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It's pretty easy to say what cash application will look like in 100 years: it will be automated, almost error-free, and we won't be dealing with checks. Also: the days of data-keying (and, hopefully, everything Zombie and those saggy, drop-crotch pants) are long over. In 100 years, the entire payment cycle management will be automated.



Now let's figure out how to get there a heck of a lot sooner than the next century.

Automation nation

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cash application automation or you're darn curious. While applying cash is always going to be a part of running a business, some credit managers, A/R folks, and even CFOs are still not aware that there's

automation technology available right now that can simplify the process, make it more efficient, and even better, put money in the bank sooner.

So how do you get in on the (nearly) ground floor of this? You could wait for unsolicited marketing emails, ads, and phone calls to come your way and spur you to investigate more. You could happen upon a booth at a trade show and see the technology in action, drop a business card, and may (or maybe not) get a call.

Or you could take your company's destiny into your own hands and get an idea of what's out there. And while there is more than one company out there that's willing to sell you a cash application automation solution, but before you jump on board, here are a few things you can think about, ask about, and read up on before you take the plunge:

- How will this solution fit into the way your clients pay you now? If you find a solution that tells you it'll work for you "as long as you ask your customers to change..." run. Fast (because your customers will).

- Does it accept all payment types? Check? ACH? Credit cards? Wires?
- And on the topic of all payments types, how will it handle electronic payments? What about decoupled remittances?
- Do you need to change your current process? Or will this company automate what you have?
- Is the solution scalable? Can it grow with you as you grow?
- Is this a big bolt-on piece of software or is it a simple file share?
- Will it replace or work with your lockbox? Will it try to change or affect your relationship with your bank?
- How quickly will it take to implement and how IT resource-heavy will it be?
- it is SaaS (meaning no individual license)-based?
- How does its cost/benefit ratio work out?

These are questions that should be very easy for a salesperson at a cash automation company to answer quite easily.

Never mind in 100 years — how about in the next 10 minutes?

Are you still fine and dandy with having to be at the mercy of your customers' processes and schedules? Or are you ready to take charge of your A/R processes now? Will your business get in the game now or will you be in the minority when the new century comes rolling around?

Read a little about what [Open Scan](#) (a division of Billtrust) can offer you and then give us a call. Our people have all the answers to all your questions but don't just take my word for it. . Look at some [customer testimonials](#) from the trendsetters

themselves.



"If you think in terms of a year, plant a seed; if in terms of ten years, plant trees; if in terms of 100 years, teach the people."

— Confucius
