

MEET CUSTOMERS WHERE THEY ARE

# Applied Pay™ is the industry's only natively integrated payments solution.



**Applied Pay is the only end-to-end payment solution that fully integrates into Applied Epic®, Applied CSR24®, and EZLynx. A full-cycle accounts receivable application, Applied Pay automates the process of sending invoices to insureds and returning their online payment transaction data back to your agency management system for reconciliation.**

Collect and process premium payments quickly, with less effort and better security, while providing clients a simple and intuitive online experience that supports their choice of payment types, including credit card, ACH, Apple Pay®, Pay by Text, and other payment methods.

Applied Pay reduces liability for agencies by meeting PCI and NACHA compliance regulations by securing sensitive data.

This state-of-the-art digital payment solution reduces internal workloads by automating portions of the accounts receivable process to drive a more profitable book of business.

## Allows your agency to

- Reduce time, effort, errors, and liability associated with processing payments using a full-cycle accounts receivable solution
- Improve customer satisfaction and online payment adoption by providing a simple, modern payment experience from any device
- Get real-time visibility on all payments transactions with intuitive analytics making the process of managing payments simple and secure

“Our employees like Applied Pay better than our prior processor. We’re able to now accept more payment options than we were able to previously, such as Discover® and American Express® credit cards, as well as ACH payments.”

– Delana Edmondson, Accountant, Aligned Insurance Agency



## Core Capabilities

### Product Integration

Built with robust, scalable APIs that integrate fully with the Applied Epic, Applied CSR24 and EZLynx platforms and process payments fast and efficiently.

### Hosted Checkout Page

The payment checkout page is secure, highly intuitive and hosted on your agency's website. With a unique URL branded to your agency, your clients can pay their premiums safely and easily.

### General Ledger Reconciliation

Invoices are tagged within the system and sent to payees for payment. When payment is complete, the system then returns the transaction status back to the invoice for reconciliation. Applied Pay works as a full cycle accounts receivable solution.

### Payment Flexibility

Equipped with flexible payment options, including ACH, credit and debit cards, Apple Pay®, eWallet, and more, Applied Pay gives your customers the power to pay how they choose. It also offers powerful features like next-day funding, split funding into multiple accounts, paying multiple invoices at once, and the option to set up recurring payments.

### Real-Time Visibility

Easy-to-use dashboards let you access the right data at the right time. Real-time snapshots of all your payment transactions as they occur appear in the admin portal, helping to safeguard against policy lapses and defaults in coverage.



**Applied Pay reduces the workload needed for manual reconciliation by up to 45%.**

Source: Applied Systems

### Compliance

The securitization and tokenization of sensitive data reduces liability for agencies and handles PCI Compliance. Because sensitive information is protected, Applied Pay helps you remain compliant while accepting digital payments.

### Expedited Settlement

Accounts receivable process automation simplifies and speeds up premium collection and reduces internal workloads, so you can settle your payments fast and drive a more profitable book of business.

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### Have Questions?

**Call 800.999.5368**

**Visit [appliedsystems.com](https://appliedsystems.com)**