

Amex's spend management push should appeal to businesses trying to cut costs

Article

The news: American Express partnered with spend management specialist PayEm to give business customers more ways to manage their spending, according to a press release.

Here's how it works:

- Amex Corporate and Business Card members can use PayEm's Spend Management Platform to give staff virtual cards for business payments.
- Cardmembers can also use automated reimbursement filings, create spend controls, and earn rewards on purchases with their virtual cards.

Why it's worth watching:

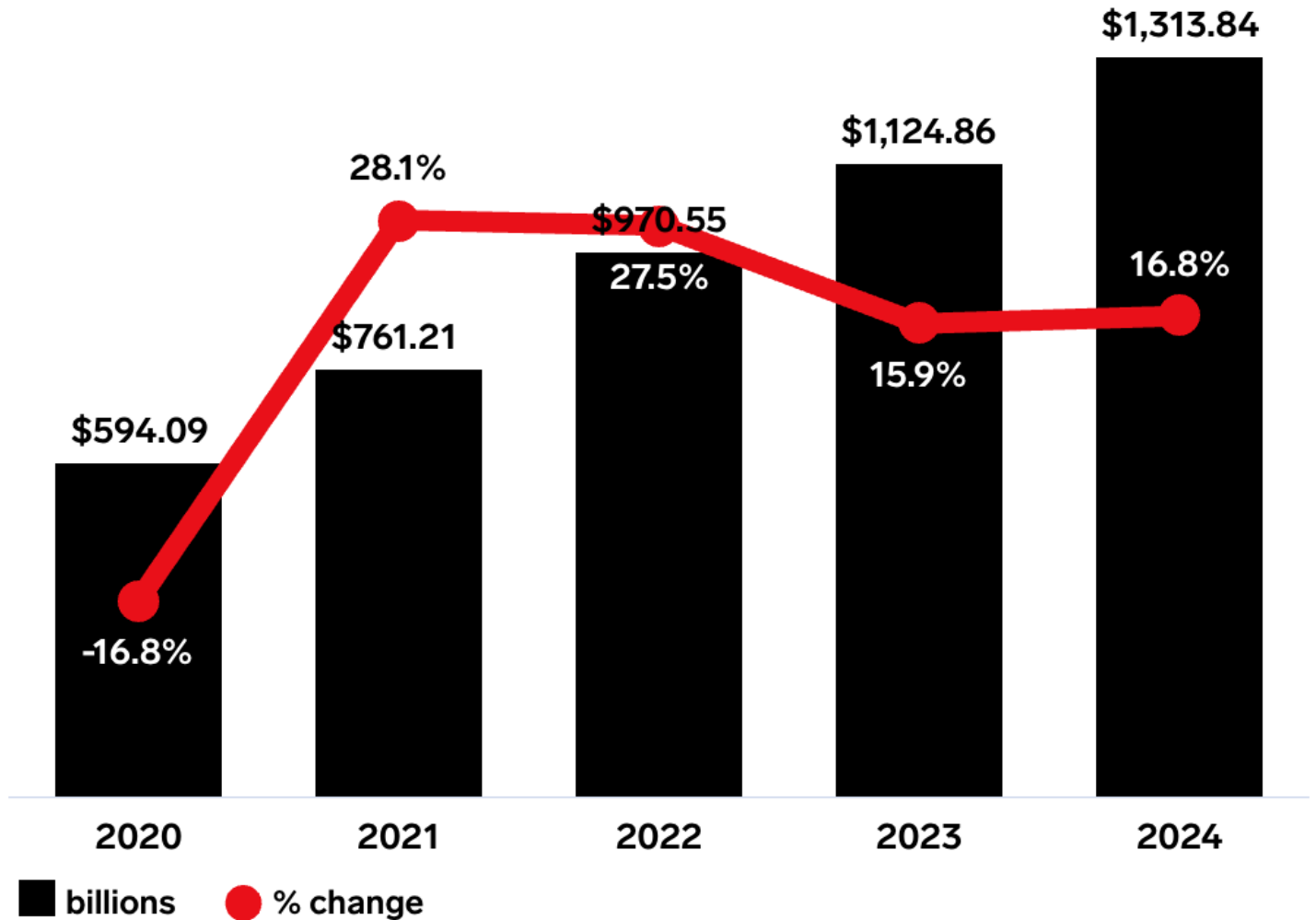
1. **The demand is there.** The global [spend management platform market](#) was valued at \$15.9 billion in 2021, per Grand View Research, and it's expected to grow 10% compounded annually from 2022 to 2030. Spend management tech is critical for small businesses because it provides visibility into their cash flow and helps them measure financial performance.
2. **Economic uncertainty can drive interest.** More companies are seeking out expense management products to control costs amid hot inflation and recession fears: 74% of SMBs reported cash-flow problems in the previous year, per a May 2022 Fundbox survey. All-in-one solutions can make cash-flow planning easier and more efficient so staff can devote more time to value-adding activities.
3. **There are financial benefits.** Amex and other providers can use spend management platforms to drive customer acquisition, improve retention, and diversify revenues. Putting more payment and budgeting tools on one platform also creates cross-selling opportunities.

The bigger picture: Amex is focusing on [small and medium-sized businesses \(SMBs\)](#), and its tie-in with PayEm makes its offering more appealing to prospective customers. That should generate an acquisition pipeline that could lead to longer-term customer relationships.

Dig deeper: Check out our [Small-Business Payment Disruptors 2023](#) report to learn why firms are turning to all-in-one platforms and how payment providers should develop them.

American Express Network Card Transaction Value

US, 2020-2024



Note: represents the aggregate dollar amount of purchases made with American Express-branded cards; includes consumer and commercial cards; excludes returns, balance transfers, cash advances and other activity; American Express figures include cash advances and value of other payment products

Source: eMarketer, November 2022

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