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MARKET STUDY

1 Year of e-Invoicing in Romania

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01 INTRODUCTION





Bogdan Nafornta
CEO & Co-Founder Profluo

Dear reader,

Europe is moving toward a unified e-invoicing framework in its effort to close the well-known VAT Gap. A major milestone in this direction is the "VAT in the Digital Age" (ViDA) package, adopted on 11 March 2025. The package outlines a phased rollout through to January 2035, introducing digital reporting obligations, simplified EU-wide VAT registration, and mandatory e-invoicing across all Member States.

Some countries, like Italy and Romania, have already secured approval from the European Commission to fast-track their mandatory e-invoicing transitions. Italy has seen remarkable results: VAT collection improved by EUR 11.5 billion between 2015 and 2019, the VAT Gap shrank from **24.3%** to **18.1%**, and the number of fraudulent invoices dropped by **30%**.

In contrast, Romania's results are still pending, and the shift has exposed various technical and operational challenges - especially for businesses with lower levels of digital readiness.

This study examines the impact of e-invoicing implementation on Romanian businesses, drawing insights from more than 150 professionals - mainly CFOs and Finance Managers - across a range of industries. From this data, we've distilled 10 key insights and formulated actionable recommendations.

I hope these findings will not only support Romanian stakeholders in navigating the evolving fiscal landscape but also contribute to better governance and implementation of e-invoicing initiatives in other jurisdictions. As digital compliance becomes a cornerstone of modern public administration, sharing this kind of insights is essential to building more transparent, efficient, and future-ready systems - both locally and internationally.

Wishing you inspiration and impactful results in 2025 and beyond!

02

COMPANY AND RESPONDENT PROFILE



2.1 Industry sectors

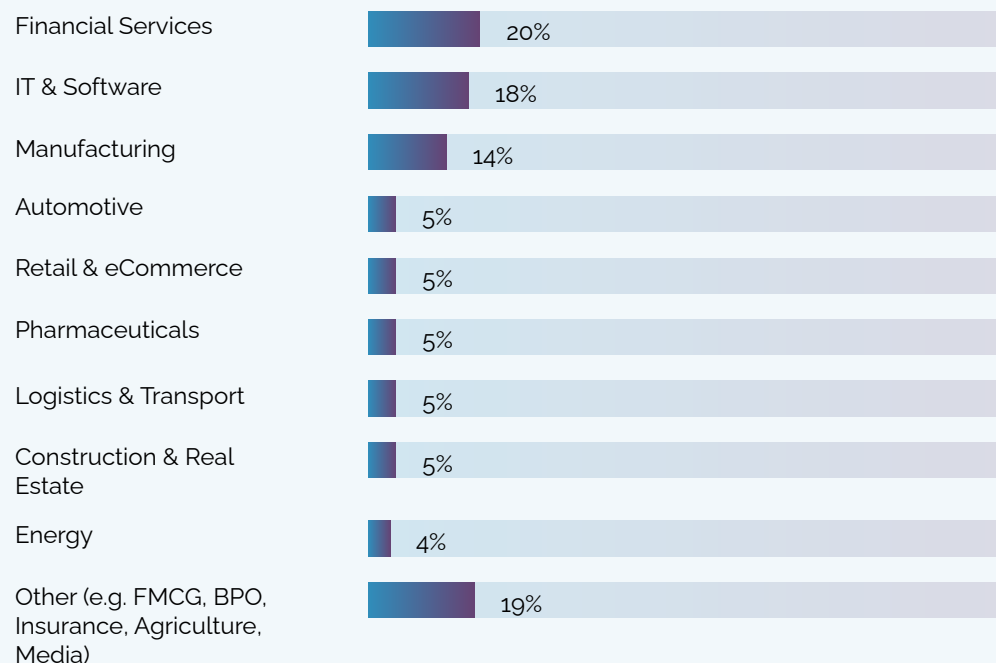
The study reflects a diverse range of industries, emphasizing the widespread impact of e-invoicing across various business environments:

- Financial Services (**20%**), IT & Software (**18%**) and Manufacturing (**14%**) lead the adoption, given their high digitalization levels and regulatory compliance needs.
- Retail, Automotive, Pharma, Logistics or Real Estate (**5%**) also show strong adoption, emphasizing the necessity for supply chain efficiency.
- Other industries (**19%**) demonstrate varied digital maturity levels, affecting their transition to e-invoicing.

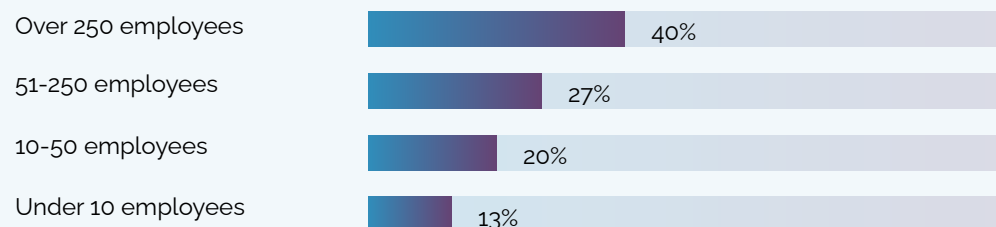
2.2 Company size

We focused our study on large companies - enterprises with 250+ employees - as their scale, structured processes, and compliance demands make e-invoicing integration not just beneficial, but essential.

Industry distribution



Company size distribution



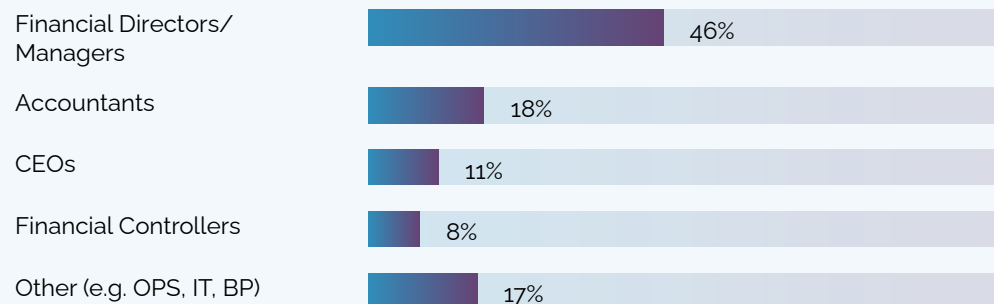
2.3 Respondents' roles & involvement

Most respondents (**46%**) hold senior financial roles, such as Financial Directors or Managers, indicating a strong financial perspective within the audience.

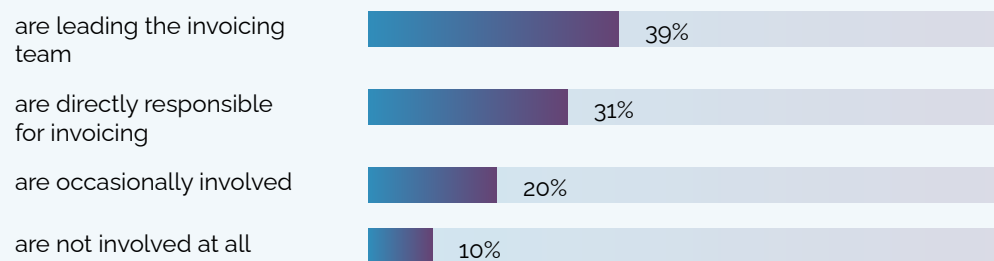
When combined with Accountants (**18%**) and Financial Controllers (**8%**), over **70%** of respondents are directly involved in e-invoicing processes, from implementation to compliance.

Additionally, the presence of CEOs (**11%**) and professionals in strategic or operational roles (**17%**) suggests that e-invoicing is not only a financial concern, but also a topic of interest at the executive level, tied to broader digital transformation initiatives.

Respondents' professional roles



Level of involvement in e-Invoicing processes



2.4 Monthly invoice processing volume

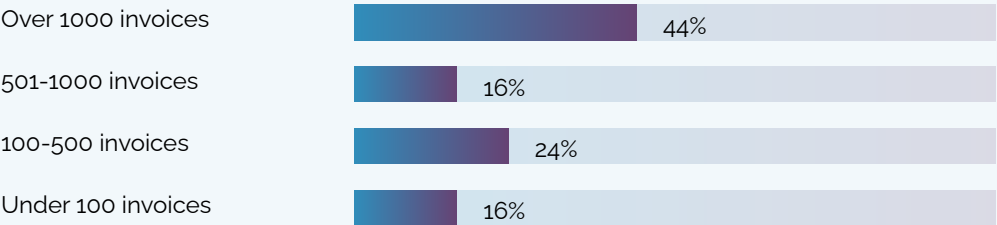
The volume of invoices processed is also a key factor influencing e-invoicing adoption, integration complexity, and automation requirements.

Companies with higher invoice volumes are more likely to invest in advanced automation tools, while businesses with lower volumes tend to rely on manual or semi-automated invoicing methods.

Larger enterprises processing over 1000 invoices per month require robust e-invoicing solutions and ERP integration to manage compliance and efficiency.

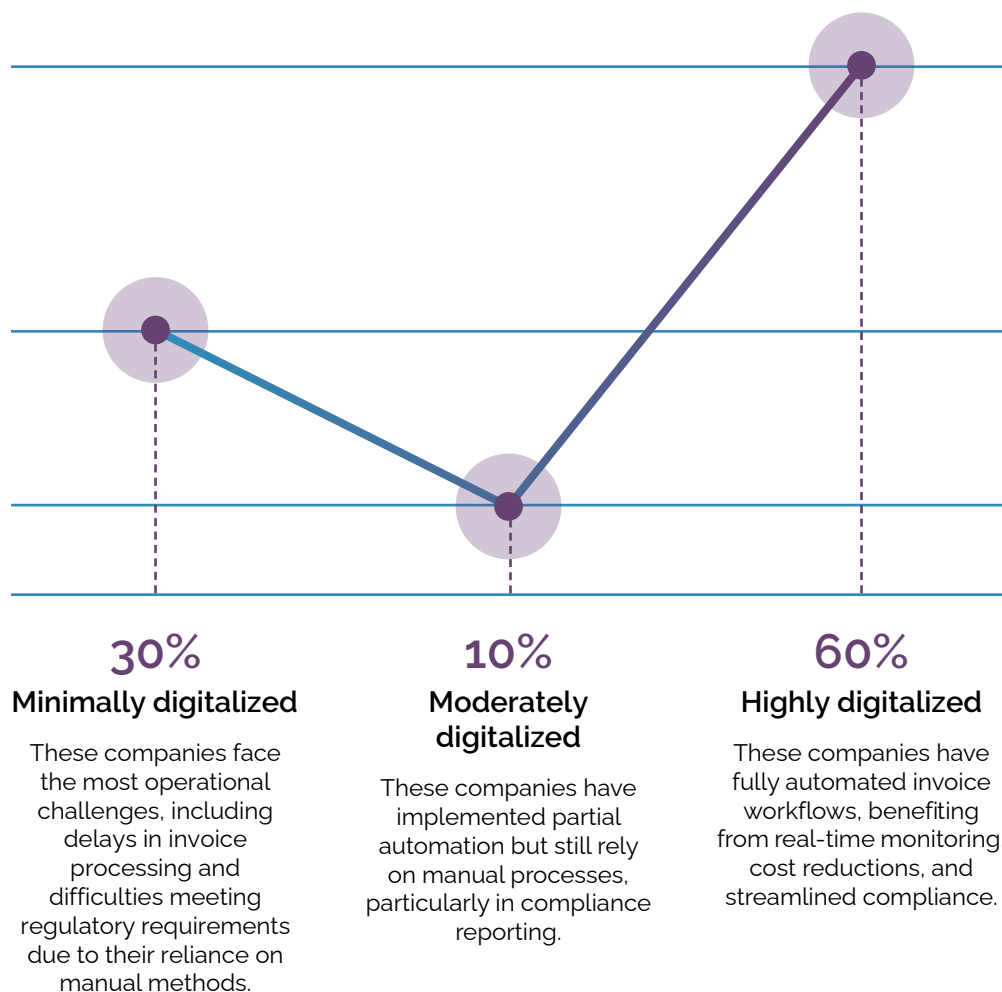
Meanwhile, smaller firms handling fewer than 500 invoices per month often use basic accounting software or manual processes, making automation adoption less urgent but still beneficial for reducing errors and ensuring compliance.

Invoice processing volume distribution / month



2.5 Digitalization level

A direct correlation exists between digitalization maturity, invoice processing efficiency, and compliance with e-invoicing regulations. The study categorizes companies based on their degree of digitalization:



Companies with strong digital foundations, particularly those using advanced ERP systems, are better positioned to adapt to regulatory changes and leverage automation tools for improved efficiency. Conversely, businesses with lower digital adoption experience higher operational costs, longer invoice processing times, and greater compliance challenges, making the transition to e-invoicing a more complex process.

03

FIRST IMPRESSIONS AND IMPLEMENTATION EXPERIENCE



3.1 Initial impressions of the e-Invoicing initiative

The introduction of e-invoicing in Romania generated mixed reactions among businesses, with perceptions influenced by digital maturity, regulatory awareness, and implementation complexity:

viewed it as a **necessary modernization** and a key driver of digital transformation



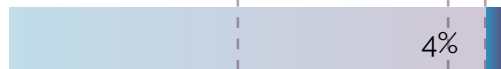
considered it useful but faced **significant implementation challenges**



saw no real benefit in the initiative



found the initiative **overly complex and difficult to understand**



Key Insight: Strong support for e-Invoicing, weakened by lack of public sector clarity

An overwhelming **88%** of respondents consider the e-invoicing (e-Factura) initiative both useful and necessary, despite acknowledging its implementation challenges. This positive perception was consistent across all industries and company sizes, highlighting the private sector's readiness to embrace public digitalization efforts.

However, skepticism remains high regarding the Tax Authority's stated goals, particularly the claims that e-Factura will reduce Romania's VAT gap (currently the largest in the EU) and simplify VAT reporting.

A key shortcoming was the lack of a clear and credible plan from the Tax Authority. The initiative lacked well-defined objectives, implementation measures, and progress milestones - a missed opportunity that continues to undermine trust and effectiveness.

Key Recommendation

Given the scale of transformation that e-invoicing entails, public institutions leading such initiatives should be held to high standards of governance and communication.

Key expectations include:

- ☑ **Clarity:** Clearly define project goals, scope, and timelines well in advance
- ☑ **Technical preparedness:** Allow sufficient time for technical testing and engage stakeholders early
- ☑ **Transparency:** Regularly report on progress and measure outcomes against stated objectives

3.2 Ease of implementation

The level of difficulty in implementing the e-Invoicing initiative varied across organizations:

found the transition **manageable, though challenging**

55%

reported an **easy and well-managed** integration process

21%

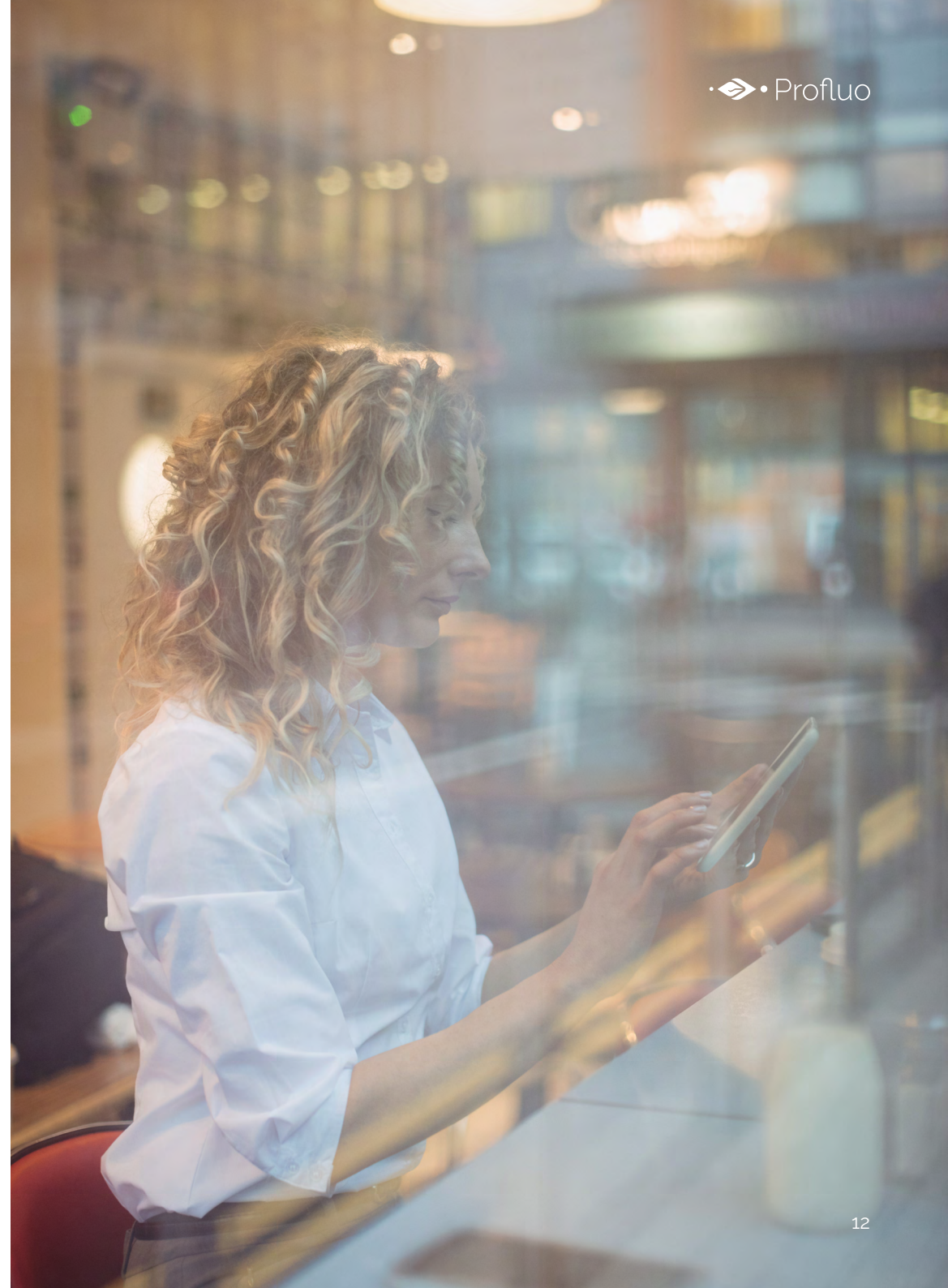
experienced **difficulties and delays** in implementation

18%

faced **severe obstacles**, indicating significant technical or regulatory barriers

6%

These findings highlight disparities in readiness and digital capabilities, with larger, more digitalized businesses experiencing smoother transitions, while SMEs with limited IT resources encountered greater difficulties.



04

IMPACT AND CHANGES



4.1 Observed changes in financial processes

Following the adoption of e-invoicing in 2024, businesses in Romania reported both benefits and challenges:

<div>Error reduction</div> <div>42%</div> <div>Many companies saw improved accuracy in invoicing</div>	<div>Increased technical complexity</div> <div>35%</div> <div>Compliance and integration challenges intensified</div>	<div>Higher compliance costs</div> <div>32%</div> <div>Additional expenses were incurred for implementation and adaptation</div>
<div>More complex supplier invoice processing</div> <div>27%</div> <div>Businesses found that supplier invoices required greater oversight</div>	<div>Increased efficiency</div> <div>25%</div> <div>Some companies benefited from faster processing times</div>	<div>Greater complexity in commercial processes</div> <div>21%</div> <div>Receiving and validating invoices became more challenging</div>
<div>More frequent misunderstandings with business partners</div> <div>20%</div> <div>Communication gaps emerged due to new compliance rules</div>	<div>More time spent understanding regulations</div> <div>20%</div> <div>Regulatory frameworks demanded increased attention</div>	<div>More complex internal approval workflows</div> <div>18%</div> <div>Organizations had to adapt approval workflows</div>

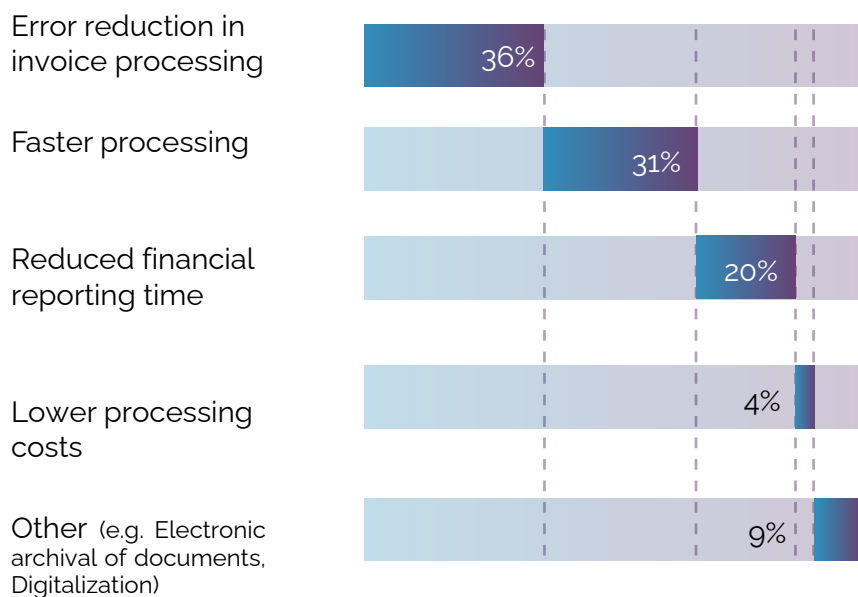
**Please note that totals add up to more than 100% as respondents could select more than 1 answer.*



While error reduction and efficiency gains were notable advantages of e-invoicing, companies also reported significant challenges, including increased technical and compliance burdens, more complex workflows, and a need for greater interdepartmental and partner coordination.

4.2 Biggest advantages of e-Invoicing

Survey respondents highlighted the primary benefits of e-Invoicing:



Key Insight: ROI comes from speed and accuracy, not cost cuttings

The biggest benefits of transitioning to e-invoicing are a reduction in errors (**36%**), faster processing times (**31%**), and less time spent on processing and reporting (**20%**).

Interestingly, processing costs were perceived as a minor concern (**4%**), likely because they are considered sunk costs that often go unmeasured.

Industries that place a premium on volume, speed, and accuracy - such as Transportation, Manufacturing, Financial Services, and IT & Software - are the ones that gain the most from these advantages.

Key Recommendation

To maximize ROI, your e-invoicing solution should prioritize accuracy and speed. The financial return is tightly linked to reducing error rates and streamlining processing.



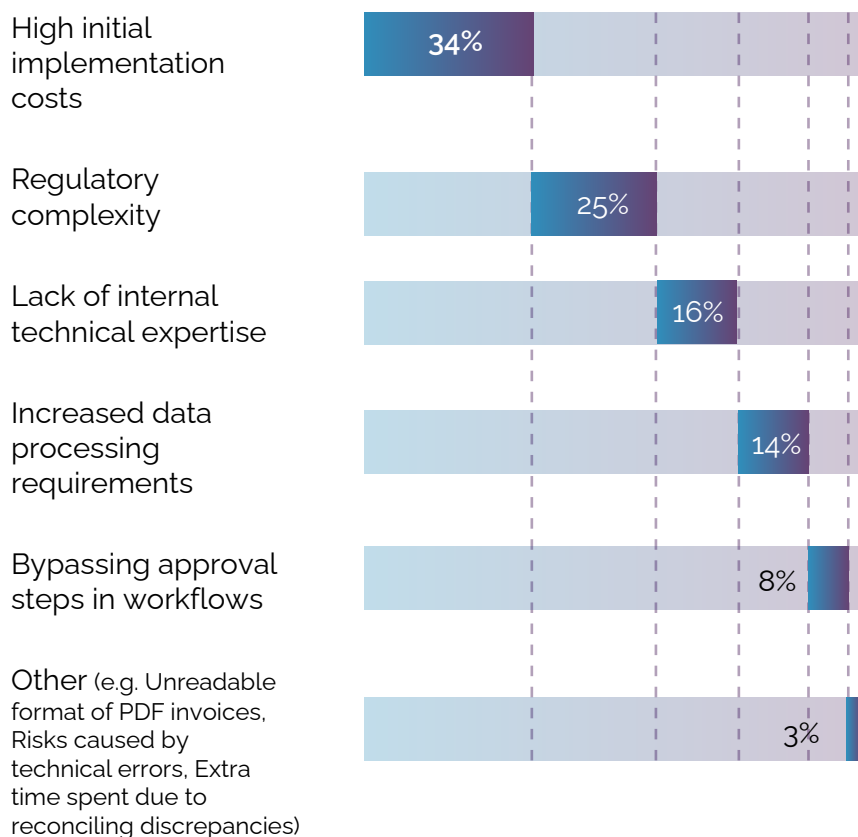
See how Profluo delivers:

- Accuracy rates of **95% to 98%**
- AI-powered correction of data directly in XML
- High-speed processing capabilities

[Book a demo](#)

4.3 Biggest disadvantages of e-Invoicing

Despite its benefits, e-Invoicing also posed challenges:



Key Insight: Costs, complexity, and lack of expertise top the pain list

It's no surprise that the biggest downside (**34%**) of the e-invoicing transition was related to implementation costs, especially given that processing costs were not seen as an issue before that.

The second major challenge (**25%**) was the complexity of the new regulations. The new invoice format (UBL 2.1) was far more detailed, and the application of the custom operational rules (CIUS) was often unclear - frequently changing with little advance notice.

Another significant hurdle (**16%**) was the lack of technical expertise. The official launch came with little warning, leaving solution providers without enough time to build deep, widespread knowledge. This led to disruptions both in the public portal and in private implementations.

Key Recommendation

As other European governments prepare to roll out e-invoicing for B2B and B2C, it's crucial to allow adequate time for awareness, system adaptation, and integration testing.

The Romanian experience showed the pitfalls of a rushed implementation and offers valuable lessons in planning and coordination.

See how Profluo can help

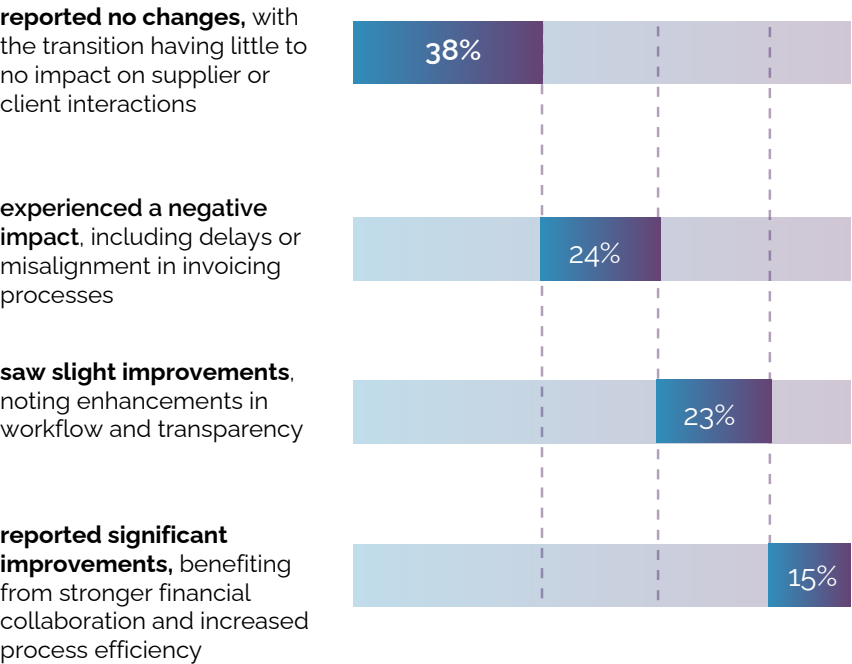


Profluo brings deep expertise in deploying full e-invoicing environments, including end-to-end integration and reporting - ensuring your transition is smooth, compliant, and efficient.

[Book a demo](#)

4.4 Relationship impact with suppliers & clients

The transition to e-Invoicing had mixed effects on business relationships:



Overall, while most companies did not experience drastic shifts in relationships, a quarter of businesses faced challenges in adapting supplier and client interactions to the new invoicing system.



05

CHALLENGES AND IMPROVEMENTS IN E-INVOICING



5.1 Challenges encountered

Despite its benefits, e-Invoicing implementation presents notable hurdles for businesses, particularly those with limited digital infrastructure:

55%

Technical issues
& public portal
availability

50%

Integration
challenges

35%

Constant software
updates

35%

Understanding
legal and technical
requirements

22%

Internal resistance to
change

3%

Other (e.g. High
complexity for SMEs,
Manual invoice
downloading, Character
limits hinder detailed
invoice issuance)

**Please note that totals add up to more than 100% as respondents could select more than 1 answer.*

Key Insight: Integration gets harder as companies get bigger

When asked whether technical integration was a challenge, **50%** of respondents said yes. Interestingly, the level of difficulty increased with company size - the larger the companies, the greater the technical complexity, mostly due to their complex, rigid data models and workflows.

Adapting these to e-Invoice standards - especially UBL 2.1, which can include 150 to 200 fields just at the invoice header level - requires significant effort. Moreover, because larger companies typically have centralized or outsourced ERP teams, such integration projects often struggle to gain prioritization.

In contrast, smaller companies, often with lower digital maturity, opted for compliant e-invoicing tools and adapted their manual processes accordingly.

Key Recommendation

As you plan your national e-invoicing rollout, consider more than just the ERP implementers' perspective. Compare it against universal e-invoicing tools designed to handle complexity and scale.

These tools offer significant advantages:

- ☑ **Economies of scale:** Support multiple clients and geographies with a single platform
- ☑ **Unified workflows:** Harmonize data management and approvals across all locations
- ☑ **Futureproofing:** Seamless ERP migrations while keeping e-Invoice compliance
- ☑ **AI acceleration:** Embed intelligent automation to boost efficiency across workflows
- ☑ **ViDA-readiness:** Provide transparent, standardized e-Invoice exchange across the EU

5.2 Overcoming challenges in e-Invoicing adoption

Organizations employed various strategies to mitigate e-Invoicing challenges:

58%

relied on external vendors for troubleshooting and integration assistance

42%

implemented tailored e-invoicing systems to align with specific business needs

35%

invested in internal training and workforce education to enhance system proficiency and compliance awareness

22%

continued to experience unresolved technical and procedural difficulties

**Please note that totals add up to more than 100% as respondents could select more than 1 answer.*



These findings highlight the importance of ongoing technical support, training programs, and adaptable solutions in ensuring a smoother transition to e-invoicing.

See how Profluo can help

Profluo is purpose-built to support complex, multi-jurisdictional e-Invoicing projects with:

- A strong multi-country compliance framework
- Out-of-the-box ERP integrations, minimizing rework when switching systems
- Universal workflows and flexible data transformations
- Deployable AI agents to link systems and streamline adjacent processes

[Book a demo](#)



06

AUTOMATION IN E-INVOICING



6.1 Use of automation tools

Automation has played an important role in the adoption of e-Invoicing, with most companies integrating digital solutions to improve efficiency:



utilize an automation tool for processing invoices in the public portal

still rely on manual internal resources

plan to implement an automation solution soon

Key Insight: Centralized system drives automation adoption

The Romanian e-Factura system follows a Centralized Model, with all invoice types routed through a single portal. Access is available via a software API or a basic web interface. The standard format in use is UBL 2.1.

Given the limited functionality and poor usability of the web interface, it's no surprise that **82%** of companies rely on automated tools to meet the strict reporting deadline - invoices must be submitted within 5 calendar days of issuance.

Only companies with very low invoice volumes continue to use the default portal manually.

Key Recommendation

Due to the technical complexity of e-Factura, most businesses will benefit from working with a specialized e-invoicing provider. These solutions enable faster and more cost-effective implementation and handle frequent regulatory updates with minimal disruption.

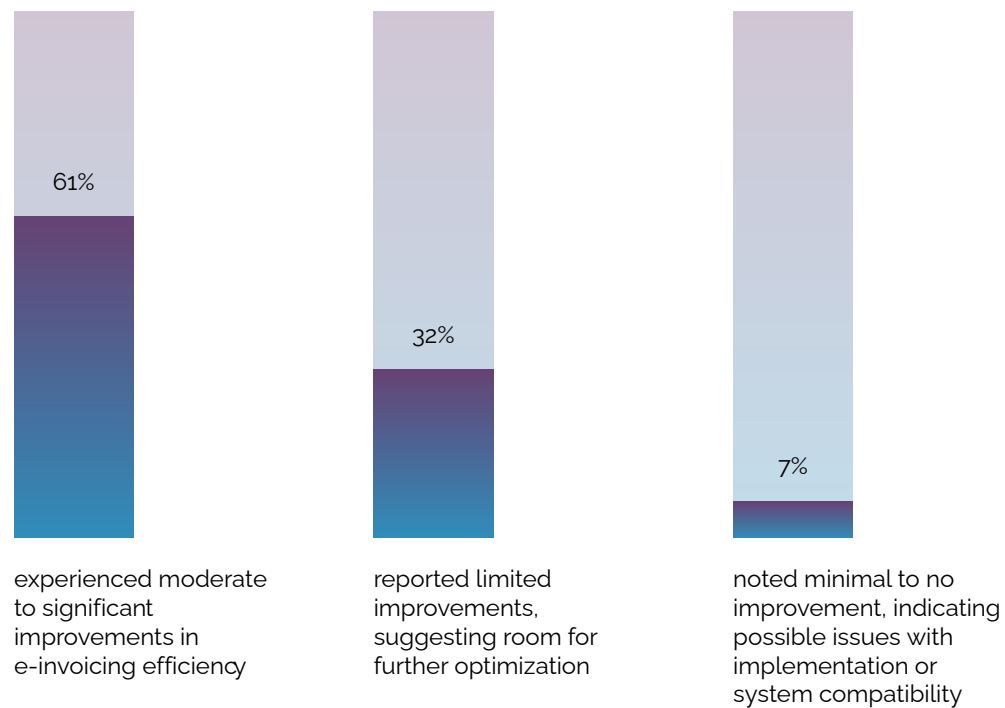
In other European countries, the landscape is often even more complex, with:

- Multiple official portals (for B2G, B2B, and B2C)
- Diverse reporting models (Centralized, Clearance, Interoperability, 5-Corner, Real-time Reporting, Decentralized)
- Multiple formats (UBL, CII, FatturaPA, FA(3), FacturaE), including legacy (ZUGFeRD, FacturX)

The clear path forward is to partner with an experienced e-invoicing provider - ideally one that offers accelerated onboarding, dynamic data mapping, and multi-channel tracking.

6.2 The impact of automation

Among businesses that have adopted automation tools, the reported benefits vary:



This data underscores that while most businesses see value in automation, the degree of effectiveness depends on factors such as integration quality, user proficiency, and system capabilities.

See how Profluo can help

Profluo offers a robust set of capabilities to support your e-invoicing needs:

- Proven integration experience with various ERP and accounting platforms across Europe
- AI-driven data mapping, transformation, and error correction
- Multi-channel tracking for visibility across all invoice flows

[Book a demo](#)



6.3 Most valued automation features

Responders identified key functionalities that enhance their e-invoicing automation experience:

Invoice processing automation



ERP/accounting system integration



Real-time monitoring of invoice processing



Digital archiving for streamlined document management



Validation of commercial data to ensure accuracy



Automated compliance with legislative requirements



Approval workflows for e-invoices



Automated notifications and reports



**Please note that totals add up to more than 100% as respondents could select more than 1 answer.*

Key Insight: From scanning to semantics, automation got smarter

A strong majority of companies (63%) identified the automation of invoice processing as the most obvious benefit of an e-invoicing environment. The days of relying on clunky OCR, scanners, PDF joiners and splitters are over - and no one misses them.

In this context, the definition of "intelligent" in document processing has evolved - from Machine Learning that interprets text and graphical layouts to Machine Learning that understands business content and semantics.

Key Recommendation

With any new e-invoicing rollout, there will be a transitional period in which large customers impose their own semantic rules on vendors. This creates pressure for vendors to adapt to varied (and often conflicting) e-Invoice specifications.

The situation is further complicated by the flexibility of e-Invoice formats - while the content is structured, many fields are optional and vaguely defined in the standard, leaving room for custom (and sometimes creative) interpretations.

To navigate this landscape, businesses should invest in e-invoicing solutions that support custom rule-based configurations, ideally powered by AI for dynamic data transformation and intelligent AI mapping.

6.4 Key challenges in automation adoption

Despite its advantages, automation presents several challenges during implementation:

Struggled with initial workflow configuration, requiring significant customization efforts



Faced difficulties in integrating automation tools with existing systems



Encountered technical complexities that slowed adoption



Cited budget constraints as a barrier to full-scale automation



Reported a lack of technical support, making troubleshooting more difficult



**Please note that totals add up to more than 100% as respondents could select more than 1 answer.*



While automation adoption is widespread, businesses must navigate integration, budget, and technical challenges to maximize its benefits. Companies that invest in customized configurations, robust technical support, and employee training are more likely to achieve seamless automation implementation.

See how Profluo can help

Profluo's AI engines are designed to handle data extraction, mapping, and transformation - even within complex and flexible XML structures. This ensures seamless adaptation to both standard and customer-specific invoice requirements.

[Book a demo](#)



07 FUTURE EXPECTATIONS



7.1 Expectations from automation tools

Businesses expect automation tools to continue evolving, with key priorities including:

Automated accounting and reporting to reduce manual intervention



Integration with internal solutions to improve workflow efficiency



Streamlined workflows for internal activities and supplier collaboration



Enhanced traceability for greater financial transparency



User-friendly interfaces that simplify adoption



Scalability to accommodate high document volumes



Compatibility with international e-invoicing systems to support cross-border trade



**Please note that totals add up to more than 100% as respondents could select more than 1 answer.*



Businesses expect automation tools to go beyond simple task handling. They're looking for solutions that reduce manual work, integrate seamlessly with internal systems, and support collaboration across teams and suppliers.

User-friendly design, financial transparency, and the ability to scale with growing document volumes are also high on the wishlist. For companies operating across borders, compatibility with international e-invoicing systems is becoming increasingly important.

Key Insight: Enriched e-Invoices unlock the next level of financial automation

When evaluating e-invoicing solutions, **63%** of companies identified **automatic accounting and detailed reporting** as the most valuable features.

Thanks to the structured nature of e-Invoices, organizations can seamlessly extract data - and are now looking to take the next step: enriching invoices with internal information required for ERP posting. This includes internal G/L codes, cost centers, SAF-T tax codes, commodity codes, and controlling dimensions.

Such enriched data is essential not only to initiate the Record-to-Report workflow, but also to enable highly accurate commercial validations, especially within the Source-to-Pay process.

Key Recommendation

When selecting your e-invoicing solution, don't settle for compliance-only tools. Use this opportunity to drive greater automation throughout your financial operations.

Look for innovative providers that enhance the standard e-Invoice flow with additional automation layers. In particular, AI-powered invoice line-level coding will become critical in enabling advanced automation across the e-invoicing lifecycle.

Key Insight: Integration is critical for scaling automation

The second most requested feature (**62%**) in e-invoicing solutions was **the ability to integrate with other software already used across the company**. Unsurprisingly, this need becomes even more important as company size and system complexity increase.

Just like AI-driven accounting automation, tighter system integration is becoming a cornerstone of digital finance transformation. True digitalization is only achieved when internal systems can understand each other's data structures and communicate seamlessly without human intervention.

Key Recommendation

When evaluating e-invoicing platforms, prioritize those with robust integration capabilities and a proven track record. A strong solution should offer:

- Publicly accessible APIs for third-party and internal developers
- Out-of-the-box connectors
- Fast deployment for custom integrations

Enterprise integration can become a major cost and risk factor. Choosing a solution that's integration-ready can significantly reduce both.

Key Insight: Workflow automation is the missing link

The third most desired feature (**49%**) was **the ability to connect automated workflows to the e-invoicing process** - and this need increases with company size.

While e-invoicing brings undeniable automation benefits, it also disrupts existing commercial workflows. As e-Invoices move directly between ERPs, commercial teams - responsible for validation and approvals - often find themselves bypassed. Meanwhile, accounting teams must reconstruct the original logic behind those validations to preserve data integrity in the ERP.

This shift creates a new and frustrating workload. But approval workflows are just one layer. True workflow automation must also address:

- Pre-processing
- Data normalization
- Content corrections

All of these are essential for seamless, trustworthy automation.

Key Recommendation

Choose solutions with flexible, customizable workflow engines. e-invoicing is a high-speed, straight-through process - so the ability to tweak process logic on the fly is critical to maintaining operational agility and commercial control.

Avoid tools that act only as passive "e-Invoice inboxes". They may be fast and cheap to install, but they don't offer any automation value.

7.2 Expectations from the RO e-Invoicing system

Businesses anticipate improvements in the overall e-invoicing system, with the following expectations:

Enhanced public portal availability and system resilience



Clearer and simplified legislative requirements



A free government-hosted application tailored for small businesses



Reduction of certain statutory compliance requirements



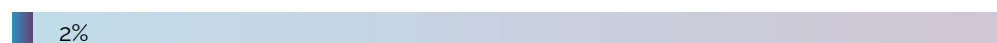
Fiscal incentives to encourage compliance



Exemption of small businesses from mandatory e-invoicing



Other (e.g. Inclusion of all types of fiscal documents, Possibility to edit/cancel/void documents directly in the government portal)



**Please note that totals add up to more than 100% as respondents could select more than 1 answer.*

Key Insight: Centralized models demand centralized reliability

Romania, like Italy, Serbia, Turkey, and soon Poland, has adopted a centralized model for clearing e-Invoices. Suppliers submit invoices to a single government portal, which validates and clears them before making them available for customer retrieval.

While this model benefits from a single integration approach via API and a standardized format, expectations are rising.

In fact, **69%** of respondents stated that they expect enhanced portal availability and greater system resilience from the Romanian e-invoicing system in 2025.

These expectations stem from past issues related to rushed planning, superficial testing, and legacy infrastructure. The initial rollout also suffered from incomplete documentation and limited communication, highlighting the need for a more reliable and robust digital infrastructure going forward.



Key Recommendation

The Romanian case highlights an essential lesson: Governments adopting a centralized clearing model must treat their infrastructure as mission-critical, as it becomes a core component of nationwide economic operations.

In such models, the centralized infrastructure must always be highly resilient and available. Because downtime is a systemic risk in centralized systems, companies must proactively plan for such outages, regardless of the model their country adopts.

A strong example of a more resilient approach comes from France. On October 15, 2024, the French Tax Authority (DGFiP) mandated that only certified intermediaries - called Plateformes de Dématérialisation Partenaires (PDP) - are allowed to handle invoice clearing and forward e-reporting data to the state portal.

This decision reflects a strategic effort to distribute risk and increase system resilience, acknowledging the vulnerabilities of Centralized Models.



See how Profluo can help

Profluo's AI engines are designed to handle data extraction, mapping, and transformation - even within complex and flexible XML structures. This ensures seamless adaptation to both standard and customer-specific invoice requirements.

Moreover, Profluo is built for deep integration with your existing systems:

- Proven success in both master data and transactional data integration
- Nearly 50 prebuilt connectors for leading ERP and financial platforms used across the EU

Profluo offers a fully customizable document approval workflow, adaptable to any company's internal logic and best practices - without writing a single line of code. You can model your own workflows, adjust them in real-time, and combine them with AI-based data checks, transformations, and business rules.

With Profluo, your automation project starts from a position of strength - not from scratch.

Read our case study "How Profluo streamlined invoice approvals for a large enterprise in just 3 days"



08

STRATEGIC RECOMMENDATIONS



To address these expectations, policymakers and service providers should focus on:



Enhancing public infrastructure to ensure continuous system reliability and uptime.



Improving interoperability between e-invoicing platforms and ERP systems to reduce integration challenges and minimize technical barriers.



Providing clearer regulatory guidelines to ease compliance and minimize administrative burdens.



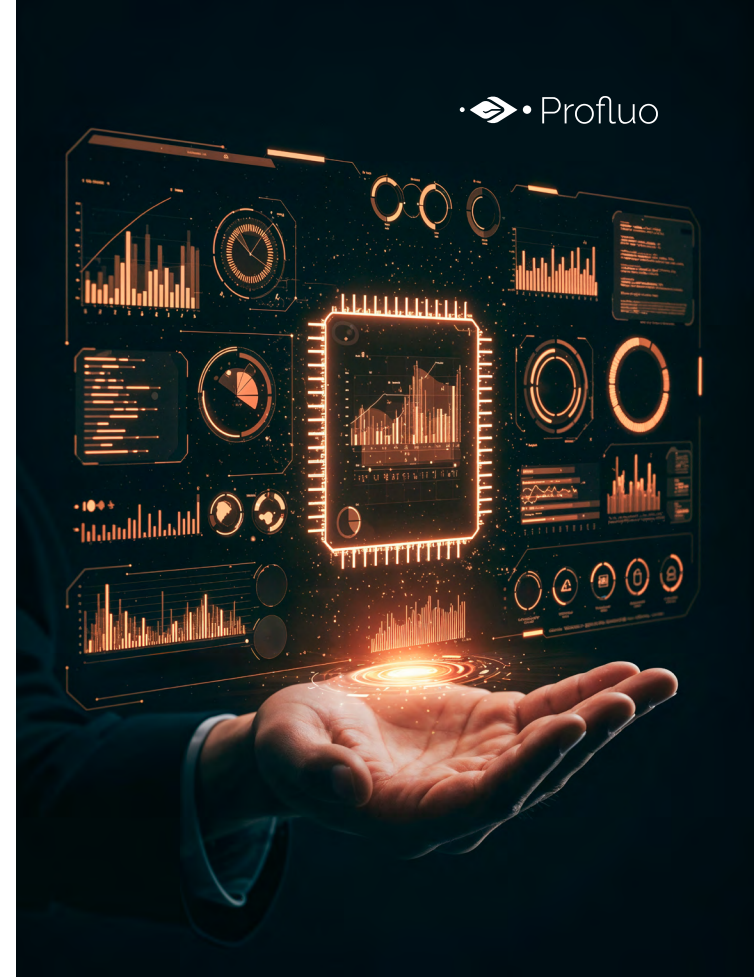
Simplifying compliance requirements, particularly for SMEs with limited resources.



Developing more intuitive and scalable automation solutions to facilitate accessibility for all businesses.



Offering additional training and resources to support businesses still struggling with implementation.



The implementation of e-invoicing has delivered significant business benefits, including enhanced automation and traceability, but businesses continue to encounter challenges related to integration, technical complexities, and compliance adaptation.

The study underscores the necessity of improving public infrastructure and streamlining legislation to facilitate smoother adoption. Future development efforts should prioritize system reliability, platform interoperability, and tailored support for SMEs. Policymakers can benefit from examining successful European models to implement best practices that optimize Romania's digital taxation framework.

Despite the challenges of implementation, businesses recognize the long-term advantages of e-invoicing, such as error reduction, process automation, and regulatory compliance. However, ongoing regulatory changes, integration complexities, and system limitations remain key concerns.

By addressing these areas, Romania can strengthen its e-invoicing ecosystem, ensuring a smoother transition and maximizing the benefits of digital taxation reforms.



09

INTELLIGENT AUTOMATION FOR E-INVOICING



As finance leaders face growing regulatory pressures, increasing compliance demands, and a shortage of specialized talent, intelligent automation has become the key to transforming financial operations. **Profluo is at the forefront of this transformation, delivering AI-powered automation that accelerates e-invoicing, enhances compliance, and optimizes financial processes.**



Unlike traditional automation tools, Profluo is built as an **agentic AI system**, meaning it does more than automate repetitive tasks - it actively learns, adapts, and optimizes workflows over time. By combining finance-specific machine learning models and enterprise-grade automation, Profluo revolutionizes finance operations.



How Profluo transforms e-Invoicing automation

Profluo enables CFOs and finance teams to move beyond manual and fragile processes by leveraging intelligent automation in every stage of the invoicing lifecycle:

01

AI-driven invoice processing

Using custom, low-temperature AI models, Profluo extracts, validates, and categorizes invoices with **95-100%** accuracy, significantly reducing manual workload.

02

Seamless ERP integration

Pre-built connectors enable frictionless integration with SAP, Microsoft Dynamics, NetSuite, and other enterprise finance systems.

03

Real-time compliance monitoring

Profluo continuously adapts to changes in tax authority regulations, SAF-T reporting requirements, and upcoming ViDA mandates in the EU, ensuring regulatory adherence.

04

Self-learning AI agents

Unlike rule-based automation, Profluo's AI agents continuously refine their processes, adapting to changing invoice formats or content, and company-specific workflows.

05

End-to-end invoice lifecycle automation

Profluo optimizes invoice capture, validation, processing, posting, commercial checks, approvals, and reporting.

10 INTELLIGENT AUTOMATION FOR FINANCE



Profluo is not just an e-invoicing processing solution; it is an end-to-end AI platform designed to optimize finance operations across multiple domains. Our intelligent automation capabilities extend beyond e-invoicing, revolutionizing three critical financial processes:

1

Record-to-Report

AI-powered financial reporting ensures compliance and accelerates reconciliation processes.

Process goals:

- Automate the recording of invoices and expense reports
- Reconcile and record bank statements with AI-driven accuracy
- Generate and submit financial reports in compliance with regulatory standards

2

Source-to-Pay

AI optimizes procurement, payment execution, and supplier management workflows.

Process goals:

- Validate transactions and match invoices with purchase orders
- Manage exceptions efficiently by detecting anomalies
- Obtain real-time approvals for faster payment processing
- Automate payment execution, ensuring compliance with financial policies

3

Order-to-Cash

AI-driven automation enhances cash flow management and customer payment cycles.

Process goals:

- Automate dunning processes for overdue payments
- Improve contract discipline

The future of AI-enabled finance

With finance departments under pressure to decouple overhead costs from revenue growth, AI-powered automation is no longer a luxury - it is a necessity. Profluo is designed to empower finance teams to focus on high-value strategic decisions while AI agents handle transactional tasks with accuracy and efficiency.

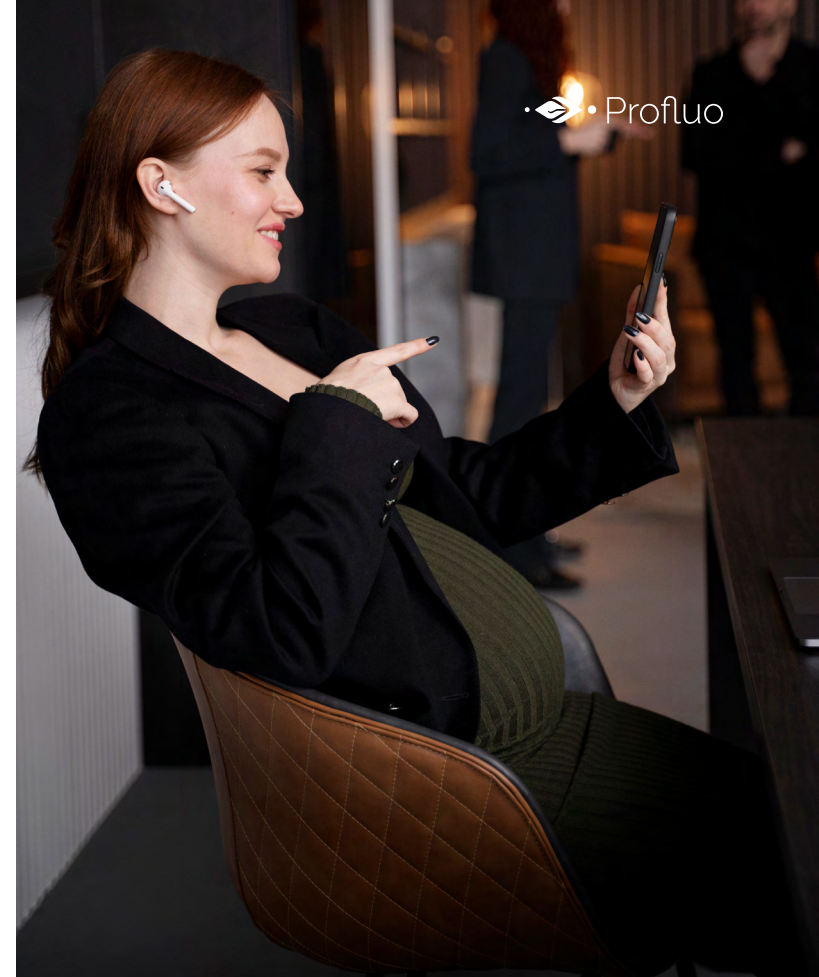
"Finance leaders need AI-driven solutions that not only automate processes but also actively improve them.

At Profluo, we're building AI agents that enhance financial operations, eliminate inefficiencies, and future-proof businesses against regulatory complexities.

This is such an exciting time to be a CFO!"



Bogdan Naforita
CEO of Profluo



By harnessing the power of intelligent automation, Profluo enables businesses to transition from reactive compliance to proactive financial optimization, positioning them for sustained success in the era of AI-driven finance.

11

HOW CAN PROFLUO'S AGENTIC AI HELP YOUR BUSINESS



Why enterprises choose Profluo

Profluo delivers measurable value for finance teams by enabling:

20x

Faster invoice processing: AI-driven automation eliminates bottlenecks and ensures real-time validation



Automated compliance and reporting: Instant verification and regulatory reporting reduce audit risks and human errors

6x

Lower processing costs: By reducing reliance on manual intervention, Profluo significantly lowers the cost per invoice processed



Scalability for any business size: Whether processing hundreds or millions of invoices, Profluo scales seamlessly to meet operational needs





"We were impressed by both the flexibility offered by Profluo and the numerous customization options. The ability to easily learn transactions with the accounts specific to each client, as well as integration with ERP systems, convinced us to choose Profluo as our automation partner."

Ionut Petroiu
Automation Team Lead



"The platform's functionality is impeccable, covering all our needs for transmitting electronic invoices with remarkable precision and efficiency. The implementation was surprisingly simple, and the Profluo team offered continuous support, ensuring a smooth transition."

Iris Nica
Chief Accountant



"Working with the Profluo team has been flawless - truly the most professional partners we've had. Their e-invoice automation for SPV saves us precious time and works seamlessly. Support is fast, communication is clear, and the whole experience is refreshingly smooth."

Dana Bochis
Managing Director

Experience how Profluo's AI-powered automation can transform your e-Invoicing processes!

Book a personalized demo with our team and discover how our AI agents can help your business.

[Book a demo](#)

