

Match Game: Solving Payments and Reconciliation Issues Before They Happen

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Cash application is a lot like the old 1970s TV game show, *Match Game*, where earnest contestants would try their best to duplicate the answers of witty celebrities who were sometimes more interested in getting laughs than they were in helping their contestant win.

In your cash application game, matching invoices and payments with both accuracy and speed increases cash flow and helps you win. But your celebrity panel – your customers – wants to pay you their way, not yours. It's not their problem if things don't match. It's yours...

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About the Author



Mitch Rose is Senior Vice President and General Manager, Corporate Segment, where he heads up Billtrust's go-to-market strategy. Mitch has worked with hundreds of businesses to help them automate their order-to-cash process. Before Billtrust, he held senior-level marketing positions with Coca-Cola, Mattel and Warner Lambert. Mitch holds an MBA from Columbia University in Marketing and a BS in Applied Economics from Cornell University.