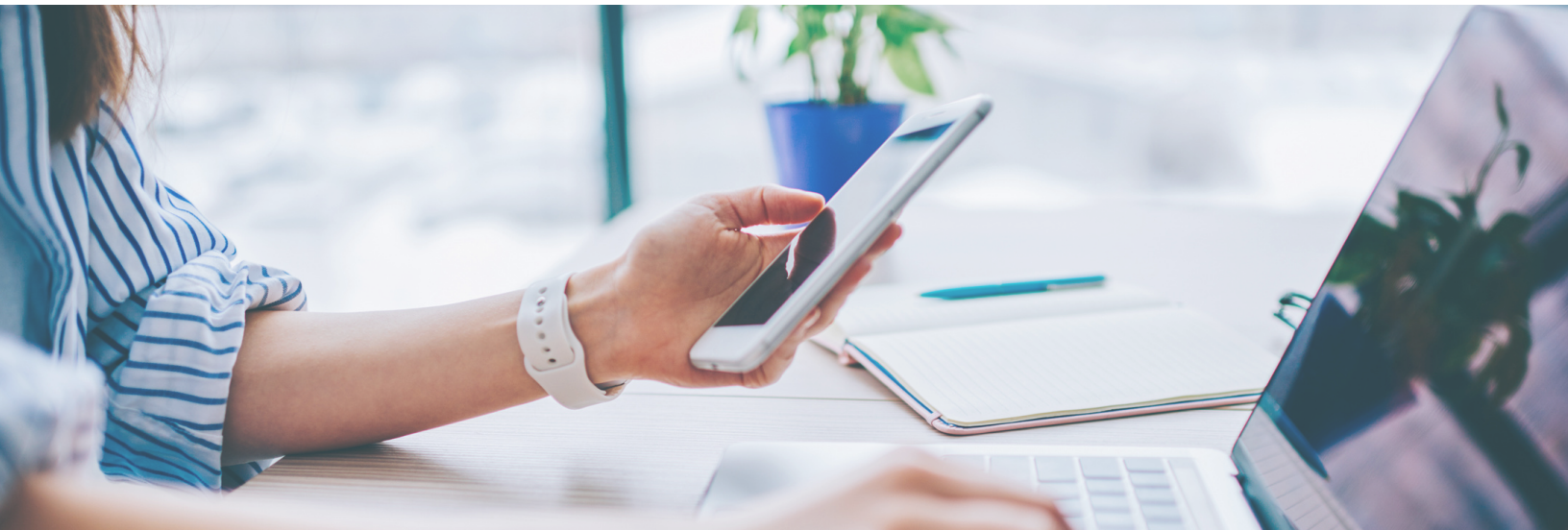


# 5 Tips for Successfully Adding Mobile Payment Acceptance to Your Receivables Mix

Key considerations and criteria to prepare your business and customers for mobile payment options.



**L**et's face it, the traditional, legacy processes surrounding the management and cash application of B2B accounts receivable (A/R) operations are slow, inefficient and expensive. Many businesses still rely on time-consuming, error-prone tasks to handle their current A/R processes. However, both times and technology are changing, giving businesses the opportunity to revamp their processes to be more efficient, effective, and secure, than ever before.

With consumer reliance on mobile technology continuing to grow by the day, combined with the increased mobile adoption by businesses, mobile payment acceptance technology presents myriad opportunities for traditional payment processing and A/R operations. Mobile payment technology offers businesses—and their customers—increased payment options, while also helping to streamline and automate cash application operations. Leveraging mobile payment technology can help optimize traditional A/R operations across your entire organization and increase adoption among employees and customers alike.

## Benefits of Moving to Mobile

By adding mobile payment acceptance to your receivables mix, you are able to modernize how payments are accepted in the field, which will help your business improve cash flow, decrease DSO and accelerate back-office A/R operations. What's more, today's leading mobile payment solutions will help you accept any payment method in the field (checks, ACH/EFT, credit/debit card), while also associating customer and invoice/statement data with each payment to help streamline cash application within your A/R operations.

Some other benefits of adopting mobile payment technology include:

- Faster deposit of payments accepted in the field at the time of service and/or delivery
- Enhanced security by leveraging end-to-end encryption and industry-leading compliance standards
- Increased customer convenience
- Improved cash application accuracy by associating remittance data at the time of payment
- Enhanced reporting and real-time oversight of all mobile payments

We're all becoming more familiar (and more comfortable) with the use of mobile payment technology within our own consumer lives, but how can your business begin to leverage mobile solutions to accelerate payment processing and cash application operations? This eBook serves as a roadmap for preparing your business to unlock the power of mobile payments within your receivable and payment processing operations. In pages that follow, we'll dive deeper into five tips for how you can successfully leverage mobile payment solutions in your business to accelerate cash flow, increase A/R oversight and streamline cash application operations.

1. Move Payment Acceptance from the Back-office to the Field & Front-office
2. Leverage Mobile Remote Deposit Capture (mRDC) Capabilities
3. Accelerate Payment Acceptance in the Field, & Back-office Cash Application with Mobile Invoice Presentment
4. Embed Seamless Payment Acceptance Options in Your Own Mobile App
5. Automate Cash Application to Any Back-office System

Let's go!

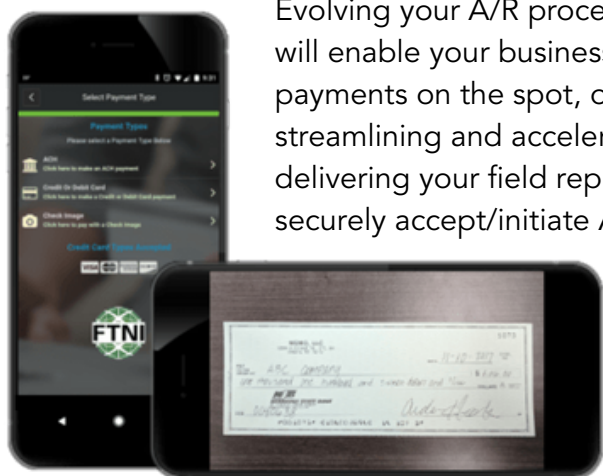
# 1 Move Payment Acceptance from the Back-office to the Field & Front-office

As with any business, the customer drives the demand, and B2B customers are demanding more ways to pay. In the past, checks were the preferred—and many times only—payment method offered and accepted. Today, checks continue to play a large role in B2B payments, however, technologies such as Advanced Remote Deposit Capture (RDC) and Mobile RDC (mRDC) are changing how businesses accept and process these payments.

Credit and debit card payments have also increased in acceptance and have far succeeded checks as the new, preferred payment method. According to the 2019 U.S. Federal Reserve Payments Study, 16 billion checks were written across businesses and consumers alike, while credit card payments totaled 44.7 billion transactions. However, regardless of what payment methods a business chooses to accept, one thing is clear—customers expect to have access to all payment methods, across any payment channel. Integrating core payment technologies that can accept ACH, check, credit/debit card, and cash can provide significant competitive differentiation for your business while also delivering a “stickier” customer experience.

As we move into an even more digital payment environment across the business landscape, accepting electronic payment methods, as well as checks, is a necessity. By adding a mobile payment solution to your receivables mix, your business is able to deliver customers with the payment options they need—all with the added benefit of delivering your business with a solution that provides automated cash application.

Truly integrated mobile payment technology, delivered through a fully-hosted stand-alone app or embedded APIs/SDKs within your own mobile app, helps your business to move A/R and payment processing operations from the back-office to the field and front-office. Traditionally, these operations were handled in the back-office through manual, time-consuming payment acceptance, processing and posting. However, with new A/R automation technology, businesses are able to put mobile payment acceptance into the hands of their delivery drivers, field representatives, sales team members, and even their customers, to accept payments in the field faster, and more securely than ever before.



Evolving your A/R processes to include the acceptance of mobile payments in the field will enable your business to provide an efficient and secure way for employees to accept payments on the spot, or customers to initiate payments at their convenience, while also streamlining and accelerating cash application operations across your organization. By delivering your field representatives or customers alike, with the ability to quickly and securely accept/initiate ACH, credit/debit cards and checks via a mobile device, your

business will accelerate the acceptance, processing and posting of all receivables—moving the payment from the hands of your customers to your bank (or merchant processor), and ultimately your back-office system(s) in one seamless flow (i.e. the achievement of straight through processing).

## 2 Leverage Mobile Remote Deposit Capture Capabilities

Checks are here to stay. Regardless of the growing adoption of electronic payment methods by businesses, paper checks still account for 50% of B2B payments.<sup>1</sup> However, the way that checks are being handled across businesses is evolving. Mobile check acceptance is the next frontier for paper checks. Mobile Remote Deposit Capture (mRDC) technology continues to increase in adoption as consumers and businesses alike have started to transition away from legacy, back-office centric, receivable processes and systems.

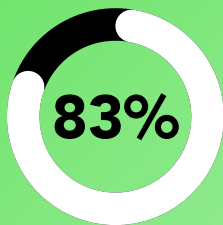
mRDC technology delivers businesses with the ability to significantly streamline the acceptance and processing of check payments in the field. Today, industry-leading companies spanning a fast-growing number of industries including banking and financial services, distribution, insurance, field services, real estate, logistics, nonprofit, property management and more, are turning to mobile RDC solutions to help them more efficiently and securely accept check payments in the field.

Here's how it works: Upon acceptance of a paper check from a customer, your field team members simply use an mRDC-enabled app, whether via a fully-hosted app or embedded APIs/SDKs within your own mobile app, to capture a picture of the front and back of the check. Depending on the app, you can even associate open invoices with the check being accepted.

50% of B2B payments  
are still made via  
paper check.<sup>1</sup>

Then, based on unique business rules, the check images and associated bank information, along with any matched invoice detail, is transmitted automatically and securely to your chosen payment processing platform for review, management and ultimately, deposit to your bank. No more waiting until the very end of the day to frantically scan checks. No more tedious deposit slips and having to physically deliver checks to the bank. Worse yet, no more sacrificing one or more business days of cash flow or DSO (depending on your industry) to make your check deposits as you await field representatives to return to the office with check payments. With mRDC, checks accepted in the field today, get deposited today.

But the benefits of mRDC solutions don't end with the business—for one, customers benefit significantly from increased payment security. Today's leading mobile check capture technology makes use of both OCR (Optical Character Recognition) and duplicate MICR (Magnetic Ink Character Recognition) technologies to ensure that once the check has been captured, it cannot be scanned or deposited again.



83% of businesses have changed their A/R processes since the start of the COVID-19 pandemic.<sup>2</sup>



50% of FTNI's new customer implementations since the start of 2020 have included mRDC solutions.

<sup>1</sup> Mastercard Business Payments 2022 Report, 2018 | <sup>2</sup> PYMNTS.com | B2B Payments Innovation Readiness Report, 2020

## 3 Accelerate Payment Acceptance in the Field, & Back-office Cash Application with Mobile Invoice Presentment

Traditional receivable processes start and end with the invoice. In the past (and even yet today), businesses would issue an invoice, print that invoice, mail it to the customer, and then wait to receive payment. This is not only time-consuming, but it is also expensive due to the costs associated with printing and mailing the invoice, as well as the manual business processes surrounding waiting for the payment to be mailed back, processed and ultimately posted.

Increasingly, businesses are realizing not only significant cost savings, but also increased customer satisfaction from the ability to move from paper-based invoicing to electronic invoicing. Specifically for those businesses with representatives in the field, being able to deliver invoices electronically via a mobile app allows customers the ability to easily pay specific invoices on the spot. Your employees are able to select the appropriate invoices, associate customers' payment information, and send the payment details immediately to the home office for review (if needed) and cash application. Overall, electronic invoicing capabilities contribute to decreased costs across your A/R organization and enhance the customer payment experience.

Mobile Electronic Invoice Presentment and Payment (EIPP) allows your business to make invoice information and payment options available via your chosen mobile payment channel. You are able to deliver your customers with yet another readily available payment channel for outstanding invoices—all while saving costs over traditional paper-based invoices and accelerating back-office cash application.

## 4 Embed Seamless Payment Acceptance Options in Your Own Mobile App

For many businesses, stand-alone mobile payment solutions may be the answer to accepting payments in the field. However, if your business already has an existing mobile application, seamlessly embedded payment options may be the right choice for you.

A key consideration when choosing a mobile payment acceptance solution is its interoperability and capabilities to support convenient integration with your existing interfaces, applications and systems. After all, it's important to look for a mobile solution that will readily integrate with your existing bank, merchant processor and back-office system(s) to ensure an accelerated adoption process and great customer experience. So, why not look for a solution that also integrates with your existing mobile application? This can be a major benefit for businesses that enable customers to place orders or view account information within their existing mobile applications, but currently require customers to utilize another payment channel in order to make payment.



With secure and compliant mobile API/SDK technology, your business is able to embed payment acceptance (check, ACH/EFT, credit/debit card) functionality into your existing interfaces and applications for a highly convenient user experience. By adding payment acceptance functionality into your existing mobile application, you are able to create a seamless transition between your mobile application and the payment acceptance experience. What's more, leading mobile payment solution providers will help your business maintain the highest standards of security and compliance when it comes to handling sensitive payment information. One thing to keep in mind when it comes to API/SDK technology is that your development and technical teams will ultimately be responsible for embedding the payment functionality into your application/interfaces. So be sure to choose a technology partner that has a proven track record in helping other leading companies embed and implement mobile payment solutions.

## 5 Automate Cash Application to Any Back-office System

Any time you make the decision to add new technology within your business, a major consideration must be how it will integrate with other existing processes and systems. Once your business looks to begin leveraging mobile payments within your receivables mix, direct integration with existing banks, merchant processors, accounting software and back-office systems will be key. Selecting a provider and platform that allows you to leverage your existing banking and merchant processor relationships and back-office accounting/CRM/ERP systems will only help to increase efficiencies and improve adoption across your organization.

As any A/R professional knows, accepting the payment is only the tip of the iceberg. The traditional A/R lifecycle is rife with time consuming, manual, error-prone processes surrounding payment acceptance, processing/deposit and ultimately cash application. By selecting a provider that is able to deliver a truly integrated mobile payment solution, you'll benefit from the ability to streamline the entire lifecycle from payment acceptance to processing/deposit and posting (cash application), all from a single platform to achieve true straight through processing.



## Closing Thoughts

The addition of mobile payment capabilities to your existing A/R and payment processing operations has never been more accessible and continues to grow in adoption across businesses in a variety of industries. However, as you look to add this new technology, it could be the perfect opportunity to also evaluate other areas of your existing A/R, payment processing and cash application operations that could be improved and modernized.

At a certain point, each new platform or solution implemented with your business can't simply be additive. There comes a time when the consolidation of legacy technologies must take place. Create a plan for streamlining your receivable management by looking for true accounts receivable automation software capable of accepting, processing and posting any payment method (checks, ACH/EFT, credit/debit card, cash) from any payment channel (mailed-in, lockbox, called-in, in-person, online, mobile). Mobile payment solutions that come as part of a truly integrated receivables platform can help your business to leverage your current business processes and workflows to increase efficiency without adding more complexity and cost associated with siloed systems.

As your business evaluates adding mobile payments to your A/R processes, be sure to look for a payments partner with a proven platform that can help you work toward the strategic goal of straight through processing. Putting in the time up front to find a solution that provides the optimal balance of integration capabilities, security and functionality to support the consolidation of legacy payment technologies will go a long way towards achieving accounts receivable automation.

## About FTNI

Financial Transmission Network, Inc. (FTNI) accelerates the way businesses accept, process, post and manage payments. Processing millions of transactions monthly, FTNI's integrated receivables platform, ETran, accepts any payment method, via any payment channel—all on a single, secure, cloud-based platform. ETran seamlessly integrates current business processes, bank and merchant processor relationships, online and mobile applications, and back-office systems to modernize and automate payment processing and cash application operations. Founded in 2007, FTNI serves more than 20,000 corporate users from over 1,000 customers spanning numerous industries including Banking and Financial Services, Distribution, Insurance, Nonprofit, Property Management, Realty, Utilities, and more. For more information, visit [ftni.com](http://ftni.com).

