

An outside-in view on eInvoicing in Finland – learnings from your neighbours

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What we will talk about today



Introduction



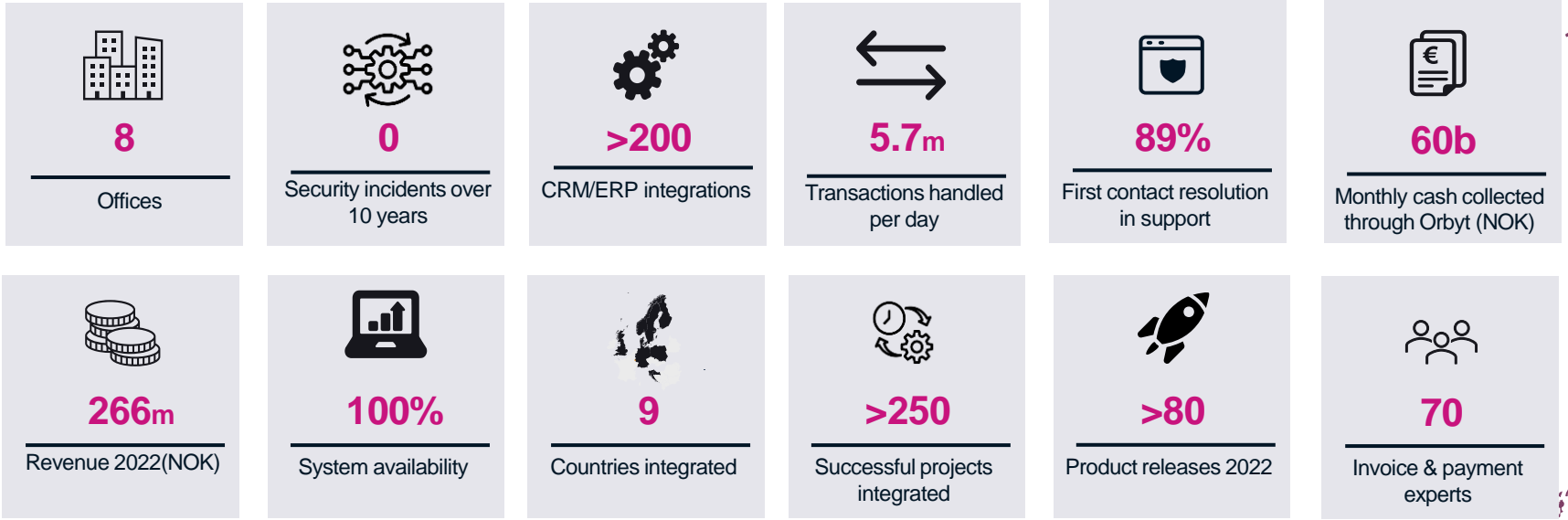
Nordic overview – similarities and differences



Way forward

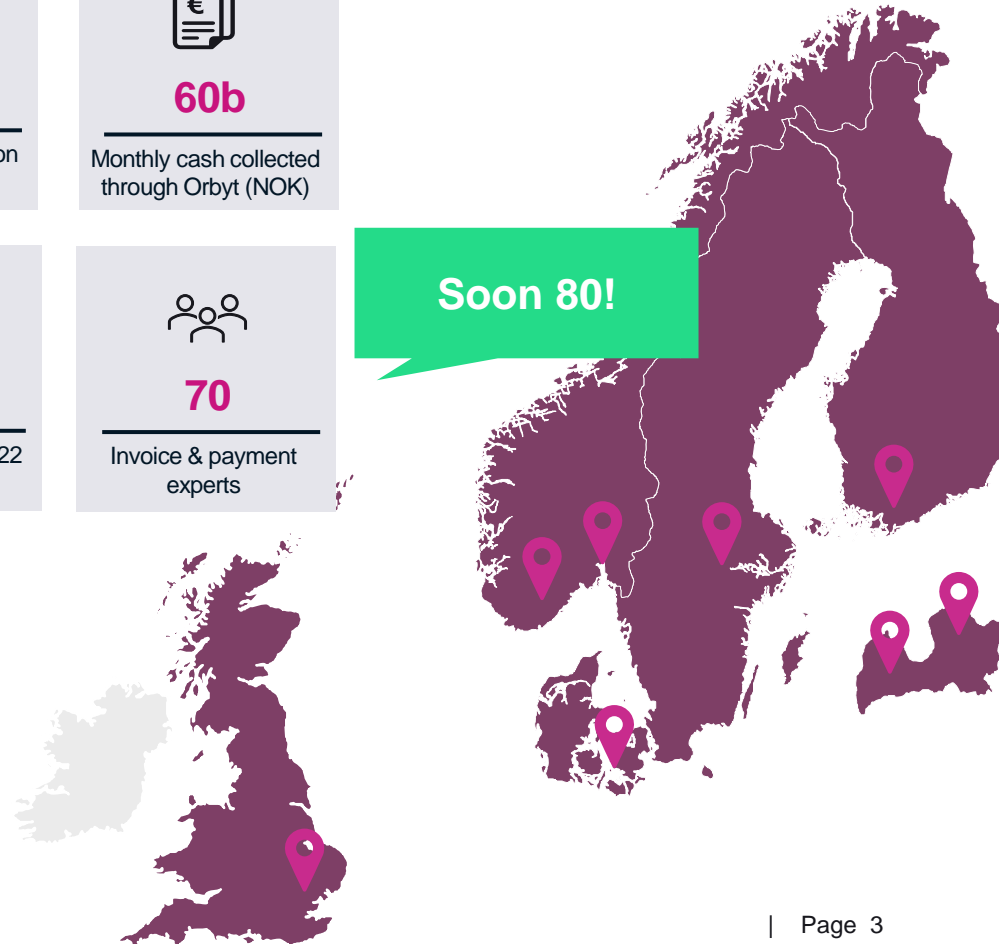


Orbyt – a market leading invoice and payment platform



Soon 80!

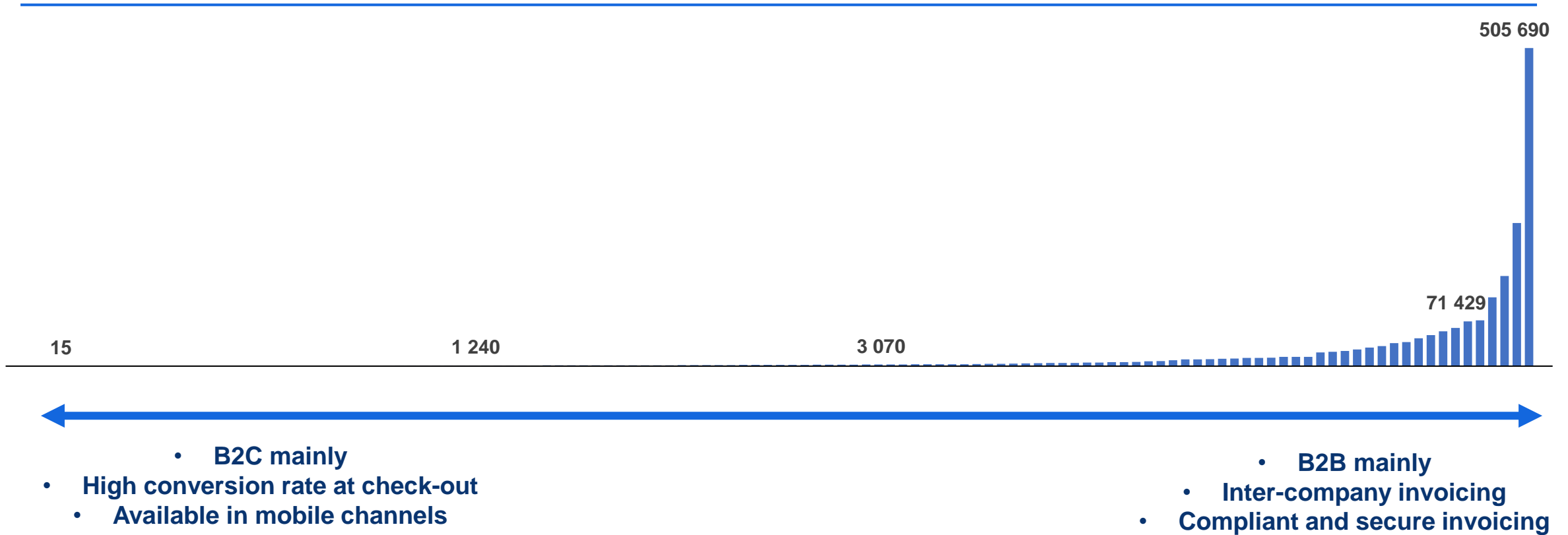
Backed by AnaCap since 2022





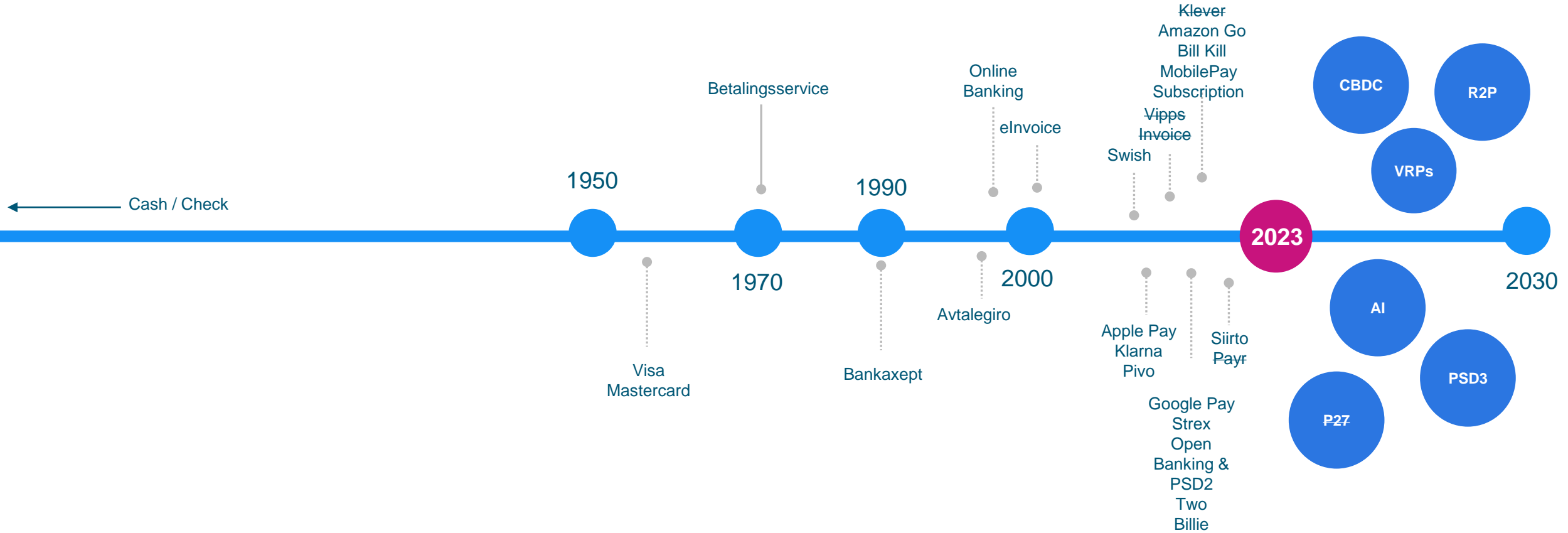
The Orbyt platform serves a wide range of use-cases across B2B and B2C invoicing and payment

Average ticket size per invoice sent through Orbyt platform (EUR)



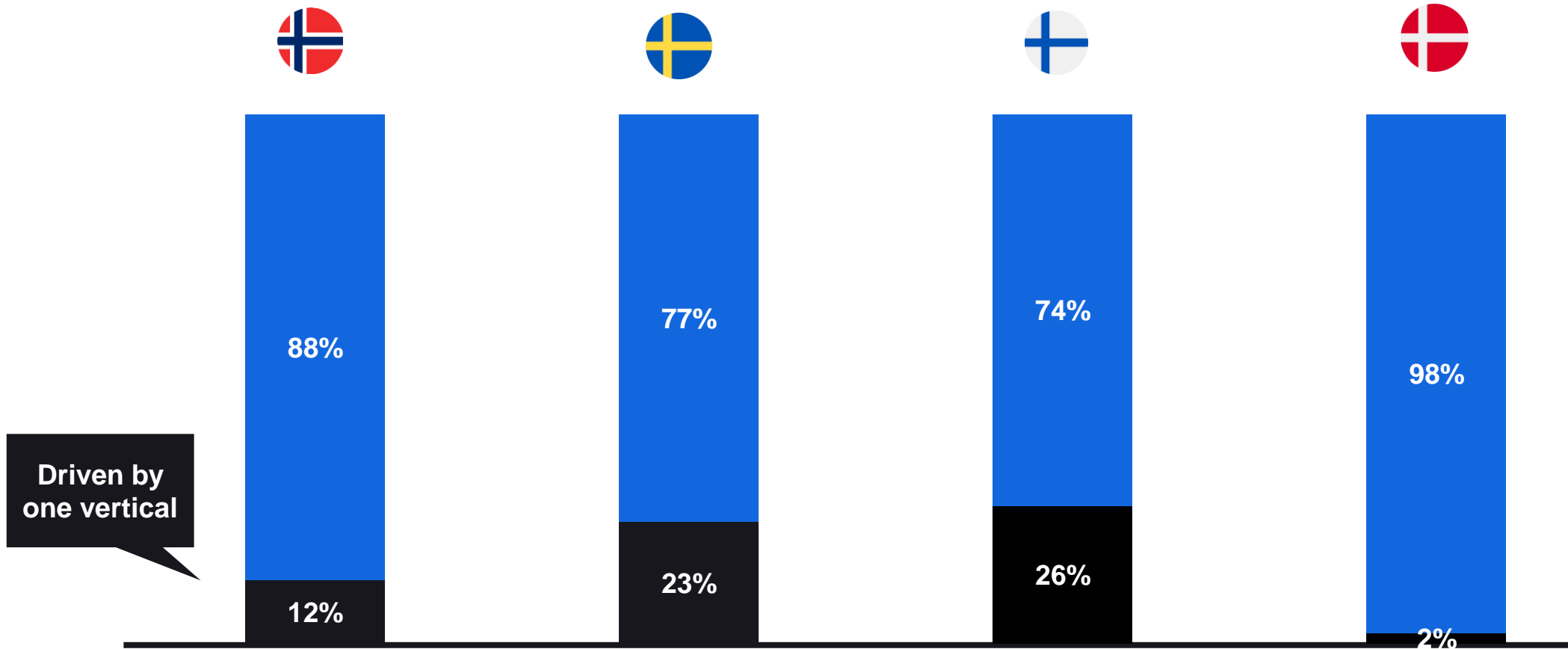
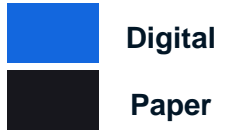


A brief history of payment innovation – accelerating # of (failed) initiatives aimed at modernizing digital invoicing and payments





Differences in digital maturity in invoicing driven by legislation, infrastructure and adoption of digital mailboxes





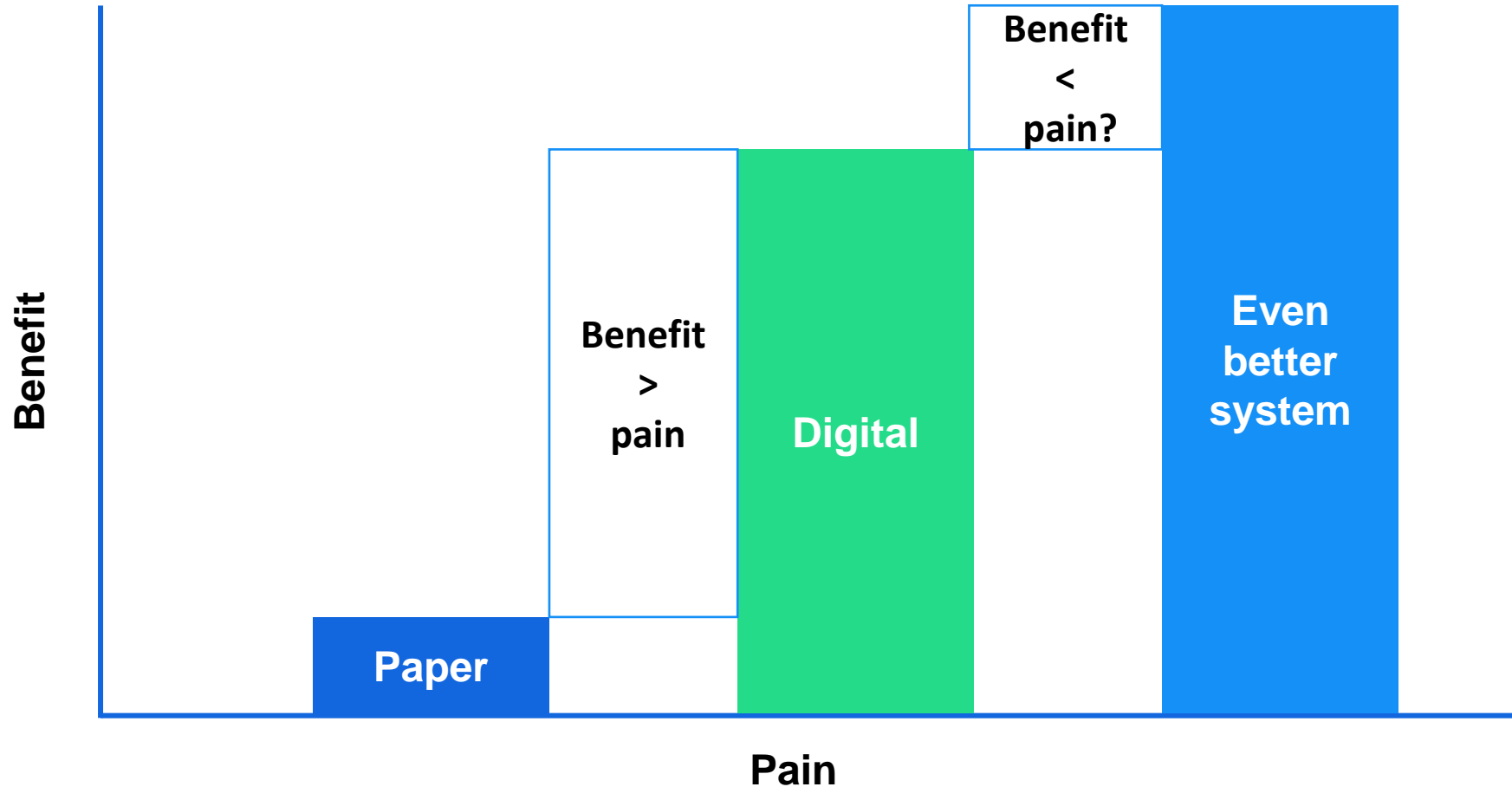
While both Denmark and Norway are highly digital countries, there is significant differences in adoption of PEPPOL for B2B



	Local PEPPOL implementation + direct debit	Local PEPPOL implementation + digital mailboxes
Infrastructure		
Receivers	280k (9k for reminders)	67k
Volumes (LTM)	109 million sent (getting close to 80% of total market)	32 million documents
Main volume driver	Efficiency, cost reduction, cloud-based accounting systems and digitization (but also regulation)	Regulation
Interoperability	<i>Only in theory</i>	



Benefit of going from paper to digital is clear and well understood, but changing from EDI to PEPPOL requires more conviction





The state of the Nordic invoice and payment landscape have implications on the customer journey

Nordic infrastructures does not fully support the needs of our customers

.. And the gap is widening as demands to the customer journey accelerates



Recurring payments solutions built for another time with low flexibility



New business models requires fully digital customer journeys



PDF-based communication and rigid data formats



Increased prices of commodities requires more transparency



Data from end-user “channels” lacking



Increasing number of late payments requires end2end view of the customer



Fragmented infrastructures resulting in low digitization rates



Urgent digitization needed as paper invoicing falls further behind

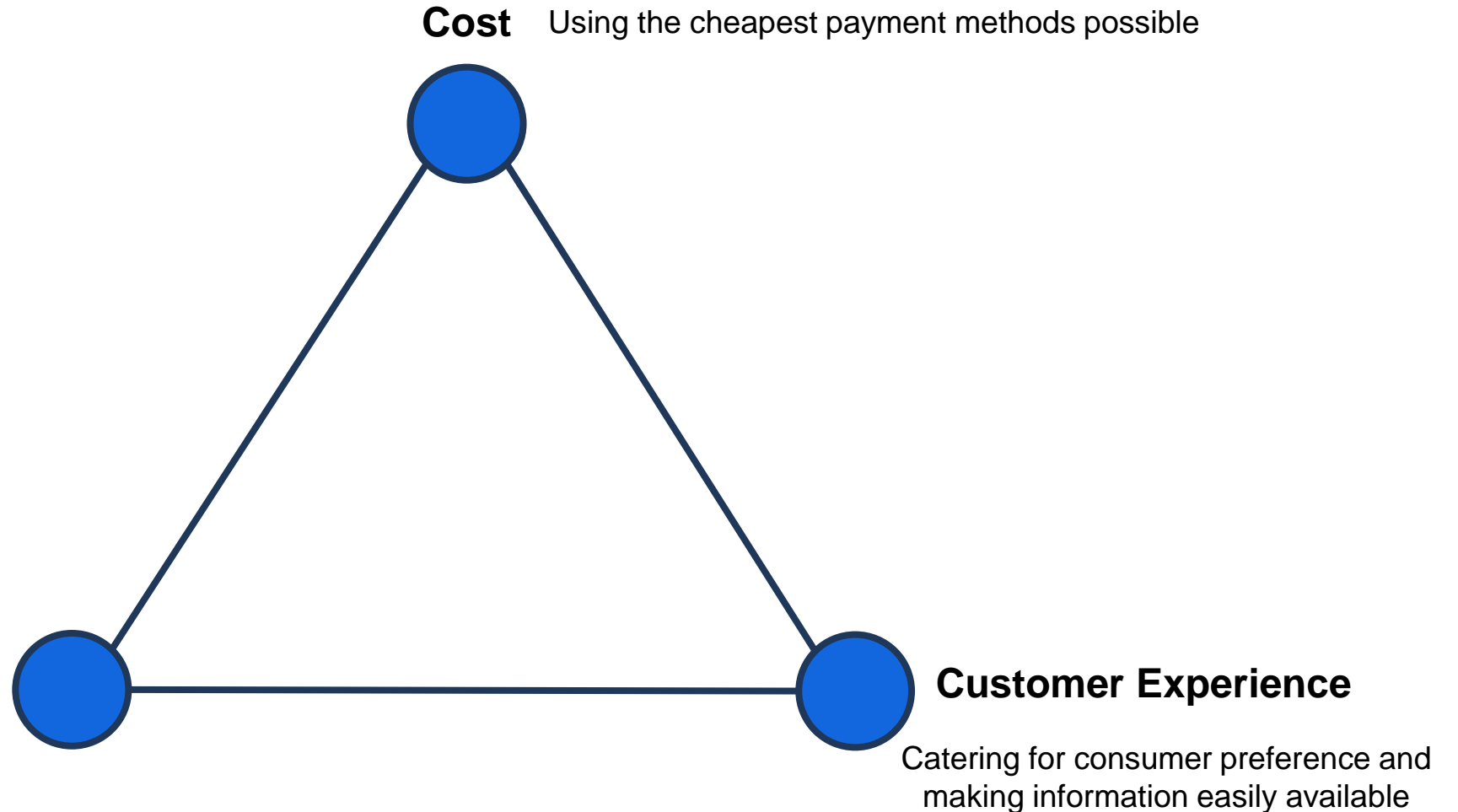


The ultimate goal Orbyt is working towards is to optimize three sometimes conflicting goals



Our objective is to determine the ideal mix of payment methods. In Germany, we support Direct Debit payments and made it work well

NETFLIX





Thank you!

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