

# WHAT'S SO GREAT ABOUT ORDER-TO-CASH AUTOMATION?



**4 STAGES OF STRATEGIC BENEFITS**



# A LOT OF THINGS, ACTUALLY.

Cash is king in every organization, and order-to-cash (O2C) automation has proven to be one of the most effective ways to get your bottom line bumping in the right direction. This eBook gives senior decision-makers a high-level, no-BS look into exactly what digital transformation can — and can't — offer so they can make an informed choice on the future of their O2C processes. Sound good? Let's get to it.



## WHAT'S INSIDE THIS eBook:

### **ORDER-TO-CASH OVERVIEW.....Pg. 3**

A quick snapshot into what the O2C cycle is, what processes are involved, and how they're typically categorized.

### **THE 4 STAGES OF BENEFITS.....Pgs. 4-11**

Discover the value-add of automating O2C processes — from operational efficiency to improved customer experience and beyond.

### **TOOLS & TECHNOLOGY.....Pg. 12**

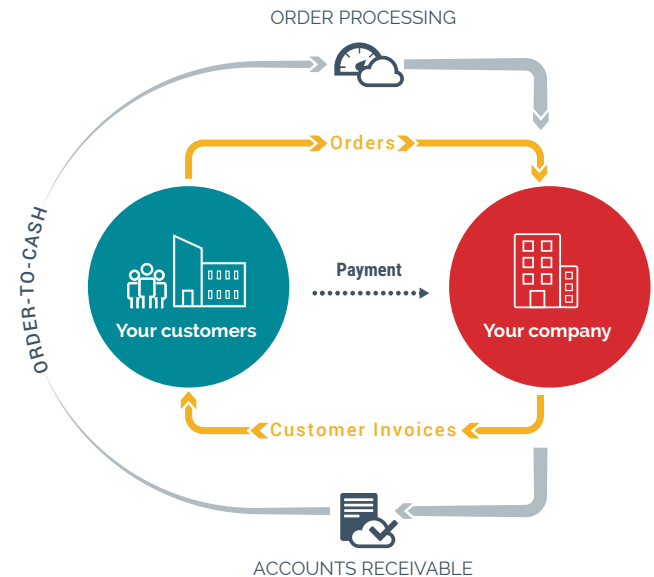
Find out what separates a leading solution provider from a laggard with insight into the functionality behind the benefits.

### **LEARN MORE / ABOUT US.....Pg. 13**

Related content is available should you want a deeper dive into the topic. We also share a little about ourselves.

# HERE'S WHAT WE MEAN BY ORDER-TO-CASH.

The O2C cycle is essentially all of the activities involved from the time a customer order is received to when it's turned into revenue. Just so we're all on the same page, here are the seven processes (in order) that are typically used to categorize the O2C cycle.



01



02



03



04

## CREDIT MANAGEMENT

The process of granting credit. Requires ongoing monitoring to limit risk.

## ORDER MANAGEMENT

Where an order is taken and entered into an ERP. Errors can be killer here.

## ORDER FULFILLMENT

Verifying that the correct quantities are available to fulfill order request.

## BILLING

The process of creating and delivering an invoice to the customer.



05



06



07

## COLLECTIONS

The process of collecting the money owed. Late payments affect cash flow.

## DEDUCTIONS & DISPUTE MANAGEMENT

The sorting out of common payment, tax or shipping issues – easier said than done.

## CASH APPLICATION

Where incoming payments are applied to the corresponding invoice.



# STAGE #1: OPERATIONAL EFFICIENCY

When people think of O2C automation, these are the most visible and immediate outcomes normally attached to it. But as you'll see, these "surface-level" results pave the way for far more strategic advantages.

## FEWER MANUAL TASKS

- ✓ Orders entered quicker, more accurately
- ✓ Faster collection of customer payments
- ✓ Reduced errors & points of contention



## "HARD" COST SAVINGS

- ✓ Less \$ on supplies & equipment
- ✓ Less \$ on document processing costs
- ✓ Less \$ on overtime / new hires

## SIMPLIFIED IT ENVIRONMENT

- ✓ System consolidation (even in multi-instances)
- ✓ Fewer resources to govern systems
- ✓ Continuous software upgrades

## GREATER VISIBILITY & OVERSIGHT

- ✓ Instant access into any order, invoice, etc.
- ✓ Customizable KPIs for O2C reporting
- ✓ Complete audit trail recorded



## STAGE #1: OPERATIONAL EFFICIENCY

When people think of O2C automation, these are the first and immediate outcomes normally attached to it. But as you'll see, these "surface-level" results are just the beginning of far more strategic advantages later on.



**Alerre**

### FEWER MANUAL TASKS

- ✓ Orders entered quicker, more accurately
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*Alerre cut order processing time by*

**4 MINUTES**

*(from 6 to 2 mins on average)*

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## STAGE #2: AN IMPROVED EXPERIENCE

Efficiency isn't everything, of course. These days, it's all about the experience that organizations can provide for their employees and customers. Here's how those Stage 1 benefits translate into seamless O2C encounters for all involved.

### EMPOWERED STAFF

- ✓ More time for customer-facing tasks
- ✓ Greater control / planning over daily activities
- ✓ Increased mobility & career-pathing

### HAPPIER CUSTOMERS

- ✓ Orders delivered accurately & on time
- ✓ Self-service access into any order, invoice, etc.
- ✓ Receive invoices & make payments by preference
- ✓ Faster dispute creation & resolution



### "SOFT" COST SAVINGS

- ✓ \$ saved from increased productivity
- ✓ \$ saved avoiding downstream visibility issues
- ✓ \$ saved from higher staff retention
- ✓ \$ saved from lower customer & employee churn

### MORE COLLABORATION

- ✓ Better company-to-customer communication
- ✓ Harmonization across departments & subsidiaries
- ✓ Increased accountability on individual / team level



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# SANOFI

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*Sanofi reduced customer calls by*

**2,000**  
*per month*

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## STAGE #3: BUSINESS AGILITY

At Stage 3, the benefits of O2C automation enter into the realm of transformational. The cumulative effect of increased savings, scalability and customer satisfaction sets the stage for lean organizational growth and new business opportunities.







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At Stage 3, the benefits of O2C automation enter into the realm of transformational. The cumulative effect of increased savings, scalability and customer insights facilitates the stage for lean organizational growth and new business opportunities.

**PartsTown**

Parts Town facilitated a

**40% ANNUAL  
GROWTH RATE**

without hiring additional staff

### FUTURE-PROOF GROWTH

- ✓ Fewer technological restraints when expanding
- ✓ Strengthened global security & compliance
- ✓ Automate other processes from same platform

### NEW OPPORTUNITIES

- ✓ Increased likelihood of new sales/business
- ✓ More savings for R&D investments
- ✓ Expansion into new markets



## STAGE #4: HIGHER PROFITS

Ah yes, the most strategic benefit of them all. How'd we get here? Greater efficiency leads to more productive staff, which creates happier customers, which opens the door to new opportunities, which adds up to ... you guessed it ... higher profits.



### KEEP IN MIND ...

Not all O2C solutions are created equal. To get the full effect of automation's benefits, specific tools & technologies are necessary. Page 12 highlights what to look for.



## STAGE #4: HIGHER PROFITS

Ah yes, the most strategic benefit of automation is that it leads to more productive staff, which creates happier customers, which adds up to ... you guessed it ...

# ASSA ABLOY

*Assa Abloy had a 30% reduction in errors,  
which equates to*

# \$250,000 IN ANNUAL SAVINGS

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Not all O2C solutions are created equal. To get the full effect of automation's benefits, specific tools & technologies are necessary. Page 12 highlights what to look for.

# TECHNOLOGY BEHIND THE BENEFITS

There's no shortage of cloud-based solution providers offering their "unique" brand of O2C benefits. Don't overthink it. If the following technologies aren't part of a provider's automated toolbox, keep moving. You have competition to pass.



## MACHINE LEARNING

Intelligent data capture tool that extracts data from image files & even recognizes orders & other documents.



## DASHBOARDS & ANALYTICS

Enables live, visual metrics to be displayed & customized according to the user.



## ERP INTEGRATION

Standard connectors for SAP, Oracle EBS, JD Edwards & Microsoft Dynamics; enabled on-site or on-demand.



## E-ARCHIVING

Automatically archives O2C documents & links them back to the ERP / business system for as long as necessary.



## AUTOMATED ORDER MANAGEMENT

Turns fax & email into an EDI-like process so that every order is processed electronically.



## ELECTRONIC INVOICE DELIVERY

E-delivery of invoices according to customer preference & fully compliant with global standards.



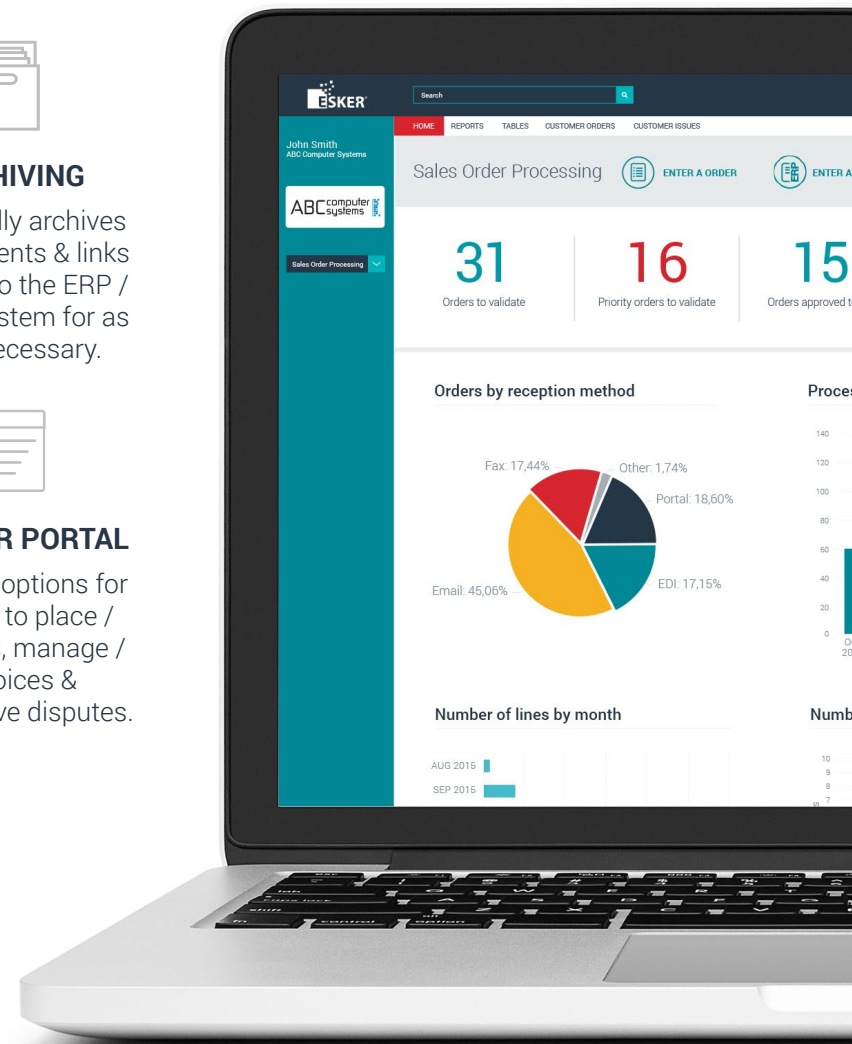
## AUTOMATED COLLECTIONS MANAGEMENT

Speeds up collections via auto payment reminders, task lists, root-cause analysis, etc.



## CUSTOMER PORTAL

Self-service options for customers to place / track orders, manage / pay invoices & create/resolve disputes.



# RELATED CONTENT

Never dull. Always free. Made for business leaders just like you.



**CASE STUDY:**  
**RECLAIMING ORDER-TO-CASH EFFICIENCY**

The Success Story of  
Tessenderlo Kerley

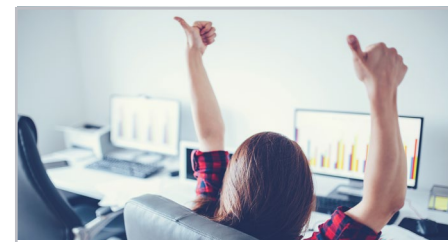
**INSTANT DOWNLOAD**



**WHITE PAPER:**  
**CLOSING THE O2C PERFORMANCE GAP**

Between Document Processes  
& ERP Applications

**INSTANT DOWNLOAD**



**eBOOK:**  
**IMPROVING THE CUSTOMER EXPERIENCE**

How O2C Automation Unites  
Your Most Strategic Teams

**INSTANT DOWNLOAD**

## ABOUT OUR COMPANY

Now that you know more about O2C automation, let us tell you a little about Esker (that's us). We're a global provider of document process automation software. We have 30+ years in the business. We have over 500 employees and 11,000 customers. But above all else, we understand the holistic nature of O2C business processes and what it takes to make every touch point as efficient, valuable and impactful as possible.

You can learn all about us at [esker.com](https://esker.com). If you're into blogs, we got one of those, too: [blog.esker.com](https://blog.esker.com). Lastly, if you enjoyed this eBook, we'd really like if you shared it ... pretty please.



