



# LAM RESEARCH SUCCESS STORY

## Reducing Order Processing Time by 88% Through Automation & Machine Learning

### BACKGROUND

As a producer of the tools and systems that semiconductor companies like Intel, Samsung, Micron and TSMC rely on to make their chips and wafers, Lam Research is familiar with the benefits that complex technology can bring to a company. When it was confronted with a growing customer base and rising order volumes — about 900 orders per week, globally — the team urgently needed an SAP®-integrated solution to accelerate and streamline order management.

With a large portion of its customers based in Asia, the company had recently opened a customer service center in India. However, Lam's existing order processing system could only handle orders submitted in Excel, which meant that any orders submitted as PDFs had to be manually processed. This was cumbersome and required navigating through seven screens in SAP. In addition, many of Lam's Japanese customers required a quote upfront, which meant these orders had to be processed manually to match the quote in SAP with the purchase order (PO).

The team at Lam knew it needed a solution that would not only eliminate redundant manual entry but also streamline order processing to help with cost structures.

"We identified an opportunity to scale our CSR and planner functions and we were searching for an automation solution that could improve our order processing efficiency," said Jesse Sandoval, a Customer Service Representative (CSR) on the order management team at Lam Research.



**WHAT WE REALLY LIKED WAS THE AI FUNCTIONALITY WITHIN ESKER'S SOLUTION AND ITS ABILITY TO LEARN ON ITS OWN OR BE TAUGHT SPECIFIC RULES.**

JESSE SANDOVAL | CUSTOMER SERVICE REPRESENTATIVE

### ABOUT LAM RESEARCH

**Industry:** Technology

**ERP:** SAP®

**Solution:** Order Management

Lam Research Corporation, headquartered in Fremont, CA, is a fundamental enabler of the silicon roadmap, engaging in the design, manufacture, marketing and service of semiconductor processing equipment used in the fabrication of integrated circuits. Its products are used primarily in front-end wafer processing, which involves the steps that create the active components of semiconductor devices and their wiring.

### BENEFITS AT A GLANCE



**Reduced** touches per order from 3.7 to 2.8



**88%** decrease in order processing time



**Increased** ability to train new team members quickly and easily



## SOLUTION

Lam Research chose Esker's Order Management automation because of its robust AI capabilities and ability to process PDF orders. It was implemented in late 2016. Initially, Esker was processing about 4 percent of total orders per quarter (about 2,000 lines in SAP). But by the second quarter of 2018, when Lam Research had its biggest month, Esker was processing 12 percent of orders (about 23,000 lines in SAP).

"Before we had Esker, a standard order took about 9 minutes to process. But once we had Esker, the process was down to 1-2 minutes," Sandoval said. "Because Esker can handle PDFs, it was able to fill a gap we had in our process."

Esker also helped CSRs streamline their daily tasks and workflows by automatically attaching the order documents to the transaction in SAP and sending out order acknowledgements. And, with only one screen in Esker for processing orders versus seven in SAP, training new CSRs is much easier. What's more, as Esker's AI got better at processing orders, CSRs reduced the number of manual order changes by 24 percent.

Sandoval also worked with Esker to extend the system's capabilities to incorporate customer quotes into POs. Now, Esker can simply create a PO using the information from the quote in SAP, eliminating duplicate work, and allowing Lam Research to process orders from 20 of its 23 Japanese customers through Esker.

## BENEFITS

Since implementing Esker's Order Management solution, Lam Research has been able to streamline order processing through a central region in India so it can enjoy these benefits:

**MANUAL DATA ENTRY REDUCED**  
by direct import of PDF folders



**FLEXIBLE FEE STRUCTURE**

so Lam Research only pays for what it uses



**REDUCED TOUCHES PER ORDER FROM 3.7 TO 2.8,**  
lowering the possibility of errors



**STREAMLINED WORKFLOW**

so CSRs can focus on customer service:

- Confirmation emails automatically sent to customers
- Order documents attached to transaction in SAP
- One screen for orders in Esker vs. seven in SAP

As an organization, Lam defines a "touch" as anything a CSR would have to manually change within Esker. Sandoval attributes the reduced number of touches to the solution's adaptability, saying: "The beauty of Esker's solution is its ability to 'learn' as we use it. The teaching and auto-learn functionalities were big factors in our ability to reduce overall touches and speed up process time."

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