

Hopin Scales Finance Operations and Expands the Virtual Event Space

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Melissa Richards, Senior Accounts Payable Analyst



- Automated accounts payable workflows enabled the company to bring accounting in-house
- Integrated with ERP, NetSuite, for instant payment reconciliation
- Centralised foreign exchange transactions

- Events
- London, UK
- Customer Since 2020

A mere ten years ago, event coordinators didn’t imagine—beyond their wildest dreams—they’d host an event online. But in 2020, these professionals relied heavily on the virtual event space. An industry pioneer, Hopin Limited, helps its customers host immersive virtual, hybrid, and in-person event experiences for their audiences, no matter where they are.

Due to an influx of growth because of the pandemic, Hopin was rapidly scaling. There were only eight employees before March 2020, but with the stay-at-home orders in place, events went completely virtual—sparking a high demand for virtual options. However, for Melissa Richards, Senior Accounts Payable Analyst at Hopin, their financial operations weren’t following suit.

“We have a lot of international payments that aren’t straightforward when you do them manually. I set up the payments one by one and selected the correct currencies. We had a whole team who input all invoices—I didn’t want that to be the future for Hopin.”

Drained from processing invoices through a third party, Richards and her team yearned for an easy-to-use solution with supplier self-register portals.

“A third party did all our accounting workflows. There wasn’t an overview, and certainly no visibility, of what they were doing. I didn’t know how they were processing invoices.”

In search of process improvements, Hopin implemented Tipalti to streamline its payment operations.

“Hopin went with Tipalti because of its automation. I like that our invoice processing is not happening through a third party—we bring it in-house.”

Additionally, Hopin’s multi-entity setup allows Richards and her team to achieve complete visibility across operations. They can access all of their invoices, configure access in different views, and receive updates on invoice processing.

“Tipalti’s per-entity view is incredibly informative and rich in options. I can insert due dates into payment reviews, add different columns to differentiate payment statuses and explore different views. Plus, I like that it syncs into NetSuite seamlessly.”

Plus, Hopin benefits from Tipalti’s cross-border payments features— vendors input VAT information when they self-register, enabling Hopin always to be VAT compliant.

“Tipalti future-proofed our processes. Since we synced all our solutions in one bundle, we don’t have any manual intervention. It’s not a short-term fix—we’re using it for the long-term. Now, our workflow is quick and easy.”

With seamless integration, the finance team has all its payment processes in one central location. The days of juggling different systems and exporting files are long gone.

“At Hopin, we provide a safe, sustainable, and connective way for people to host and attend events. To support our mission, I support the company through its growth by having the right processes in place. With the implementation of Tipalti, we can continue to scale and not have to add more headcount to keep up.”