



CUSTOMER CASE STUDY

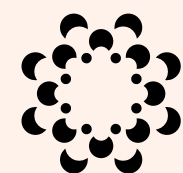
Getfluence x N2F

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N2F is user-friendly, even for beginners, with a great ergonomic design. It's very simple and employees find it easy to navigate.



Fabien Ricq, CFO at Getfluence



Getfluence



N2F

Introduction

Getfluence, the first global marketplace dedicated to sponsored content campaigns, was founded in France in 2018. Today, the company has offices in Toulouse, Madrid, and Paris, with media partnerships in many countries.

Recognized in the field of digital marketing, the platform offers access to an extensive media catalog, enabling users to support their search engine optimization (SEO) and generative engine optimization (GEO) projects, both for the French and international markets.

In 2022, the company was growing rapidly. It therefore decided to restructure and centralize its finance processes, including expense reports, and chose N2F to help.

Fabien Ricq, CFO at Getfluence, shares his feedback on N2F from his perspective as director and administrator.

"I oversee the finance, accounting, and HR departments, and I also work with an outsourced accountant. I am the primary user responsible for verifying, reviewing, authorizing the reimbursement of, and posting expense reports."



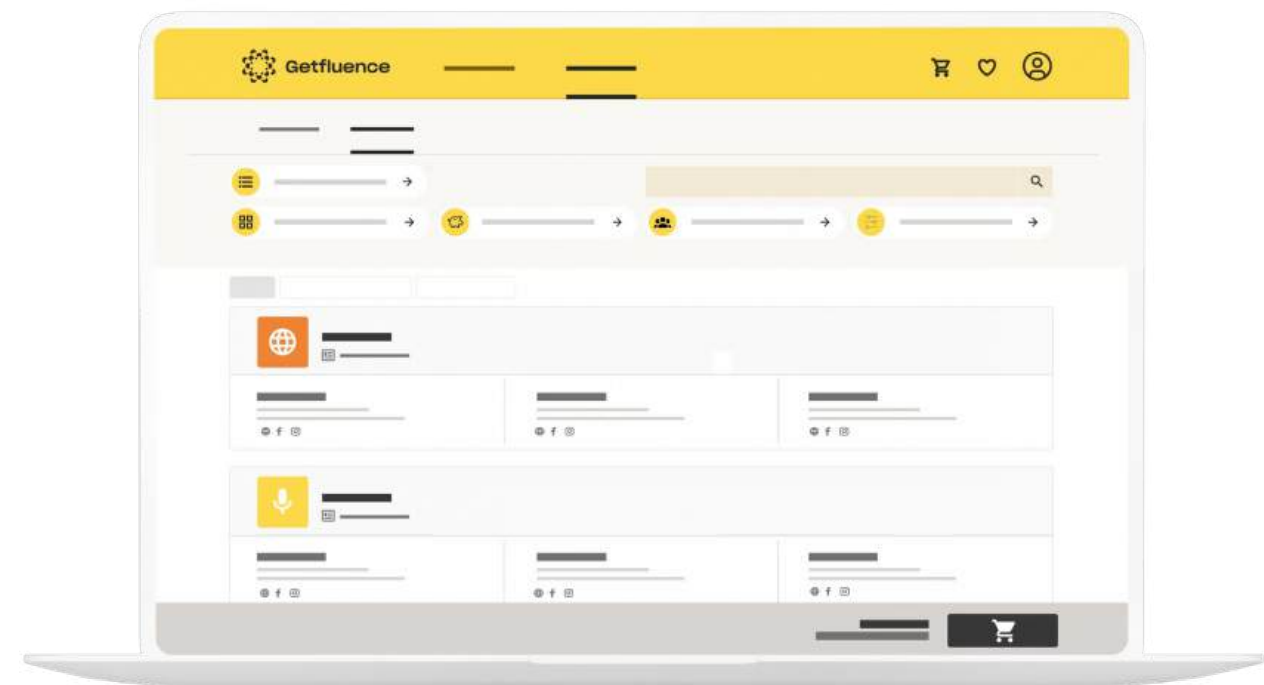
KEY FIGURES

- ✓ 2018: Getfluence founded in France
- ✓ 2018: expansion into the Spanish market
- ✓ 2019: expansion into the Italian market
- ✓ 25 N2F users
- ✓ 3 sites

Before N2F

Historically, expense reports were managed in Excel, which worked well for the developing company structure.

However, the Getfluence workforce grew rapidly, particularly the sales team as new subsidiaries were opened. When the company reached about 50 employees, the finance department decided to restructure and standardize its processes, notably by using expense report software



Why did you choose N2F?

When Fabien Ricq arrived at Getfluence in 2024, N2F was already in place:

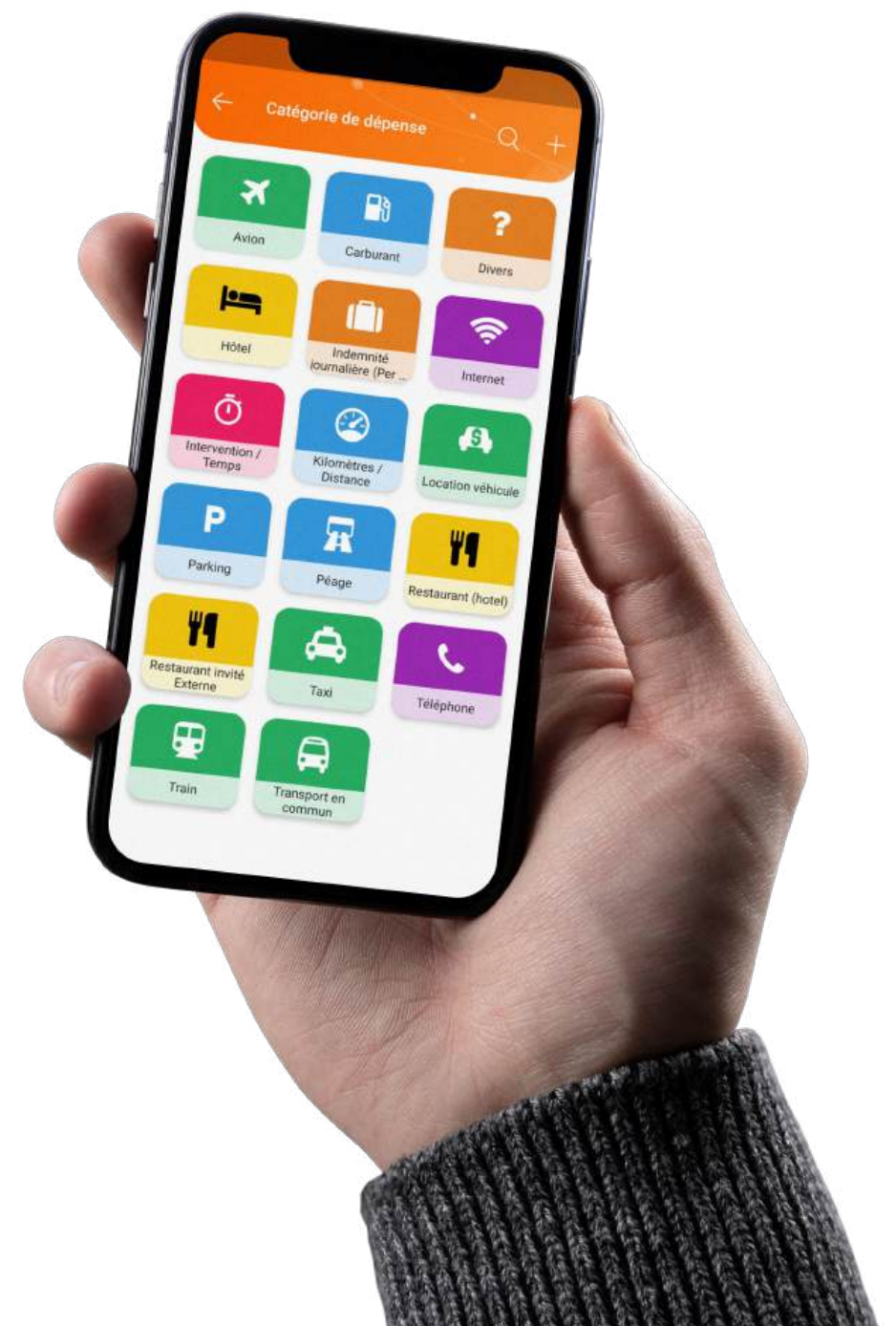
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In my previous roles, we went through a travel agency, so I'd never had the chance to use expense report software. When I joined Getfluence, my predecessor spent a few minutes explaining how N2F worked, and it was very clear. The platform is very easy to use, even for beginners like me.”



Fabien Ricq, CFO at Getfluence

For Fabien Ricq, in addition to its ease of implementation, analytics are one of the tool's major strengths: “In N2F, I found the level of detail I needed for my reports, allowing me to perform fine-tuned analyses,” for example, by type of trip (plane, car, or lunch).



Expense report management with N2F



Analytical management and accounting entry

"N2F allows me to drill down to a fine level of detail, which is important to me at the moment. I found it very easy to use, although I had never worked with this type of tool before. It's very convenient for breaking down data into analytical axes.

"I use a commercial solution for my accounting, so I simply import the data to reintegrate the accounting entries. We have also brought our employees up to speed on this. My analytical codes are already allocated and the data flows automatically into my accounting system, so I hardly have to do anything."

Analytical management and accounting entry

"Another feature I really appreciate is that if you have an expense policy with thresholds, you can configure everything and adjust it easily on the platform. Once a limit is in place, it provides a safeguard that prevents any confusion, discrepancies, or irregularities in expense report management."

Processing speed

"Processing expense reports takes me 30 to 45 minutes at most each month, including verification, approval, data extraction, importing the data into the accounting system, and actioning reimbursements. N2F extracts an XML file and I upload it to my bank. That's great because I don't have time to make individual bank transfers, with bank account details and so on. The bank account details are already entered. If there are any changes, I just update them on N2F and I know everything will be done automatically."

New features

"I'm currently satisfied with my use of N2F, but the new features will certainly help me move forward and improve our processes."

Managing expense reports with N2F

"The main contributor is the CEO, who travels a lot. Although, the sales reps also host client lunches and dinners, which need expense reports."

Adding a new user

"When a new recruit arrives, we have a finance onboarding phase. I set up their N2F account and spend about ten minutes explaining the key features of the platform: how to upload supporting documents, the cost allocations they need to enter, any comments if necessary, and the allocations by department."

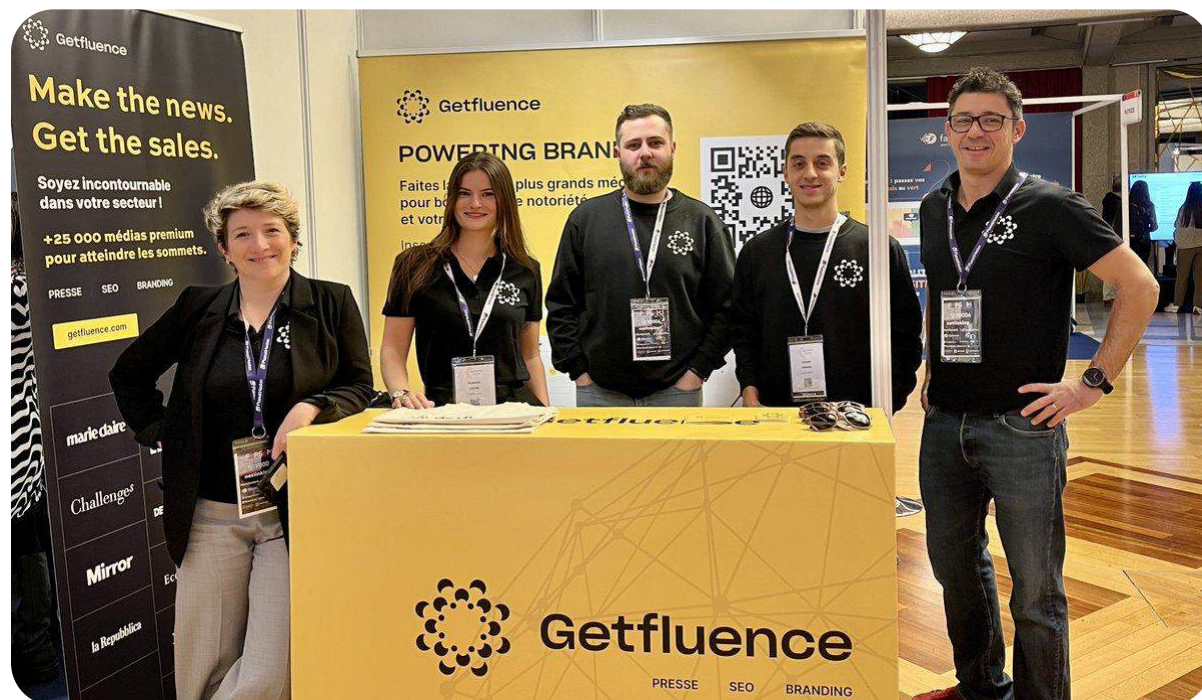
Ease of use

"We've welcomed five or six new colleagues since I started. We do the onboarding, and **I've never had any extra questions**, apart from about mileage allowances, so adding cars and so on. People are **autonomous** and there are no operational issues when managing and using the platform."

Favorite feature

"I'm currently thinking about how our **analytics** will evolve."

"I'd like to expand our use of N2F by setting up allocations by department so that we can generate **departmental budgets**."



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*“Everyone is comfortable using N2F,
people are autonomous.”*



Fabien Ricq, CFO at Getfluence



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