



Estuate streamlines closing (accounting) and collection processes for Mindvalley

Mindvalley is a global learning experience company that publishes ideas and teachings by the best authors in personal growth, well-being, spirituality, productivity, mindfulness, and more – and combines them with cutting-edge sophisticated learning technology within engaged and supportive communities. The company is headquartered in Kuala Lumpur, Federal Territory.

1. Business Challenge

Owing to a large product portfolio and transactional database, Mindvalley wanted a seamless closing process in their accounting cycle and also a cohesive collection process in place. In functional terms, they wanted:



Accurate SKU data for all product variants



Correct mapping between products, chart of accounts, and revenue recognition rules



Proper transactional accounting code and revenue distribution for all invoice items



Automated dunning for quicker collection recovery

2. Estimate Solution

Estuate leveraged its world-class technical edge to help Mindvalley automate its accounting and collection activities.

- **Standardized SKU formatting** for all products
- **Mapped products with chart of accounts** and right revenue recognition rules
- **Implemented manual recognition** to align to custom revenue recognition instead of invoice-based recognition
- **Transformed existing revenue and accounting** codes to expected values
- **Implemented workflows** to automate the dunning process
- Suggested **changes for seamless future business** transactions

3. Business Impact

Mindvalley gained tangible business benefits with Estuate's next-gen technology expertise.



Easy SKU-based identification of product families



Updated product catalog ready to meet new business requirements



Streamlined revenue distribution and accounting codes updated with past two years' transactions



Automated workflow-based dunning notifications for customers



Simplified collection process owing to integration of configurable payment retry rules

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