# Brand Campaign

## What did we do?

A finance blockbuster video introducing Clear Finance Cloud. (1 Master film + 3 down edits on GST + TDS + MaxITC)

Campaign went live through all touchpoints

- Email campaigns to NAL
- SDR & Sales teams 1:1
- LinkedIn + YouTube
- Social Media
- Beyond Events

**TOTAL VIEWS**  
**7,30,780**



...ue Story Of A Finance Team

### Total Views

LinkedIn campaign	542,235
YouTube campaign	173,354
Social Media (FB+ LinkedIn+ Instagram)	15,191

### VTR

(Engagement/Reach) x100

LinkedIn	10.52%
Facebook	15.67%
Instagram	5.69%
CTR (YT)	4.9%

### Email Campaigns

Email Sent	357,468
Email opened	200,382
Open Rate %	60%
Click Rate %	22.8%
Influenced Contact	96,168

**clear** Clear  
64,148 followers  
1mo · 🌐

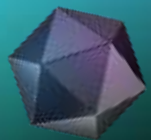
Can you relate to the last-minute chaos when asked for a GST report? Most times, CFO ends up calling for crucial GST reports near the deadline. Amid ever-changing GST regulations, teams often struggle to submit reports on time while also manually meeting GST compliance. Keep calm! Make the most with our advanced Clear Finance Cloud- Enjoy access to over 25+ smart, insightful multi-PAN level GST reports and do much more with a click of a button!

Watch this short film inspired by real-life events that happen in finance teams, pretty much every month: <https://clr.tax/gYhta>

#ClearFinanceCloud #ConnectedFinanceEcosystem #FinanceTransformed #CFO

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The look when the CFO asks for 5 new kinds of GST reports!



**Thank you**

