

*Cloud as an Innovation Enabler in AR  
Automation:  
Managing Business Continuity, Data Analytics and Customer  
Experience in the Cloud*

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**Abstract**

*Cloud technology is a driving force of transformation across industry sectors and markets – and continues to be in the foreseeable future. Several factors play into the innovation dynamic. Corporations are looking for ways to increase agility in business processes while also needing to offer new and advanced products. Business process transformation is aided by increasingly innovative solutions powered by intelligent automation. Corporate data and information management strategies are also driving change, as decisionmakers want more and better insights. And finally, digitization, which ranges from software over platforms to entire ecosystems, is pushing boundaries. All of these initiatives are increasingly supported and, in some cases, enabled by cloud technology.*

Staying ahead of the innovation curve requires aligning business goals with transformation strategies. Cloud offers secure and scalable process improvement driven by data, enabling organizations to advance their business activities and initiatives. Today, above all, cloud is becoming an innovation enabler, forming the basis for other technology disruptors, such as blockchain, Internet of Things (IoT), edge, or quantum computing. This holds true for finance as well – and for accounts receivable (AR) in particular. For example: It is possible to reach out to customers for payment and...

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