

The Lenus App Empowers a New Generation of Health Coaches

- Payment processing and reconciliation time reduced by 35%
- Global payments scaled to vendors in 11 countries
- Over 550 vendors served around the world—all on the Tipalti platform

Danish health-tech company Lenus launched in 2016 with a bold mission: to empower fitness and nutrition coaches around the world to scale their businesses, add quality to their clients' lives, and ultimately improve the world's holistic health.



1,000+
health coaches on the platform

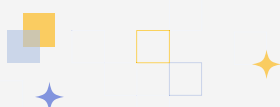
With a comprehensive technology platform that helps coaches create tailored plans for clients, manage client relationships, and grow their practices, Lenus has become one of the most sought-after health industry coaching apps. In 2024, the company launched the world's first-ever online academy for health coaching.



€52M
investment, the largest Series A in Danish history

Addressing Growing Pains

Lenus has been growing at a rapid pace since its 2016 launch. As SaaS providers themselves, the Lenus team understands the value of leveraging technology wherever possible to improve efficiencies and enable their organization to scale without suffering the traditional business growing pains.



"One of the great things about implementing the right technology for specific functions is that your team can focus on growing the business—because automating those processes means they won't become the limiting factor as your company scales."

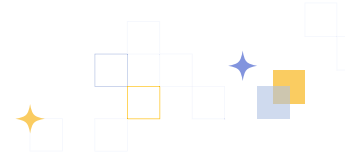
Dayane Piassi Casagrande,
Senior AP Accountant, Lenus

An Unhealthy Payables Process

As Lenus scaled internationally, its small accounts payable team—working with a growing list of vendors across Europe—faced several workflow challenges.

The Lenus team had to manually pay invoices from company bank accounts and manually move invoice files through a series of Google folders to track each stage of the payments process. Also, because vendor payments were often international, the team had to use complex wire transfers to ensure payment in the vendors' local currencies.

- Invoice management processes were inefficient
- Onboarding suppliers was error prone and time-consuming
- Incapable of scaling effectively to support a growing number of transactions



Payments Became a Heavy Lift

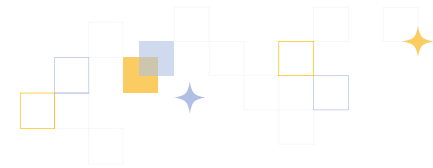
When Lenus had just four offices across Europe, the accounts payable team's manual processes were time-consuming but manageable. But as Lenus signed up more vendors to support more offices, the influx of invoices became so frequent that the team no longer had the capacity to manually enter banking details, set payment terms for specific regions, re-enter payments into NetSuite, and review and reconcile banking fees.

"Sometimes we could use local banks—other payments required a wire transfer. Sometimes, the bank could read our international vendors' business names—other times, we first needed to translate the non-English letters. If we had to keep doing everything by hand, it was going to be very difficult to grow."

Dayane Piassi Casagrande, Senior AP Accountant, Lenus

Strengthening the Process With Tipalti

When Lenus upgraded to Tipalti's accounts payable and global payments solution, the team found that manual tasks almost completely disappeared. The Tipalti platform now automatically processed invoices, standardized payments as local transfers in the vendor's currency, identified and set the right payment timeframe for each invoice, and generated easy-to-read reports for reconciliation.



- Cut the team's time spent on payment tasks by 35%
- Standardized payment processes across countries and currencies
- Automated payment terms based on invoice or country
- Integrated payment data into NetSuite

Punching Above Their Weight

It's fitting that a company dedicated to health and nutrition would prioritize remaining lean as an organization. Even as Lenus has expanded to offices in 11 cities around the world, the accounts payable team remains extremely small. But because they've automated and improved so much of their payment process using Tipalti, the team can now focus on helping the company grow without any concern that they won't be able to support that growth.



"Since we automated all of this accounts payable work with the Tipalti platform, my team spends less time managing payables for our 11 international locations than we did when we had just four offices. I'm so glad we rolled out Tipalti."

Dayane Piassi Casagrande,
Senior AP Accountant, Lenus

Making the World Healthier

With its technology platform, online academy, and team of medical and fitness experts, Lenus has built the infrastructure to become the partner for growth to the world's best health coaches. And thanks in part to finding its own growth partners—including Tipalti—Lenus can scale more easily than ever and bring its life-changing platform to more people worldwide.

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