



## Sales Order Processing

# Retaining Customers in Today's Economic Landscape: Improving SAP Order Management

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# Introduction

Businesses today recognize that they must deliver the highest levels of customer service in order to retain existing customers and acquire new ones. Highly effective order management is absolutely crucial to this objective.

In their efforts to improve customer service, businesses face order management challenges in the areas of visibility, productivity, accuracy, cost control and implementation. Companies need to know what and where every order is at any time. They need to be able to pull up orders and answer customer questions immediately. They need to eliminate non-value-added tasks and human errors that drive up costs and customer dissatisfaction. And as companies implement order management strategies, they need to include as many customers as possible.

The largest obstacle to overcoming all these challenges is paper. Even orders that are received electronically often end up as paper on someone's desk. While paper is familiar and many companies have gotten very good at processing paper orders, there is zero value to customer service in continuing to do so. Effective order management enables companies to quit paper, improve responsiveness, access order information instantly and monitor order management performance to enhance customer service.

## Adding value to SAP® solutions

Implementing SAP® solutions helps businesses standardize enterprise operations and support business process management strategies. SAP solutions empower companies to automate many business processes formerly done by hand. But to achieve full return on investment in SAP solutions, businesses need to automate the documents that drive business processes. Some companies have also implemented technologies such as EDI to automate document exchange, but often these solutions are only feasible for a certain percentage of a business's customer base.

The degree to which its customer service continues to rely on paper documents (and therefore suffers from a lack of visibility and control) will determine a company's success in overcoming order management challenges. The situation is particularly acute for businesses entering orders into SAP applications.

Along with freeing staff to spend more time on customer service activities, automated order management gives companies more control and insight into what is happening on a daily basis. These outcomes not only help companies strengthen customer relationships, but also control finances, comply with regulatory requirements and improve overall profitability.

This white paper examines key order management challenges faced today by customer service teams within businesses running SAP solutions. In highlighting a unique platform that integrates end-to-end automation of document processes with SAP solutions, this paper is designed to assist CEOs, CFOs, CIOs, customer service managers and SAP system administrators in overcoming the challenges that companies face in improving customer service.

### Automated Order Management on Demand

As an alternative to hosting infrastructure for automated order management in-house, many businesses leverage comprehensive automation platform capabilities on demand using the Software as a Service (SaaS) model. This approach can offer the benefits of extending automation across the enterprise quickly and cost-effectively, without the risk of opening the corporate firewall.

SaaS solutions for order management offer rich functionality to improve customer service without the costs of software, hardware and maintenance. With no up-front capital expense, companies can automate order management without risk and expedite customer service improvement initiatives by minimizing IT and budget impact.

# Taking On the Challenges

## Manual processing

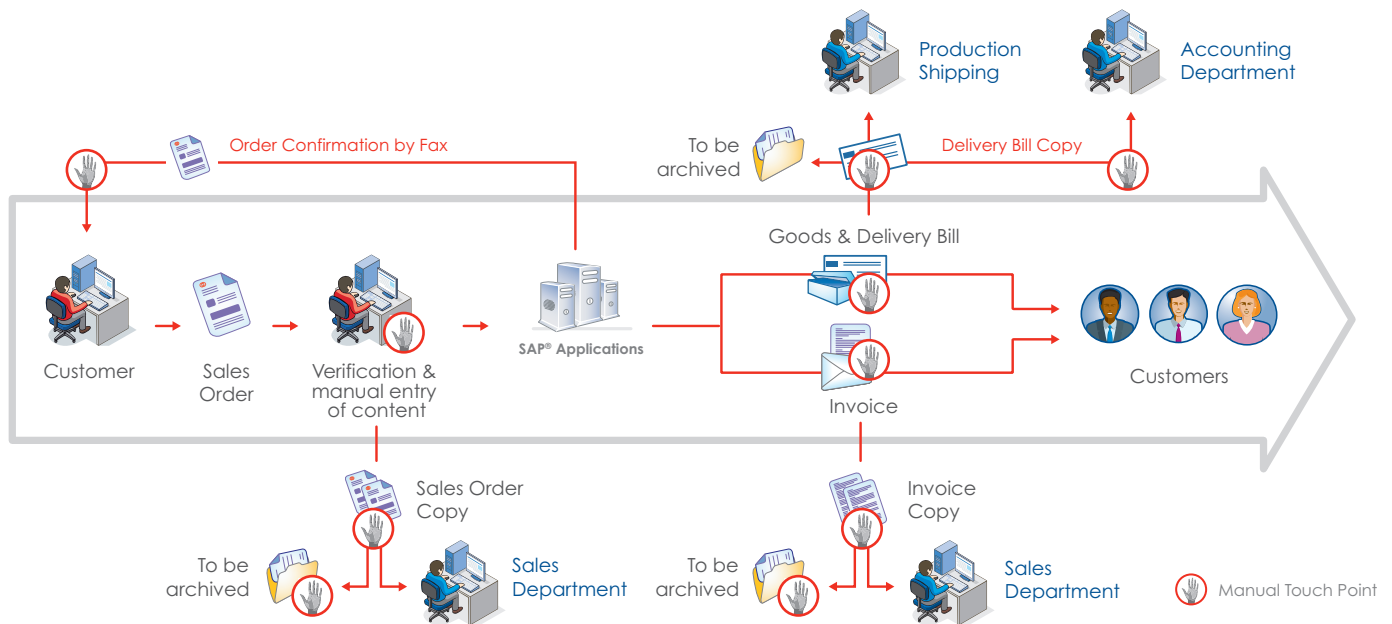
When companies receive customer purchase orders, the nature of the processes they use to create sales orders in the SAP system and handle workflow can determine how much efficiency they are capable of achieving. Manual processing of sales orders is inherently labor-intensive, time-consuming and error-prone, requiring valuable resources to manage each part of the process.

Using conventional methods, it can take hours to prepare, enter and store a sales order. And one wrong keystroke during data entry, such as inputting 100 units instead of 10 units, could become a nightmare for you and your customer. Once the information is entered into the SAP system, there are issues of how to handle exceptions and how to keep track of orders. And when customers call to find out if their orders have gone through or to check the status of their orders, it means tracking down whether the order is still on the fax machine, with the rep, already entered into the system, etc.

## A maze of manual touch points

In many companies, sales order processing travels through a labyrinth of departments and manual touch points for order preparation, data entry and archiving. Upon the arrival of a sales order, staff collect orders from a shared fax machine or printer, collate them, keep the paper copies and store them along with associated documents for later retrieval as needed. Manual data entry is required for sold-to number, quantities, part numbers and other key fields.

Customer service managers can only hope that none of these manual touch points cause misplaced orders, delays in fulfillment and payment, or errors and returns of incorrect shipments that end up in the customer's hands, resulting in customer dissatisfaction and loss of business.



The ideal solution automates every phase of the process to eliminate as many manual touch points as possible.

## Visibility

Integrated with SAP applications for effective order management, imaging gets rid of paper handling and electronic workflow enhances process coordination. The increased transparency delivers immediate improvements in customer service by giving instant order access to everyone who needs it. Order status becomes available upon receipt, even before the order hits the SAP system. You can see when a particular order came in, where it went, who has it and what is happening now.

In addition to helping with customer call resolution, this visibility can tell you how long orders take to process and identify fluctuations in order volume. Order volume per hour, day or week, and order volume by customer, product or line of business can all be known and acted upon.

## Prioritization

Many companies process orders on a first-in/first-out basis, which fails to account for priority of sales orders according to customer or product line. Certain customers and products may take priority over others, but all orders go through the same process. Orders might sit on a fax machine until they are collected by a receptionist once an hour and then hand-delivered. In addition to helping companies share resources to process orders faster, automation can help them recognize when orders from key customers, or for key products, come in. This capability can result in competitive advantages if companies can respond to top customers faster, ship orders sooner and be more proactive.

## Productivity

Customer service suffers from all the time spent printing, gathering, collating, routing, verifying, entering and tracking paper orders every day. Companies using manual processes often have a backlog of several days in order entry.

Capabilities that drive efficiency include OCR and content recognition to replace data entry, queue management to distribute and balance workload, and quantifiable metrics for resource allocation. Reducing the time spent manually keying-in, distributing, filing and retrieving paper orders helps companies improve workforce planning and do more with less.

## Error reduction

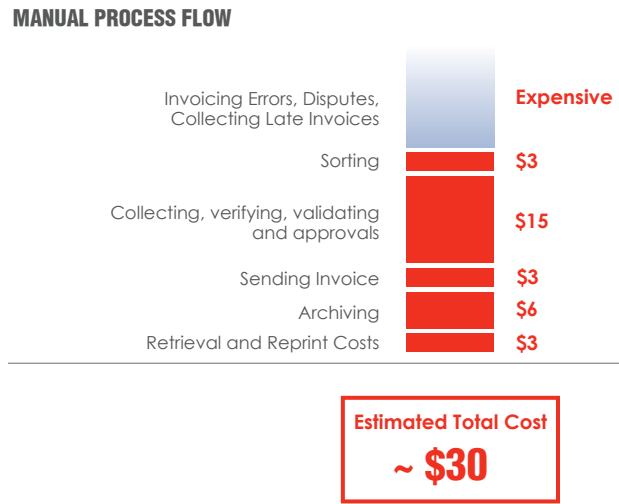
Reprocessing a single order due to error or document loss can cost as much as \$200. In addition to delaying fulfillment, order errors often result in extra shipping costs, wasted materials, credit notes, restocking fees and even write-offs.

Companies achieve transaction excellence with a solution that provides intelligent capture technology to recognize content and execute processing rules, the ability to adapt to a variety of customer order formats and a unified exception handling process for all orders. Achieving 100% electronic throughput of orders can virtually eliminate the need for manual data entry and prevent errors like mismatches of customer and payment terms.



## Cost control

The table below summarizes the typical costs of manual sales order processing. The \$30 estimated total cost is a minimum and can range as high as \$60 or more.



automatic storage and easy retrieval, support for receiving orders by fax, email, web, SMS and other channels; and Software as a Service (SaaS) options to reduce capital expenditures. Effective order management also reduces the cost of consumables such as fax machines, copiers, multifunction devices, fax drums, toner and ink, paper and pre-printed forms.

In addition to reducing document storage and data retrieval costs, electronic archiving also helps companies satisfy the requirements of regulatory frameworks such as the Sarbanes-Oxley Act. Automated archiving offers major benefits in helping companies support regulatory compliance and avoid the hassles of filing and retrieving order documents.

## Implementation

In many companies, the IT environment that supports order management is a complex collection of point-to-point processes creating massive amounts of paper. The ideal is to consolidate systems for fax, imaging, OCR, formatting, validation, workflow, exception handling, EDI, data conversion and archiving.

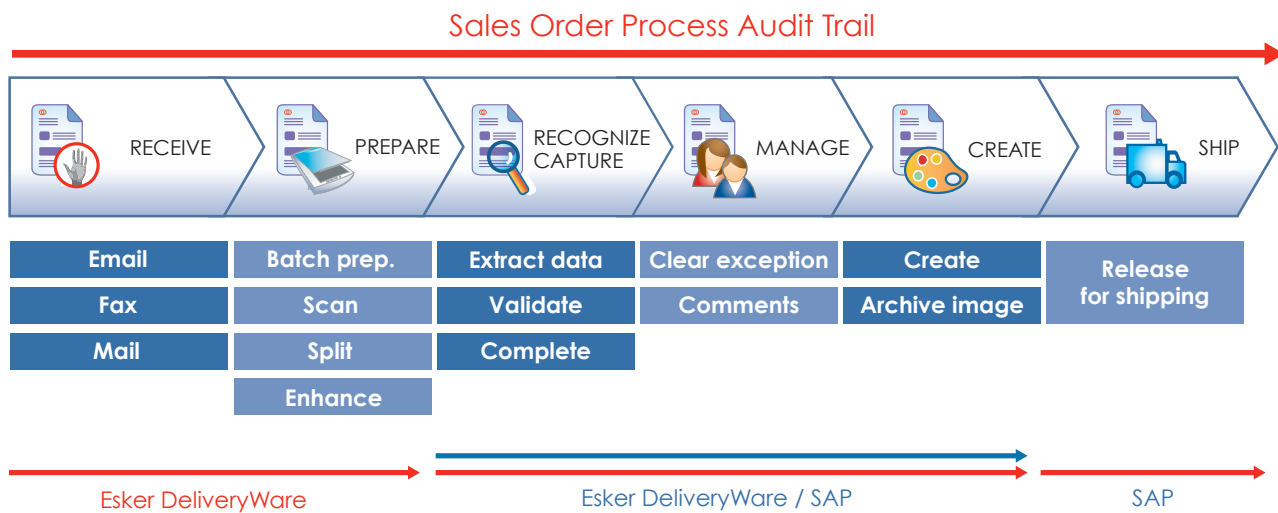
An optimal solution enables a company to take realistic steps toward automated order management, and is e-commerce ready with the capability to automate fax- and email-to-order for customers who are unwilling or unable to use EDI. The solution should be able to automate processes throughout the order-to-cash cycle, including confirmations, advance ship notices and customer invoicing as well as order processing. And because one size does not fit all, the solution should offer a phased approach to implementation with several options ranging from basic scan & file to deep integration with SAP applications and intelligent data capture.

# Automating Order Management

Incoming sales order documents launch the order-to-cash cycle. Fast response to orders helps businesses increase customer satisfaction and ensure on-time delivery as well as timely customer payment. Incoming customer orders need to be entered and confirmed quickly to allow for efficient delivery. Up-to-date information on the status of customer orders is crucial for effective customer service as well as sales management and forecasting.

To optimize inbound sales order processing, these four essential areas must be automated:

- **Inbound document capture** to eliminate handling of paper
- **Optical Character Recognition** to remove manual data entry
- **Workflow** to coordinate all processes that must occur along the path
- **Access** to documents and information about the process



Key financial management benefits of automating all of these areas include real-time budget control, sales monitoring and forecasting. This level of automation also enables SAP customers to:

- **Increase speed and responsiveness** — make the entire process quicker and more efficient
- **Reduce operational costs** — remove manual administration by adding business rules to corporate forms
- **Reduce per-transaction costs** — streamline throughput and save money while improving service
- **Gain a clear view into the process** — use and share the information for more effective management
- **Realize rapid return on investment** — reduce costs and improving controls to boost the bottom line
- **Ensure high-quality presentation** — apply consistent rules to all your online and offline processes

Automation minimizes the amount of manual labor and the number of keystrokes required to complete order processing. These capabilities can yield millions of dollars in savings by reducing the number of touch points at each step of the process, and by providing the ability to identify and resolve bottlenecks within the process. And businesses can improve the customer experience by increasing speed and responsiveness. Orders received by a certain time can be entered the same day for more on-time shipments.

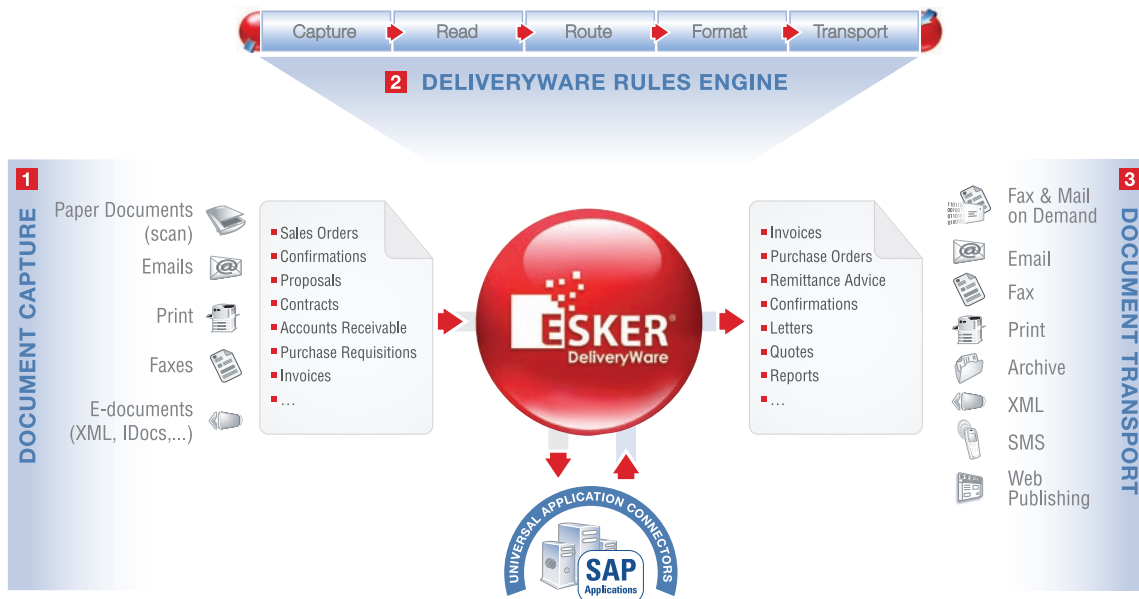
# Leveraging the Esker Platform

For companies seeking to reduce order fulfillment time, eliminate order errors and returns, accelerate cash flow, improve information accessibility, cut administrative costs and increase customer satisfaction, there are several software products marketed to SAP customers as solutions for automated order management. Only one solution offers patented DeliveryWare Rules technology and a full range of outbound document delivery capabilities. By effectively reducing the time between receiving a customer order and collecting payment for the order, Esker DeliveryWare helps companies achieve additional return on their investments in SAP applications.

## End-to-end document process automation

Esker DeliveryWare offers a comprehensive solution that streamlines document processes from start to finish by eliminating inefficient steps — regardless of the information source or type of delivery transport. Integrating non-intrusively with SAP applications, Esker DeliveryWare minimizes the touch points in order processing without disrupting current business procedures. Esker DeliveryWare capabilities are also available on demand, as SaaS solutions.

Designed to optimize internal and external information flow into and out of SAP applications, Esker DeliveryWare is an end-to-end document process automation platform. Managing all inbound and outbound document processes through this central platform simplifies the IT infrastructure, reduces the time and costs associated with document communication and streamlines critical business processes.



1 Document Capture	2 DeliveryWare Rules Engine	3 Document Transport
<p>Esker DeliveryWare automatically captures invoices and other documents in any format — independent of layout and application or source, without the need for custom programming.</p>	<p>At the heart of Esker DeliveryWare is patented technology that automatically recognizes and extracts data from electronic documents to determine formatting, conversion, and routing conditions and actions that need to take place, as defined by processing rules.</p>	<p>Esker DeliveryWare distributes documents automatically, based on organizations' specific requirements. They can be delivered to multiple recipients in the most complete range of formats (text, XML, PDF, IDoc, PCL, PS, TIFF, etc.) and media (postal mail, fax, print, email, web, file transfer, archive, wireless message, etc.)</p>



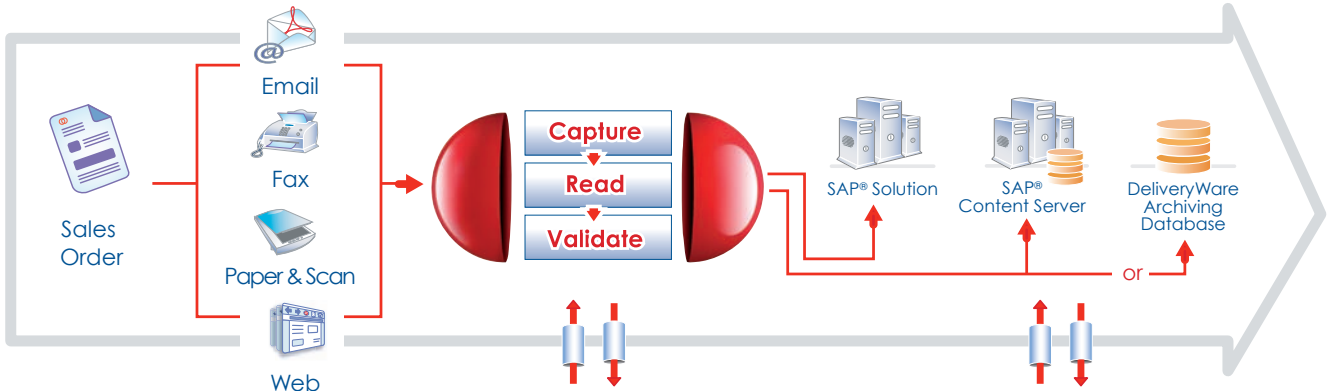
## Automated sales order management

**1** Incoming sales order received by email, fax, paper or via web

**2** Esker DeliveryWare captures, reads and makes data available for verification

**4** Esker DeliveryWare creates Sales Order in SD (using VA01 or through data feed)

VALIDATED DATA	
ABC	12,6
253.99	GL Act
19.6%	102.20
John	45,00



**3** Web form validation



- Capture accuracy
- Customer exists in SAP customer Master
- Duplicate PO check
- Exception management

**5** Document accessible via SAP interface



### Time and cost savings

The bottom line is substantial savings of time and money. Estimated total cost of processing a sales order with Esker DeliveryWare ranges from \$1 to \$3.

For 1 Sales Order	Time Taken
1 document automatically printed	<b>1 minute</b>
2 documents automatically archived	
1 document automatically faxed	
1 document automatically mailed	

### AUTOMATED PROCESS FLOW WITH ESKER DELIVERYWARE



# Sales Order Workflow with Esker DeliveryWare

## Tight integration with SAP applications

Esker DeliveryWare leverages SAP technologies to automate sales order workflow and facilitate capture of process information from customer sales orders, and to make that information readily available in the SAP system along with the sales order document.

SAP-certified Esker DeliveryWare integration does not require any reprogramming or business process modifications. Sales orders arriving in various formats (paper, fax, email, electronic file) are automatically captured, approved and transferred to the SAP Content Server or to the Esker DeliveryWare repository. Order data such as customer name, part number, quantity and prices are automatically made available in the SAP system, replacing manual data entry.

The order object in SD is linked to the stored document, allowing the user to retrieve the original document easily when necessary — directly within the SAP user interface.

The process flows through the following steps:

### Step 1: Receiving and routing

When a sales order arrives, it is automatically handled by Esker DeliveryWare. The document is recognized and converted, and sales order data is extracted. Immediate confirmation can be sent to let customers know that their orders have been received.

Based on your specific criteria, Esker DeliveryWare captures and routes sales order documents to the corresponding customer service representatives for processing, regardless of whether the orders are received by fax, email, mail, or electronic document.

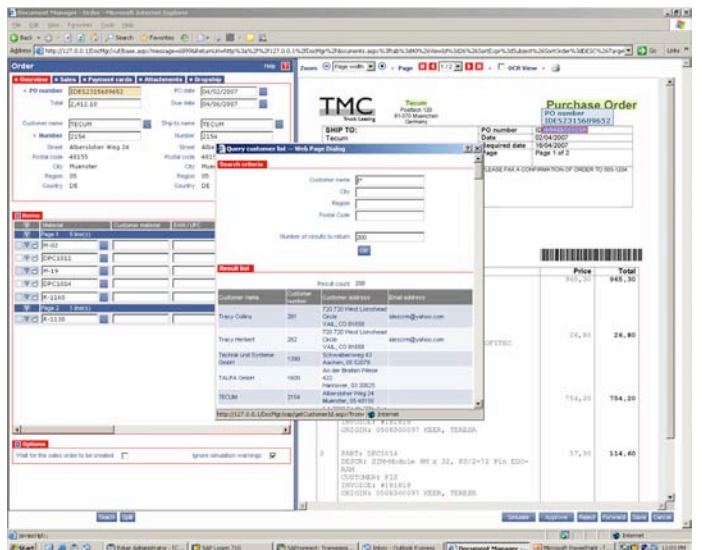
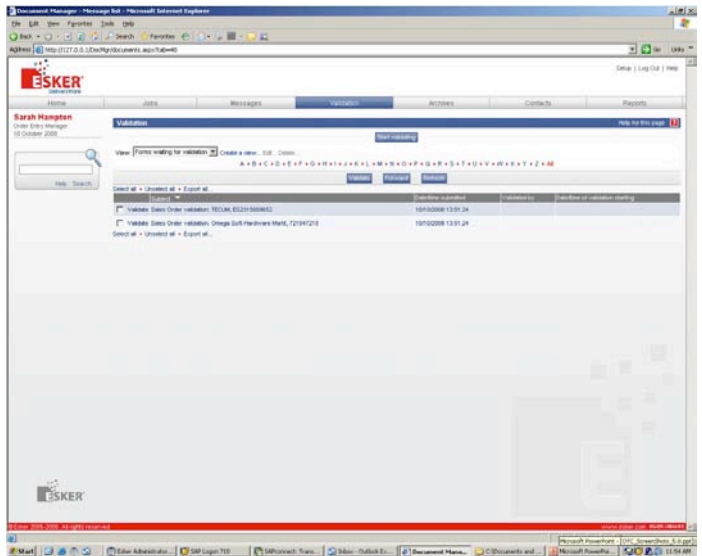
New orders are distributed according to criteria such as caller ID, fax number dialed, and the customer number on the received purchase order. Orders can be routed and prioritized so that top-priority customer orders get immediate attention while others hold in the queue.

### Step 2: Document capture

Esker DeliveryWare is designed for flexibility in capturing relevant sales order data such as the name of the company that placed the order, the shipping address and instructions, the order number and requested date as well as line-item information — no matter how the data is displayed or where it is located on the incoming sales order.

Users have a split-screen view of the original order and the values extracted by Esker DeliveryWare.

To determine values not located on the document, such as the customer number, Esker DeliveryWare enables automatic lookup inside the SAP system. Customer service reps can view corresponding data straight from the SAP master tables, as well as item numbers and description information.



### Step 3: Process workflow and exception handling

The web-based user interface in Esker DeliveryWare enables validation and approval of sales orders, allowing users to double-check correct recognition of the data. Whenever it is necessary to draw the user's attention to identified or potential issues, the interface displays warning and error messages next to the captured fields.

For automated exception handling, Esker DeliveryWare allows users to validate against SAP master data, add any missing information and simulate order entry in the SAP system to manage exceptions and order blocks. When a customer service representative is ready to approve a sales order, the captured information from the purchase order is validated against SAP master data to check for duplicate orders, price variations or invalid part numbers.

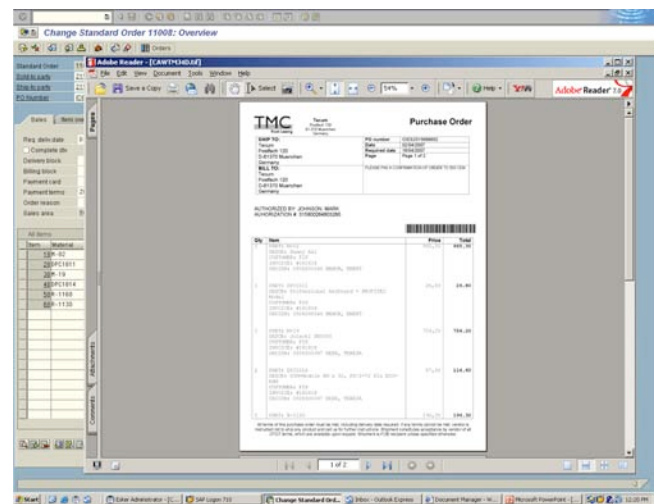
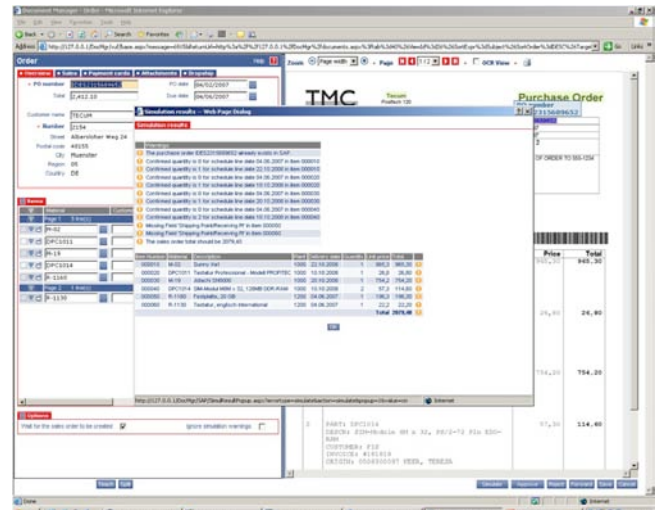
After all exceptions and/or blocks are cleared, the order is created in the SAP system. Users can view the newly created sales order, containing the fields captured and validated in the previous steps, from the menu VA02 in the SAP application interface.

Within the SAP application, the order is linked to the original, stored image document for easy retrieval. This makes it possible for everyone involved in order processing and fulfillment to see the order, along with any associated documents, from their SAP applications — rather than having to request copies of orders from customer service reps or data entry staff.

### Step 4: Process audit trail and reporting

Esker DeliveryWare continuously tracks and reports on sales order processing from end to end, creating a detailed audit trail from the time it receives the document until an order is created in the SAP system. You gain visibility into the entire process — with the ability to identify and remove bottlenecks for improved order-to-cash performance.

Reports can easily be created to give a view of performance indicators such as the number of orders that have been entered each day, the number that have been received but not processed, how long orders wait to be processed, the amount of time it takes each rep to enter an order, which customers are using correct product details (such as pricing and part numbers) and which are not. And Esker DeliveryWare can provide reports on all orders, including those not entered into the SAP system.



# Automation Benefits

Effectively eliminating manual processes, Esker DeliveryWare helps businesses running SAP applications improve order management performance and customer service by:

- **Cutting order-to-cash processing costs by up to 70%**
- **Increasing the percentage of orders and order line items captured electronically**
- **Preventing lost or misplaced orders by keeping them electronic**
- **Lowering stored data costs as a result of electronic archiving**
- **Free-up staff time by as much as 65% so they can focus more on customer service**
- **Increase data entry accuracy by up to 99%**
- **Reduce returns, which directly affects the bottom line**

And process control with Esker DeliveryWare results in significant benefits both for business management and system administration, including:

- **Quick order processing and efficient delivery scheduling**
- **Comprehensive customer order tracking and prioritization**
- **Structured data for customer profitability and employee performance analysis**
- **Dispute resolution in seconds rather than minutes, hours or even days**
- **Reduced Days Sales Outstanding (DSO)**
- **Less redundant processing of duplicate orders**
- **Electronic capture of approvals**
- **Auditing of delivery or billing block processing**

## Real results achieved by Esker customers

- **76% faster processing of orders compared with the manual process**
- **Increased orders processed from 5 to 50 per hour**
- **Saved more than \$30 per order on reprocessing costs**
- **Added 1,800+ customers to e-commerce initiative without requiring customers to change their ordering process**
- **Improved first-call resolution by 25%**
- **Cut order delivery times from 4 days to 1 day by recognizing and processing priority orders immediately**
- **Saved 9,100 hours and \$170,000 in the first year of automating orders from just 2 customers**
- **Supported 20% growth with no increase in customer service staff**
- **Reduced the number of CSRs processing orders by 50%, allowing more reps to focus on customer service**
- **Saved \$5 million in labor costs over 3 years**



## Workforce flexibility and scalability

Along with capabilities to process orders faster and smarter, companies are looking to create a more flexible and scalable workforce. They need to be able to redeploy resources in response to changing business trends, and they need technology to help them to do this. In addition, many companies need to be able to redistribute order processing operations on a global basis in case one site goes down, so they need technology that is standardized and provides the ability to shift processing to another site if a disaster occurs.

Also, because volume of orders for some products are subject to seasonal demand or other business trends, certain reps may receive much higher order loads than others at different times of the year. Companies need a way to share this load and make the most effective use of resources. Esker DeliveryWare helps by providing reporting capability to track order volumes and enable shifting of staff to different product lines.

And in a typical manual process, orders sent direct to a rep by email might sit in the queue for a few days if the rep is out sick or on vacation. Reps won't always remember to set their out-of-office messages or log in remotely to forward orders to other reps who can cover them. Automation with Esker DeliveryWare offers the means to ensure that orders can be re-routed or handled by other reps, thus avoiding delays for customers.

## Making the most of EDI and IDoc

As part of e-commerce initiatives, many companies have implemented electronic data interchange (EDI) to automate capture of incoming sales orders. But in the typical scenario, companies use EDI only for their largest customers — often through custom-configured channels of data exchange set up for each customer.

With its ability to capture data from orders received by fax, mail (paper), email and print as well as electronic documents, Esker DeliveryWare not only supports existing EDI structures but enables companies to leverage additional value from them by expanding the range of information sources from which EDI or IDoc files can be generated. Esker DeliveryWare helps businesses fill the EDI automation gap and increase the percentage of order volume processed via EDI to gain additional efficiencies without altering their existing business procedures or IT infrastructures. With Esker DeliveryWare a business is able to treat all of its customers, large and small, as EDI-enabled — even if they are not.

And for non-EDI transactions, Esker DeliveryWare can feed order information directly into SAP applications via BAPI® mechanisms.

## Intelligent data capture

Esker DeliveryWare combines OCR with Dynamic Document Capture technology and is able to learn new document layout and specifics, continually improving its recognition and extraction capabilities over time. Available to power users or system administrators via the browser-based “teaching” interface within Esker DeliveryWare, this auto-learning feature enables the system to become more efficient the more it is used.

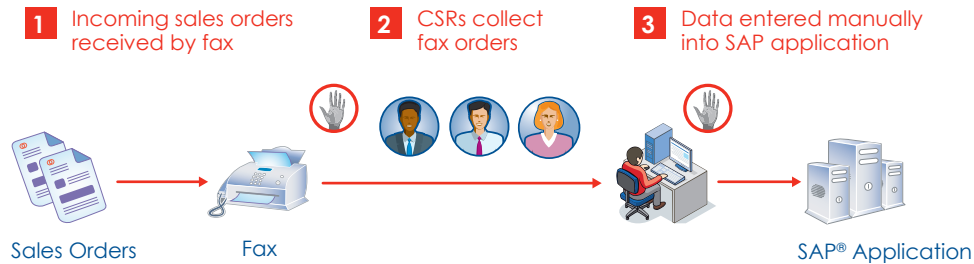
Predefined document processing rules allow Esker DeliveryWare to recognize documents as soon as they reach the enterprise. The system does not rely on templates to process documents, but rather on intelligent technology that looks for the relevant set of information no matter where it is located in the document.

### Advantages of auto-learning versus templates

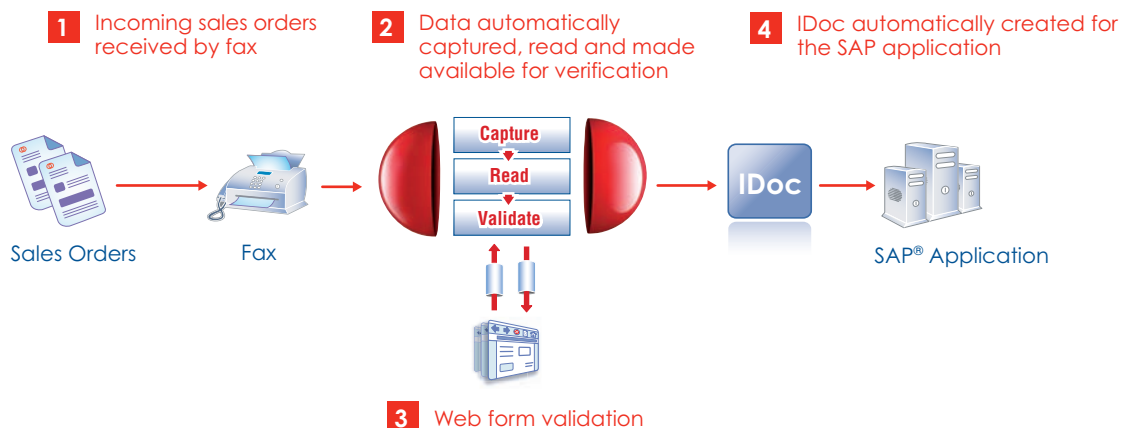
- No cost-prohibitive task of defining a template for each document variation
- Quick and easy integration of new document layouts from new customers
- No painful maintenance of numerous templates

# Case Study: Medical Device Manufacturer

A leading manufacturer of respiratory monitoring devices had customer service representatives (CSRs) manually organizing sales orders, delivering them and keying them into the SAP system. CSRs walked to a fax machine and picked up as many as 700 incoming faxed sales orders a day, then entered data manually. Labor to perform this task was costing the company approximately \$100,000 per year. Expenses for paper, toner and leases on fax machines amounted to \$38,000 per year. This time-consuming process was slow and cumbersome, and there was no visibility into how long an order was outstanding. Orders were piling up, waiting to be gathered, collated and handed off to available CSRs.

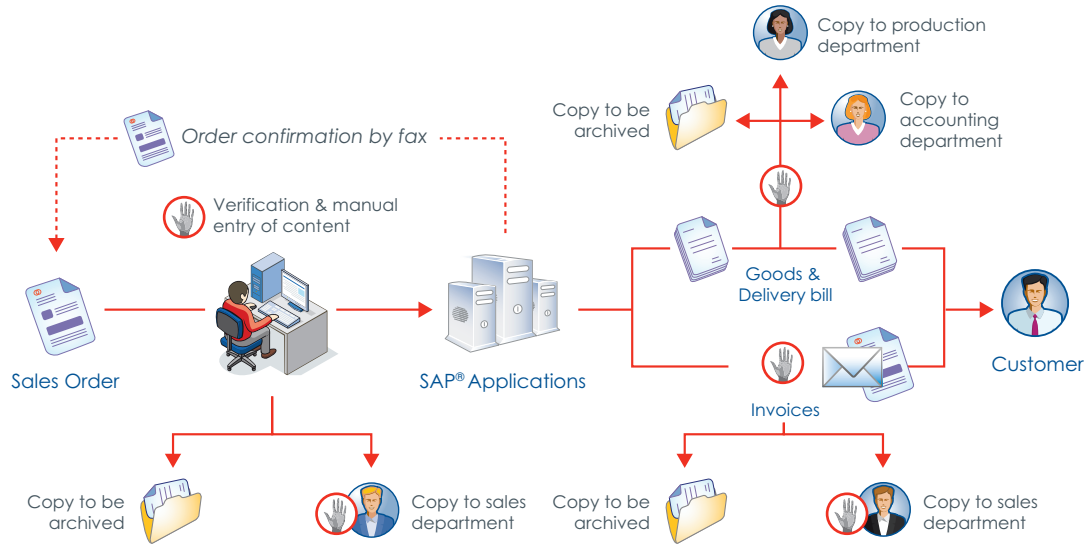


The company implemented Esker DeliveryWare to automate orders into the SAP system by using image recognition to process the TIFF image into text from the fax and extract relevant data, which is put through an approval process and then converted to an IDoc for processing into the SAP application. This automatic capture and conversion of fax orders eliminated CSR intervention from the process, resulting in total savings of \$134,000 per year and ROI in less than 6 months. In addition, customer documentation is centralized and information is more easily shared among departments. By enabling the company to track and archive documents, Esker DeliveryWare also has provided the means for a reliable audit trail.

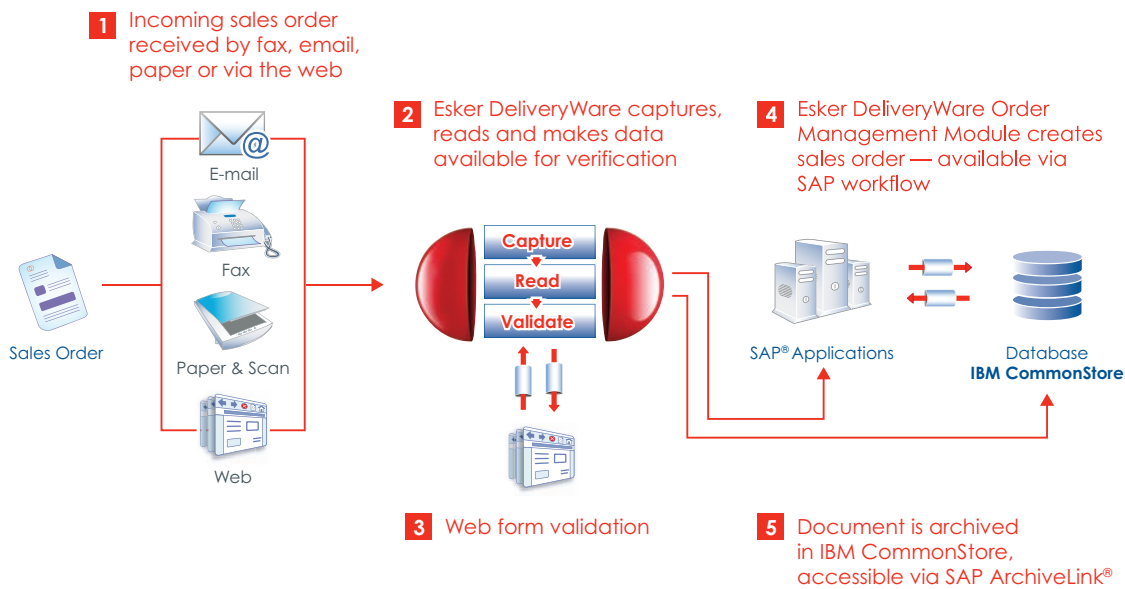


# Case Study: \$20B Multinational Manufacturer

Following the acquisition of another large manufacturer, the company had 120 customer services reps receiving and entering orders arriving in different formats with different expectations. Reps entered these orders using a paper-based process that took more than 43 minutes per order on average, causing a backlog of 3 days. Each order was tagged with multiple delivery dates based on inventory, and millions of dollars in orders were not being invoiced because reps were unable to match proof of delivery with the orders.



An independent study found that the Esker DeliveryWare implementation achieved annual labor costs savings of \$5 million over 3 years in addition to cost savings as a result of using less paper and reducing off-site document storage. The backlog was decreased to same-day order entry, and average order processing time was reduced to less than 5 minutes. The company is now able to report on every step that occurs during sales order processing, and employees can devote more time to serving customers instead of entering orders. A company executive reports that instant access to order information has helped to reduce the customer service group's first-call resolution by 25%.



# Creating a Successful Implementation

Poor sales order management can cause companies to miss tremendous opportunities for improved profitability, and can keep them from emerging as market leaders. Achieving the best results from automation requires a careful assessment of the available solutions to find one that meets all the specific requirements of your process.

To ensure the success of your move from conventional order processing to an automated solution:

## **1. Search for a solution that can be integrated quickly.**

Measuring the cost of deployment, integration and scalability to meet your needs and your vendor needs is crucial in choosing the correct solution. Look for a solution that can be implemented quickly and integrate seamlessly within your existing SAP applications.

## **2. Choose a vendor with proven expertise.**

A successful automation of an order processing automation solution must include both technology and knowledge. How long has the company been implementing these solutions and how many successful installations have they completed? Make sure they have a thorough understanding of the essential tasks involved in enterprise technology implementation and integration.

## **3. Find a solution that creates added value.**

The solution must offer the ability to automate every phase of the order-to-cash process. It should leverage your existing infrastructure, thereby increasing the return on your company's SAP solution investment.

## **What to look for**

Specific capabilities of value to SAP customers in automating sales order processing include:

- **Multi-level approval management**
- **Rush, standard and forward-looking order management**
- **Automated creation of multiple orders from one**
- **Electronic exception-handling workflow**
- **Out-of-the-box tracking and reporting to monitor sales order processing activities**
- **Order entry notification and warning when unprocessed orders are sitting for too long in someone's task list**
- **CSR out-of-office management**
- **Electronic indexing and archiving of original document images for easy search and retrieval**
- **Link to archived documents available directly from SAP transaction screen**

## **Learn more**

As a comprehensive platform to integrate automated order processing with SAP applications, Esker DeliveryWare satisfies all of the above criteria and more. And order processing is only one area of the order-to-cash cycle that Esker solutions automate. Esker also helps companies gain efficiencies in invoicing (including automation of postal mail delivery), proof of delivery and cash collection. Esker can help you determine your specific requirements and identify the best solution for your business processes.

For details about Esker document process automation solutions, please visit [www.esker.com](http://www.esker.com).



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# About Esker

Esker is a recognized leader in helping organizations eliminate paper and improve business processes with on-premise and on-demand document automation solutions. Integrating seamlessly with enterprise systems and other applications, Esker solutions enable end-to-end automation of any inbound or outbound document processes — sales order processing, billing, cash collection, accounts payable, procurement and more.

As an established SAP software solution partner with certified integration, and an SAP customer itself, Esker has made serving the needs of SAP customers a top priority. The results of the SAP and Esker partnership are demonstrated around the world by SAP customers who have automated document processes with Esker solutions. Esker has a dedicated R&D team focusing on SAP applications, and a primary objective to offer SAP customers the best solution for document process automation.

Esker was founded in 1985 and operates globally with more than 80,000 customers and millions of licensed users worldwide. Esker has global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin.





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