

A B2B Financial Ecosystem Provides Opportunity for the Greater Good

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The previous article, *Convergence of A/R and Treasury Creates a Cash Culture Worthy of Investment* (Q2 2021 *Perspective by CRF*), created some healthy discussion around the collaboration between A/R and Treasury teams. Based on the dialogue generated, I thought it would be prudent to dive a little deeper into the topic, but also to widen the lens to include the full Business-to-Business (B2B) financial ecosystem.

Lost in another business cycle

If one system could rule them all, it seems that it would have been invented already. Technology has outpaced everything in our daily lives and continues to advance at a pace we have never seen before. A graphic I found on the internet (so it must be true), shows that the Apollo 11 mission that landed on the moon had 1,300 times less processing power than an iPhone. And not just any iPhone – an iPhone 5s! Let that sink in for a minute. A computer was able to take off, land on the moon, and return astronauts home safely with only 74 kb of memory. Since 1969, technology has come a long way. In that time, if one solution could be the best at supporting all financial processes for a business, doesn't it seem that...

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About the Author



Keith Cowart is Receivables Market Owner in FIS' Corporate Liquidity - Receivables group, which features the award-winning Credit-to-Cash product, GETPAID and Integrated Receivables. He has over 20 years of professional experience in various accounting and finance leadership roles including Accounts Payable, G/L Accounting, as well as Credit and Collections in large global companies with shared service centers. Keith's focus has always been in continuous improvement and leveraging technology to automate processes to achieve extraordinary results. Keith holds a Bachelor of Business Administration degree from Piedmont College and a Master of Business Administration degree in Management from Georgia State University.