

From EDITOR'S DESK

We welcome you to our first edition of the **YojNews** Newsletter! Through YojNews, a periodic publication from Yojna, we hope to communicate the latest developments related to our products, customers, business partners and the organization that may be of interest to you.

Through the YojNews Newsletter we plan to spotlight a different software solution in each upcoming YojNews publication over the coming months and we hope that you will reach out to us to find out more if the topic is of interest to you.

We know that your time is valuable, and we want the time that you invest in reviewing our publications to be time well spent. We welcome your feedback and suggestions to help us improve the YojNews Newsletter. In addition, please feel free to share the publication with your colleagues and associates who may also have an interest in learning more about how Yojna's ACCORD® Solutions can be deployed to address their specific strategic objectives.

We hope that you will look forward to receiving our YojNews Newsletters for the latest updates from Yojna. Please contact us for more information if you are interested in learning more about how our Software Solutions could be implemented for you to address your specific requirements.

News Updates from Yojna

- ✓ Yojna has announced a successful launch of **ACCORD® Card Campaign Plus** Campaign Management software for managing Supplier Enablement campaigns for virtual card customers. This hosted solution is being used by a major US bank for managing Supplier Enablement campaigns for more than a year. Refer to page 2 of this newsletter for more information.
- ✓ Yojna is proud to announce that it is now offering its Software Solutions with comprehensive and optional Hosting and Hosting Management Services. Please contact your Account Manager to find out more about these new optional platform services.
- ✓ Yojna has announced the availability of the 8.5 release of the ACCORD® ImageView Standard Viewer. This Viewer has been qualified to run on the latest set of supported Windows Operating Systems using the latest set of software pre-requisites. Please contact your Account Manager to schedule your Bank's Viewer upgrade.



Archived copies of YojNews newsletter will be available on the Yojna website at www.yojna.com/news.

ACCORD[®] Card Campaign Plus Software Solution from Yojna

The growth of virtual card is primarily driven by displacing the use of paper checks in the B2B payments space. The greatest opportunity for growth in commercial card will continue to be with virtual cards as companies look to digitize payments and improve working capital effectiveness. Gaining key supplier acceptance of virtual card accounts is critical to continued growth and will require efforts by commercial card issuers to expand supplier enablement capabilities on a number of fronts, from traditional approaches (analysis and targeting of suppliers, conducting supplier enablement [outreach] campaigns, enrollment and realization) to new technology and business models.



The following are just some of the support capabilities available either as features or options of the **ACCORD[®] Card Campaign Plus** Software Solution from Yojna:

- ✓ Setup and Schedule a Supplier Enablement Campaign
- ✓ Import the Supplier File for the Campaign
- ✓ Implement supporting Supplier targeted Letter Management
- ✓ Implement Outreach (in-house or out-sourced)
- ✓ Monitor Outreach Progress and Resources
- ✓ End Campaign
- ✓ Assess Campaign Results
- ✓ Export Campaign Results for Customers
- ✓ Import Campaign Results from Third Parties
- ✓ Evaluate Campaign Success using Analysis/Reporting
- ✓ Maintain Global Supplier Database

Depending on the requirements of the commercial card issuer, key stakeholders including the Supplier Enablement Team Management, Subject Matter Experts, Strategic Account Managers as well as Outbound Telemarketing Specialists can benefit from use of the platform.

[> Learn more about ACCORD[®] Card Campaign Plus](#)

ACCORD[®] Card Campaign Plus Software Solution

ACCORD[®] Card Campaign Plus provides a platform for automating workflow processes between financial institutions, commercial card clients and their suppliers to drive incremental commercial card acceptance, spend and revenue.

Contact a Solution Specialist to schedule a demonstration of the **ACCORD[®] Card Campaign Plus** Software Solution to learn more about this new and innovative solution offering.

[CONTACT US](#)