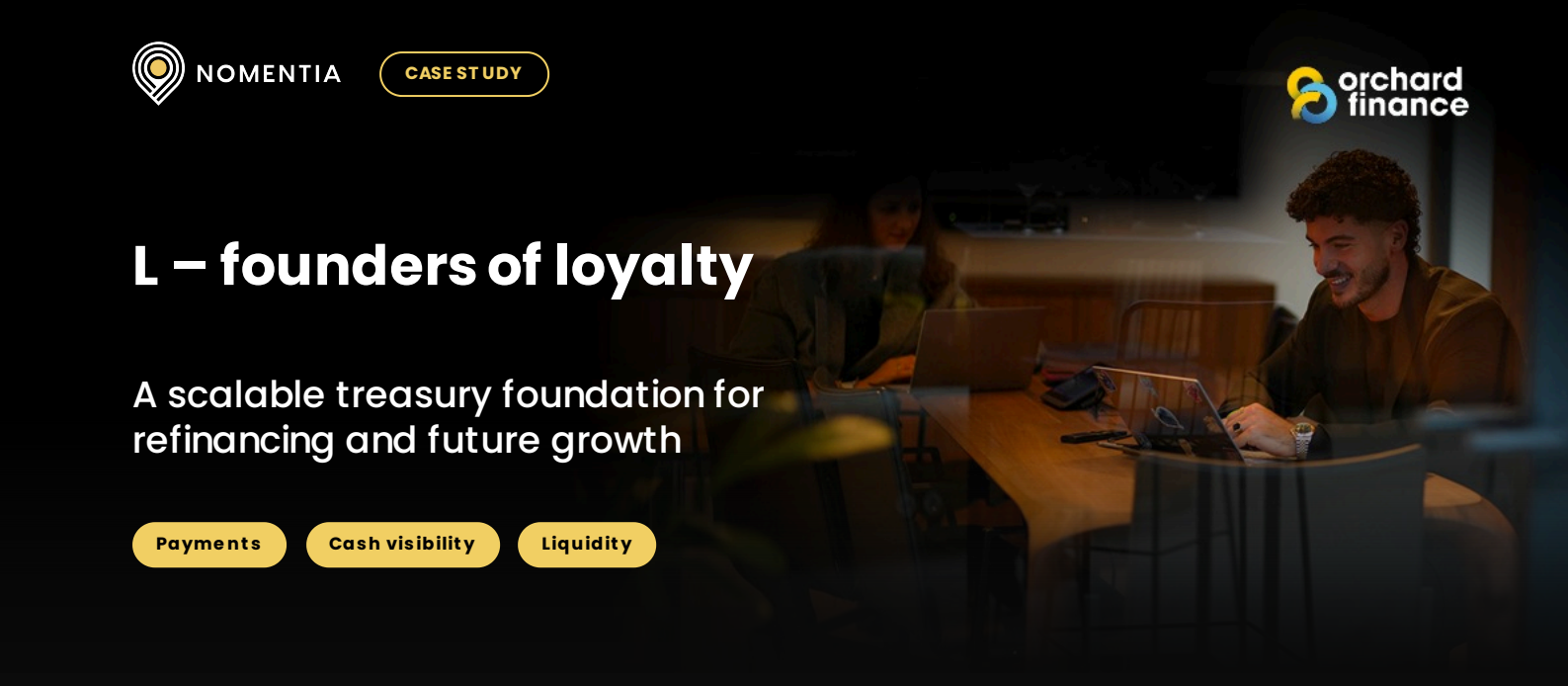
NOMENTIA CASE STUDY

orchard finance



L – founders of loyalty

A scalable treasury foundation for refinancing and future growth

Payments | Cash visibility | Liquidity

Industry
Advertising Services

Headquarters
The Netherlands

About L – founders of loyalty
L is the global leader in tactical loyalty campaigns, delivering Total Store Impact for grocery retailers. Every year, L partners with 100+ top grocery retailers across 35 markets and 5 continents, representing €500B+ in sales. L rewards 60M+ customers and delivers a proven +3.8% incremental sales uplift for their clients.

About L – founders of loyalty

Based in the Netherlands, L – founders of loyalty is a global leader in digital activation for tactical loyalty campaigns in grocery retail. The company partners with over 100 leading retailers across 35+ markets on five continents, representing nearly €500 billion in annual retail sales and engaging more than 60 million customers each year.

Their campaigns focus on measurable "Total Store Impact," consistently increasing customer acquisition, basket size, and store visits through seamless digital and in-store activation. With deep category expertise and a data-driven approach, L – founders of loyalty designs, executes, and evaluates short-term loyalty programs end-to-end, underpinning them with modern digital services and analytics. The organization operates a global footprint with regional hubs to support local execution at scale.

> "With fragmented visibility, manual processes, inconsistent controls combined with rapid international growth, we needed a scalable treasury foundation that delivered real time insight, stronger governance and one single bank connectivity hub."
>
> **Jeffrey Neetson**
> Group Treasurer, L – founders of loyalty

The challenge

As L – founders of loyalty expanded internationally through organic growth and acquisitions, treasury operations became increasingly complex. The team faced fragmented cash visibility, slow and inefficient payment processes, and the overhead of managing multiple banks across different geographies. Lacking real-time insight into group liquidity, treasury could not operate at its full potential, especially as further bank onboarding is expected as the business scales.

The organization needed a scalable cash-management foundation that would centralize visibility, standardize payment controls, and reduce operational risk while preparing for future growth. The newly formed lean Treasury team had to gain control and stability quickly – not only to simplify day-to-day operations, but also to free up time to focus on the primary upcoming refinancing and to support the company's future growth.

Key requirements included:

- A consolidated view across entities and banks
- Robust approval workflows and controls for payment execution
- Efficient bank account management
- The ability to integrate operational and financial data into core business systems for faster, more confident decisions

NOMENTIA

The solution

Nomentia Implementation Partner Orchard Finance and L – founders of loyalty implemented a cash-management foundation sized for a lean team, but capable of supporting enterprise-level scalability: 10 users, 20 entities, and connectivity to 7 banks across 7 bank/country combinations, covering 48 bank accounts with centralized bank account management (BAM). The program established standardized payment workflows with robust controls and a consolidated liquidity view across the group.

To accelerate daily operations and reconciliation, the project delivered API-based connectivity with Salesforce/Certinia for seamless posting and statements processing, improving the timeliness and reliability of downstream financial data. Liquidity structures were optimized with target balancing, designed to reduce idle cash and minimize manual cash sweeps while supporting group-level interest optimization.



Implementation addressed practical hurdles, including bank KYC, third-party SSL certificate (Sectigo) provisioning, and API development complexity, while managing limited internal IT availability through a clear, phased plan and governance.

> "We chose Nomentia because it provides enterprise-grade capabilities for a lean team, seamless connectivity with our systems and a scalable architecture for future growth on top of the quick implementation timeliness."
>
> **Jeffrey Neetson**
> Group Treasurer, L – founders of loyalty

The result

Within five months, L – founders of loyalty established a scalable treasury foundation with enhanced cash visibility across entities and banks, enabling faster, better-informed decisions. Target balancing reduced manual workload for the treasury team and supported more efficient group-level liquidity management. Standardized payment workflows introduced robust process controls, strengthening compliance and reducing operational risk.

The API connection to Salesforce/Certinia streamlined payments and statements processing, improving posting timeliness and reconciliation quality for Finance. Centralized bank account management over 48 accounts simplified lifecycle oversight and reduced administrative effort. Together, these improvements created a repeatable template for onboarding new banks and entities as the business grows, while positioning treasury to support the company's global expansion.

> "We now benefit from real-time visibility, reliable and controlled payment processes, major efficiency gains through automation, and a scalable treasury foundation that supports fast, low-effort growth with one single banking platform."
>
> **Jeffrey Neetson**
> Group Treasurer, L – founders of loyalty

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About Nomentia

Nomentia has over 1,400 clients globally operating from multiple locations. Using Nomentia, you can build your cash and treasury management technology stack from scratch or add solutions to complement your existing technologies. Our solution portfolio includes tools for payment automation, liquidity management, cash flow forecasting and visibility, bank account management, bank connectivity, guarantee management, in-house bank, reconciliation, risk management, and treasury workflows and reporting.