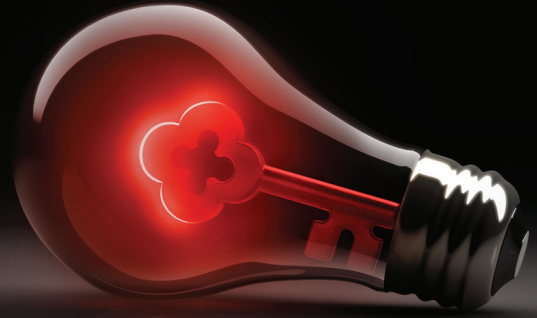# KeyBank
Use the red key.

Cash application:
Putting the control and the cash back in your hands.

As part of the accounts receivable process, cash application has become one of the most important components of processing payments. By crediting payments to the correct accounts, either manually or through automation, the process is much faster while at the same time reducing workloads and operating costs.

Key takeaways

Cash application has become one of the most important components of the accounts receivable process.

Virtual payments and ACH are on the rise.

Complex and inconsistent remittance detail has become the norm.

Over half of B2B payments are still received as checks.

Eliminate challenges with our solutions.

KeyBank has successfully driven electronic adoption of cash application. Through dynamic solutions designed to respond to changing payment behaviors, we have developed ways to address the imperfections that come with check-based data.

Trend	Challenge	Solution
Over half of B2B payments are still received as checks.	Scan lines and limitations in quality cause optical character recognition to fail and require manual application of cash.	**Artificial intelligence considers all characters in a series, deciphering the information contextually to make the match, even in the case of imperfect data.**
Decoupled remittance: virtual payments and ACH are on the rise.	Multiple, manual steps are involved with electronic payment receipt, acquisition of remittance and posting of payments.	**Auto-correlation eliminates the need to access remittance details from multiple sources for ACH or virtual payments and proceeds with the sequence of auto-matching.**
Multiple sites and enterprise resource planning (ERP) systems add payment processing complexity.	Parent/child site locations and multiple ERPs introduce complexity in cash application and result in manual exception handling of payments.	**Payment data efficiently maps across customers, sites and ERPs, without the need for static, inflexible hierarchies.**
Complex and inconsistent remittance detail has become the norm.	Payment information is inconsistently referenced and creates a breakdown in rules-based matching.	**Remittance, invoice and file data are used in combination to achieve auto-match and accurate posting of payments, regardless of variability in remittance advice.**

KeyTotal AR^{SM}
powered by Billtrust Quantum®

It's time to take back control.

To learn more about cash application trends, **contact your Payments Advisor.**

KeyBank ⊕━┱
Use the red key.®