

GUIDE

Scalable Global Payouts

How to build a first-class payouts process into your workflows with integrated technology



Let's Set the Scene...

You work for a company that's absolutely crushing it. You're partnering with top affiliates, creators, and contractors, and the revenue streams are flowing. There's no doubt your business model is a success—you're even creating demand for those super-niche hand-knit sweaters for parakeets.

But with rapid financial growth comes great responsibility, and now your company's manual payouts operations are increasing in complexity. As a business that relies on a strong payee network, you know that growth depends on timely, accurate payouts to partners, but your current infrastructure isn't designed for speed or scale.

You need a simple and transparent system that prioritizes fast global payouts, a seamless payee experience, efficient tax compliance, fraud prevention, and a true performance-to-pay engine that grows with you.



Step 1

Implement Scalable Payouts That Solve for Complexity

Manual Challenge

Your business is scaling, and you're paying out more and more payees each month. A lot of these partners are international, and you're manually onboarding them. You're dealing with global tax requirements, vetting payee information, and trying to pay out quickly so your partners don't leave for that cooler, shinier competitor.

Technology Solution

By automating payouts workflows, you can remove the need to add headcount to support a growing number of payees. From self-service onboarding to scheduled payouts, automated tax-form generation, and fraud and OFAC screenings, you can implement a scalable solution your payees will love.

Benefits for You:

- Make cross-border batch payouts in multiple countries, currencies, and payment methods
- Manage a growing payee network and complex operations without adding headcount
- Scale payments around the world and across all subsidiaries from a single platform

Benefits for Your Payees:

- Get paid on time via the currency and method they prefer



Step 2

Build a Best-in-Class Payee Experience, Starting With Payouts

Manual Challenge

Your digital partners are the backbone of your business—they're the reason you're thriving. But you can't keep up with the manual workload, and your payees experience slow onboarding, limited payout options, long support times, and delayed payouts. They're not happy and are now calling you out on TikTok.

Technology Solution

With self-service onboarding, payees enter and update their payment method, contact, and tax information, with full transparency into their payment histories. With multi-language support, payees are guided through the process of entering all the necessary data to get paid quickly and efficiently, which means fewer support tickets for your team.

Benefits for You:

- Self-service onboarding collects your payee's important information
- Proactive branded email notifications alert payees of payments or needed details
- Automatically generate invoices from your payees and run them through designated approval workflows

Benefits for Your Payees:

- Track payment status, view account history, and update their information anytime



Step 3

Achieve Tax Compliance and Prevent Fraud While Increasing Efficiency

Manual Challenge

You've gone global and now have to deal with the complicated rules and regulations around paying recipients in new areas. Not to mention, you're manually vetting payees, and you just accidentally paid out Carl, who is, in fact, a cat and not an Instagram influencer from Chicago.

Technology Solution

Automated financial controls within your payouts operation increase the security of sensitive financial data, like payee details and information. With tools like AI-based fraud identification and sanctions screening, suspicious transactions can be flagged, while ongoing OFAC and international blocklist screenings help ensure regulatory compliance.

Benefits for You:

- Achieve multi-jurisdictional tax compliance with built-in payment protections, and enterprise-grade controls and security
- Proactively prevent fraud by identifying unusual patterns and blocking suspicious payees to prevent them from creating new accounts
- Manage forex conversion payouts with highly competitive exchange rates and hedging capabilities to reduce risk

Benefits for Your Payees:

- Digital tax form collection automatically generates all required documents



Step 4

Easily Integrate With Partner Systems for a Smooth Performance-to-Pay Workflow

Manual Challenge

You've spent time building your brand to become a household name. You want an easy integration between your performance and payment systems. Plus, you want everything to look like it's coming directly from you, not your super reliable payments platform with a name that resembles a well-known restaurant chain.

Technology Solution

Automated integrations between performance marketing, finance operations, and payouts systems reduce manual work and eliminate errors and delays in processing payments. As your payee volume and complexity grow, you can scale efficiently while maintaining a unified, branded experience for payees.

Benefits for You:

- Easily integrate with performance management, ERP, and accounting platforms
- Access high-quality developer tools to embed your payouts infrastructure into your existing workflows and tech stack
- Embed the payments experience directly into your tech stack, offering the look and feel of your brand

Benefits for Your Payees:

- One user-friendly platform with everything payees need to perform and get paid





Technology for a First-Class Global Payouts Process

Tipalti Mass Payments automates the entire payouts experience for today's fastest-growing, digital-first companies. Tipalti helps creator, ad tech, marketplace, sharing, and internet economies scale with a reliable global payouts solution that offers pre-built integrations and APIs for your ERPs, accounting systems, and performance marketing platforms.

With powerful tools like automated tax-form generation, OFAC screening, self-service portal functionality, multi-FX, FX hedging, and support for global payouts to 200+ countries and territories in 120+ currencies using 50+ methods, Tipalti brings both scale and simplicity to your entire payouts operation.

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