



Greensill

# SPOTLIGHT ON SUPPLIERS

# Greensill founder and CEO Lex Greensill understands the difference a steady stream of reliable working capital can make to a small business.

“When I was growing up on my Mum and Dad’s farm in Bundaberg we knew only too well what it was like waiting for big retailers and wholesalers to pay for the sugar we had grown. It was hard. My brothers and I sold melons and other cash crops by the side of the road to help ends meet. That’s what you do on a family farm, or in any small business. You all pull together to make it work.

“It is on this principle, and on this experience, that we created Greensill and developed the technology that will ensure all small businesses wherever they are and whatever they do get paid what they are owed when they are owed it.

“The success of those small businesses we help in Australia and all over the world is the greatest testament of just how important access to reliable working capital can be.”



# Imperium Engineering

Access to 10-day payment terms “saves our cashflow and our sanity,” says Aaron Drew, co-founder of Imperium Engineering.

The West Australian electrical and instrumentation consulting firm has been using supply chain finance provided by Greensill to bridge its wages bill and accelerate its growth.

“It is common in industry for the big companies to pay invoice end of month plus 60 days, sometimes 90,” Aaron Drew says.

“If we can get one or two major clients on 10-day terms at a cost of 1 per cent, that can make a huge difference to our cash flow.”

Working for clients ranging from local to international business and big to small, Imperium’s wages bill can spike sharply.

“We are a small business starting out with the potential for some very large wages bills, as a services consultant.

“Our wages are our biggest cost, carrying six fortnights is a big deal for us. For the sake of sanity having at least half that paid in 10 days.... yes, please.”

If Imperium wins any one of the four major contracts for which it has tendered, it would more than double the number of staff on its books in a matter of weeks.

Imperium started using supply chain finance after winning several contracts with Tier 1 construction companies, rather than the standard 65-day terms on offer and quickly decided early payment was its preferred means.

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**Aaron Drew, co-founder,  
Imperium Engineering**





“We don’t have those start-up pressures anymore, but even so we prefer to have our money come to us earlier,” Aaron Drew says.

“In short, having the facility for invoices to be remitted within 10 days saves our cashflow and sanity.

“If we could get all our clients on this then we would. In fact, we have actively requested this of Greensill.”

SCF gives Imperium an injection of cash at a cost of 1 per cent of the invoice, which compares very favourably with other financing options the firm would have to use to meet wages and other bills.

The 10-day terms also increase the flexibility to meet bills that run on shorter payment cycles, such as wages.

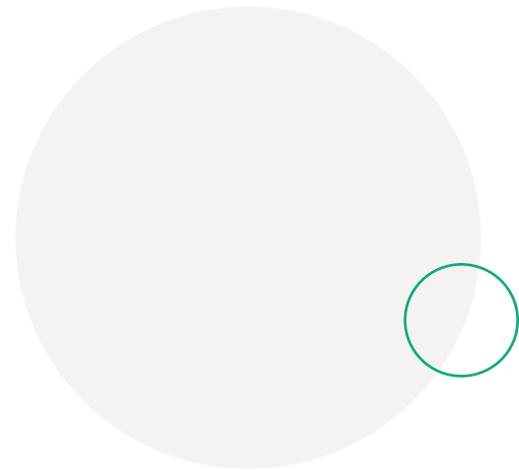
“I’d recommend to other small business owners for sure, it just helps keep things going,” Drew says.

Since it was founded in October 2018, Imperium has grown almost 50 per cent more than Aaron Drew and co-founder Greg Rossiter projected in 2019. Its contract wins have ranged from tens of thousands of dollars upwards and from “offshore oil and gas projects to underground mining and everything in between.”

Supply chain finance proved vital at a time when other financiers weren’t interested in providing overdrafts and other products. But Drew says it remains the company’s preferred payment method and that they hope to keep more conventional financing such as overdrafts only as a reserve.

“Right now, we have hundreds of thousands of dollars tied up in invoices and a bank balance under pressure with wages coming up, and that ever present tax man... you do the math.

“Having our invoices paid early sure helps and as an innovative company we are able to pursue our R&D more aggressively.”





# Construction Claims Consultants

Consistency goes a long way.

For Tony Hilton and the team at Sydney's Construction Claims Consultants, working with Greensill eliminates the uncertainty surrounding the payment of invoices.

Since it turned to Greensill for Supply Chain Finance in November of 2017, consistency in payment has been a key in helping CCC to grow, says Hilton, the company's director. Hilton said Greensill allows Construction Claims Consultants to offer payment terms that outperform competitors, which in turn enables him to win over subcontractors.

"I can always pay my quarterly Business Activity Statement (BAS) on time," says Hilton, "because the stream of revenue coming into the business is more consistent and predictable."

Beyond better payment terms, Greensill has also enabled CCC to foster a better relationship with his contractor's accounts team. Hilton said that if there are any issues, he can get them immediately and conveniently sorted out with a simple phone call.

"The ease of dealing with the Greensill system has been a big benefit to my business and it has helped me to grow and expand — not just subcontractors, but pay-as-you-go staff as well."



"The ease of dealing with the Greensill system has been a big benefit to my business"

**Tony Hilton, director,  
Construction Claims  
Consultants**



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# One Call Furniture

One Call Furniture has a simple business model — make just one phone call, and get the stylish and affordable furniture you need.

However, what isn't so simple is getting paid promptly from clients, so the company turned to Greensill in August of 2017.

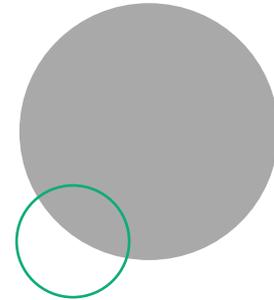
"Greensill pays us weekly on behalf of our largest customer for goods supplied the previous week," says Howard Cohen, Director at One Call Furniture. "Had we not sought help from Greensill, we would have had to limit growth in business with our largest account — possibly even having to reduce it."

Working with Greensill has given One Call Furniture easier access to larger amounts of cash, enabling it to take advantage of supplier settlement discounts, and to make spot market purchases of raw materials. It has also significantly reduced the money it must borrow from the balance sheet, helping to strengthen its financial rating.

Simply put, Greensill allows One Call Furniture to get paid sooner, more efficiently, and for less.

Using the power of a global network, the speed of cutting-edge technology, and the insight of our people, Greensill delivers ultra-low-cost capital so companies like One Call Furniture can put it to work.

"Working with Greensill is easy and simple, and has been a huge benefit to One Call," Cohen said. "We wouldn't be where we are today without them."



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**Howard Cohen, director,  
One Call Furniture**



# Dallas Digital Signs & Graphics

On any construction project, putting a sign on the door is one of the last jobs to be done.

That means Gulnara Balic and her employees at Texas-based Dallas Digital Signs & Graphics are among the last to be paid.

It's also why she has turned to Greensill.

Before working with Greensill, a leading provider of working capital finance globally, Dallas Digital would do its work, bill for it, and wait anywhere from 30 to 60 days to be paid. But with Greensill and its Early Pay Program, Balic, who is the owner of Dallas Digital, is reimbursed for her company's work in just a few days — meaning her employees get paid promptly.

"It helps us with our cashflow tremendously," Balic says of working with Greensill. "It used to be we would do our work and wait. Now we get paid in a few days. It's a big difference."

In fact, Balic said she prefers to work with jobs that participate in Greensill's Early Pay Program. Doing so helps her pay her downstream suppliers, helps her pay for materials, and gives her cash flow certainty.

It's particularly beneficial when Dallas Digital is left waiting for work they know is coming — eventually.

Balic gives the example of a project that originally had an estimated completion date of February. Then it was pushed back to Thanksgiving. Then again, to the following February. Dallas Digital was left waiting for its leg of the project to begin, while other subcontractors who worked on the assignment had already completed their portion of it.

"We have to wait," Balic says. "We wait a long time."

With Greensill, a good chunk of waiting is removed from the equation. And Dallas Digital's business is healthier for it, with happy employees who are paid promptly.

"It's always about payroll," Balic says. "You can always ask for credit from suppliers, but you can't ask for credit from your employees. Having money available almost immediately is a huge benefit to the people of the construction business."

"Having money available almost immediately is a huge benefit to the people of the construction business."

Gulnara Balic, owner, Dallas Digital Signs & Graphics



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What would your business  
do with unlimited access  
to working capital?

Imagine the possibilities  
with Greensill.

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