

Failing to Transform Cash Application Means Leaving Money on the Table

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We all know how important cash application is – if it wasn't, optimizing the processes behind it wouldn't be such a major concern. Most organizations will admit their workflows could be smoother, their data could be better, and that reporting and insight aren't what they should be. But what many of us don't realize is that the processes we all think of as "industry standard" or "best practice" are the root cause of many of the problems attributed to "inefficient" or "sub optimal" cash application.

Breaking free of these limitations requires a new approach, and an acknowledgement that "smart" cash application is more than a buzzword or an optional extra. In this article, we'll look at how traditional approaches impede your access to working capital, what this can cost your business in the short and long term, and what you can do to leave old methods behind and create a system of seamless and error-free instant cash application.

Here's the harsh truth: the way your organization handles cash application is probably costing you money. The chances are, cash application processes within your AR team still...

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About the Author



With over 15 years' experience working in the order-to-cash field, Michael's present and previous roles have given him unique insight into best practices in managing credit and compliance risks as well as collections operations for businesses of various sizes and industries. Michael has led and delivered a number of complex international solution implementation projects for global corporations around the world. In his current role with Serrala as a Solution Architect, Michael's main focus is on analyzing organizations' needs around credit risk, compliance, and collections management and translating them into software solutions that are both user-friendly and aligned with the trends in an ever-changing environment.