Integrated vs. Non-Integrated Payment Workflows

What's the Big Difference?

An **integrated workflow consolidates** all elements of the process. As a result, it saves time, makes things simpler, reduces payment application errors and supplies all the tools you need. Conversely, a **non-integrated workflow requires more manual** work and time.

A Non-Integrated Workflow

When there is no integration, the process has bottlenecks and takes much longer. Here are the steps you'll have to take.

1. Prepare invoices, which could include paper ones to mail and digital ones to email.
2. Wait for customers to receive the invoices.
3. Receive payment through a processor, or manually enter cards.
4. Get funded after the processor clears payments, which could take days.
5. Enter information into your AR system to reconcile invoices.

Stations must **repeat these steps** for every advertiser every month.

Non-Integrated Workflow

Integrated Workflow

An Integrated Workflow

Streamline the process with a connected and integrated workflow. It's an abbreviated process that can happen in as little as one business day.

1. Generate invoices and emails to customers automatically.
2. Pay — Allow customers to pay with one click.
3. Get funding as quickly as the next day.
4. Reconcile invoices in the AR system.

Electronic payments and next-day funding with an integrated workflow can **decrease days outstanding by 32 days**!*

-32 days

**Based on proprietary data*