

CASE STUDY



EASING THE PAINS OF ORDER MANAGEMENT

By automating order management, Zimmer Biomet streamlined & accelerated the delivery of critical medical devices



AT A GLANCE

ZIMMER BIOMET



Manufacturing & distribution of medical devices



Active in over **100** countries



~ **20,000** sales orders/month



SAP ERP

CHALLENGES

Doubling Down on Order Management

Zimmer Biomet designs, builds and distributes innovative medical devices to orthopedic surgeons and clinicians in over 100 countries. With its products intended for surgeries, Zimmer Biomet needs to rely on a quick and efficient order management process. This is what led Eric Bertorello, EMEA IT Sales Region Leader at Zimmer Biomet, to look for an order management solution. "It's really important for us to be able to close all the orders within the same day, because the next morning, there will be some new surgeries scheduled in many hospitals."

Two years after implementing Esker's Order Management solution at Biomet, Bertorello, along with his team, had to face the challenge of a merger between the Zimmer and Biomet companies, resulting in a significant increase in order volumes. "At this moment, we simply have to double the amount of customer orders." As doubling the human capacity was not an option, Zimmer Biomet started to rely more and more on Esker.

CHALLENGES



Ensure fast & timely delivery of medical devices in time for surgeries



Accommodate a doubling of orders due to mergers & expansions




Achieve compliance with Chorus Pro, France's public administration invoicing portal



Gain visibility into order processing





The dashboards really help us see the remaining orders in the pipeline and what we need to do before the end of the day.



Eric Bertorello
EMEA IT Sales Region Leader

SOLUTION

Extending Order Processing Automation Worldwide

Zimmer Biomet chose Esker to automate their order management processes in their France offices in 2014. After the merger of the Zimmer and Biomet companies the sales orders increased to nearly 20,000 per month, which arrive by a variety of channels (fax/email/EDI/portal/mobile application).

The transition from multi-locality and on-site work into work-from-home situations during the pandemic added another layer of demand, especially for the Accounts Receivable Department. They had been using printed invoices since 2014, but this was no longer feasible considering the remote work and number of invoices processed.

The fact that Esker could provide multiple solutions on a single platform turned out to be an enormous benefit. For a company that sends out over 15,000 invoices per month, the option of automating multiple processes at once makes a big difference in the quality of their order management.



RESULTS

Improving Communication & Visibility While Ensuring Business Continuity

With Esker's Order Management solution the order processing times were significantly reduced and also relieved the CS team from having to conduct reminder emails or calls. The workflow automation "facilitates communication and documentation between two stakeholders. It's really important to have immediate interaction", observed Eric Bertorello.

Additionally, the Esker-native dashboards allow the Customer Service departments to track daily activity and avoid missing out on any orders, greatly reducing stressful situations for the teams. The transition from multi-locality on-site work into work-from-home situations was also facilitated by the Esker solution, making the workflows smoother and less error-prone.

Not only did this reorganisation result in an improved communication internally at Zimmer Biomet, but it also enhanced the company's relationship with the customers. They know they can rely on timely order processing and fast and efficient conflict resolution if one should arise.



When I questioned the different Customer Service Departments in EMEA, we all agreed on the fact that without Esker, it would have been completely impossible to work in this way.



Eric Bertorello
EMEA IT Sales Region Leader

Want to automate your Order Management process like Zimmer Biomet?

ESKER REPRESENTATIVES ARE HERE TO HELP

ABOUT ESKER: Esker is a global cloud platform built to unlock strategic value for finance and customer service professionals, and strengthen collaboration between companies by automating the cash conversion cycle. Founded in 1985, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin.

Our customers use our cloud solutions to increase the efficiency, productivity and visibility of their Procure-to-Pay (P2P) and Order-to-Cash (O2C) processes.

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