SEEBURGER Order-to-Cash

Accelerating Order-to-Cash Processes with New SAP Best Practices
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Executive Summary

Despite the efficiency of SAP Order-to-Cash (O2C) processing, many companies experience high costs, frequent errors, and delayed revenue. The cause is not SAP but the collection of orders before they are entered into SAP. Almost three-fourths of incoming orders are paper-based and require manual handling. Eliminate this bottleneck and you can accelerate your Order-to-Cash and get a lot closer to the goal of fully automated booking in SAP, from order entry to receipt of payment.

A new approach – centralized, intelligent, with a single point of entry, and operating completely inside SAP – can accelerate order processing with almost no training and little involvement of IT. It builds on SAP’s best practices, standards and workflows and takes advantage of the efficiency, standardization and power of SAP. You can recognize revenue sooner; reduce processing costs and time; receive orders from any partner, anywhere, any way; avoid high training costs; and meet ever-increasing customer service and communication requirements.
An Opportunity: Faster Time to Revenue with Fewer Errors at Less Cost

As you know, SAP efficiently handles the Order-to-Cash (O2C) process. Your Sales Department, Credit Department and other customer-facing departments enter orders into the SAP system. Once the orders are inside SAP, everything happens smoothly, following a single standardized SAP process.

But getting the orders ready to enter SAP is a problem—a costly problem. The orders cannot go into SAP unless and until they are collected, checked, proofed, corrected and completed. All this wastes manpower; it requires several full-time order specialists (typically more than a dozen, in large companies). Their work is slow, tedious and error-prone, in spite of their best efforts to use the most efficient methods. The reason for this problem is paper:

- Although EDI has been in use for decades, it accounts for only 9.2 percent of incoming orders.
- Electronic transmission (email, online form, or web interface) accounts for only 16.9 percent of orders.

But paper—manual processing—accounts for a whopping 72.6 percent of orders. The orders arrive in the U.S. Mail. Or they arrive as faxes. Or as PDFs attached to emails. Or they arrive as telephone calls, which the order specialists manually translate into orders.

This is a huge flow of unstructured orders. Orders have the wrong data, or they are missing data, or the data is in the wrong form or in the wrong position. The specialists in your order center have to find and fix every one of these errors before they can book an order into your SAP system, where (finally) the orders will be processed in a smooth, fast, standard manner.

The good news is that you have an opportunity to cut costs, accelerate O2C processes, and recognize revenue earlier, by automating that manual three-fourths of your order flow. Get rid of the paper.

Typical Order-to-Cash Process: Much Complexity and Many Dependencies

The Solution: SEEBURGER Order-to-Cash Workflow-based in SAP with fully automated booking
Limitations of Current Approaches

There are several software-based commercial solutions on the market. Some take the form of web-based software. Some take the form of packaged software from third-party vendors. They offer some improvement in the efficiency of your order specialists.

But they all lack one crucial characteristic: They do not operate completely inside SAP. They are fragmented, add-on tools at the front end; they don’t give you a single point of entry for all orders. They don’t take advantage of the efficiency, standardization and power of SAP.

The right approach to a software solution would be to make it centralized, with a single point of entry, operating completely inside SAP, intelligent, usable by non-technical order specialists, and IT-free. The solution would build on the work your company has already invested in streamlining your O2C process by putting it into SAP. You would already know how to use the solution.

This ideal solution would embody three best practice extensions of SAP, to dramatically improve the speed and correctness of all order processing in SAP:

- **Document capture and standardization**: Automate the process of putting any kind of order into a standard readable form that can go immediately into SAP. Make the order easier to check against standard data. Ensure that the data quality is good and that the order will be readable through all follow-on processes – all the way to the warehouse. These capabilities carry you closer to fully automated booking in SAP. Revenue is faster, customers are happier, mistakes are fewer. Orders are handled fewer times and mistakes are easier to find and fix.

- **Intelligent automation**: Right now, your specialists have to clean every order document before the document can go into SAP. And even then, exceptions come up, which means the handoff from human document collection to your SAP process is not automated; it’s only semi-automatic at best. But if you can intelligently automate the order collection (by using software that’s smart enough to do this work) the handoff from the order-collection solution to SAP can be fully automated.

- **End-to-End visualization**: If you can ensure that the entire process is automated – and running completely within SAP – you can thereby ensure that every order, regardless of its origin, will be visible at every step of the process within SAP. This capability would lead to virtually trouble-free operation, and would impose little or no demand on IT.

Benchmarking Order Data For A Typical Company

- Electronically Transmitted (email, online form, web interface) 16.9%
- Electronic data exchange (EDI) 9.2%
- Manual (mail, fax, phone) 72.6%
- Other 1.3%

- High percentage of manual capture and document processing
- Opportunity to **cut costs** and **accelerate** processes through automation for more than 70% of incoming sales orders!

Source: Procurement News-University Stuttgart/quibig.de
How SEEBURGER Delivers the Right Approach

Those three best-practice extensions are elements of the SEEBURGER Order-to-Cash Solution for SAP. It is a commercially available, fully automated O2C solution – from order entry to receipt of payment. It helps streamline and automate business processes using standardization and full SAP integration – regardless of communication channels. With SEEBURGER, you can easily meet and exceed your customers’ communication and service level requirements. You can:

- **Reduce processing costs and time by streamlining the Order-to-Cash process:** Streamlining greatly reduces process costs and processing time, especially by automatically working on incoming sales orders from all gateways and taking advantage of electronic outbound invoicing (e-invoicing).

- **Speed time to revenue:** Accelerate revenue recognition and increase your sales because you can receive orders from any partner, anywhere, any way: B2B/EDI, paper, PDF, fax, online forms, and the web. The SEEBURGER solution includes an adapter for every gateway. It also includes an intelligent scanner that checks each logical feed and learns with each feed.

- **Avoid high training costs:** The SEEBURGER solution gives your specialists a standardized guided tour through the Order-to-Cash process, in their familiar SAP environment. Every step occurs on a split screen, with SEEBURGER-Document Viewer on one side and SAP on the other, until the order is booked in SAP.

- **Avoid penalty fees:** You can reduce delays and prevent mistakes that could cause you to violate your service-level agreements (SLAs).

- **Meet ever-increasing customer service and communication requirements:** Timely response to customer inquiries, immediate error handling, and on-time data exchange effectively improve customer service levels, leading to greater customer satisfaction.

This integrated, industry-neutral Order-to-Cash solution enables you to link all of the following sub-processes together into a seamless and efficient process:

- Order entry
- Order verification
- Delivery
- Invoicing
- Receipt of payment

Since the various steps in this overall process typically vary from company to company, customers can configure them to suit their specific requirements.

This workflow-based solution ensures a streamlined, efficient and properly functioning process:

- Approvals (e.g., credit-worthiness and product availability) are integrated into electronic cross-departmental workflows
- Liquidity problems arising from late invoicing are avoided
- Mailing costs for outgoing documents are minimized
- Compliance with internal authorization rules is ensured by automatic monitoring

Order-to-Cash with SEEBURGER Business Integration Suite
Business Benefits

An efficient and transparent Order-to-Cash process in SAP helps automate and streamline business processes, from entering and processing orders to sending invoices and receiving payments, using standardization and full SAP integration.

You’ll unlock more of SAP’s potential and meet your customers’ demands with these benefits:

**Speed up order entry and processing:** The higher degree of process automation eliminates paperwork, enables shorter lead times for order entry, and reduces costs. This also allows you to process customer orders faster and with an unprecedented level of visibility, control and paperless work.

**Receive orders anywhere, any way:** Regardless of whether your client communicates via EDI, fax or even the web, SEEBURGER and SAP allow you to react to it more quickly.

**Eliminate delays in approvals:** SEE Mobile for SAP-based approvals enable anyone to approve invoices securely from anywhere, via a web browser or an iPhone, Android or other mobile device. There’s no SAP knowledge or software license required. Your data is secured from end-to-end via multiple levels of encryption, and offline approval capabilities reduce roaming charges.

SEE Mobile also extends to other business processes, such as sales orders and outgoing purchase orders.

**Strengthen your business relationships:** From answering sales inquiries to delivering orders on time, your clients will feel that they are receiving best-in-class customer service.

**Increase efficiency and reduce risk:** Your financial supply chain business processes have complete transparency, including 100-percent transaction logging and traceability.

**Increase cash flow and liquidity:** Reduced order cycle times enable prompt billing, which optimizes your cash flow and, ultimately, allows you to more effectively manage your working capital.

**Maximize your SAP investment:** SEEBURGER’s long experience with SAP has produced a standardized, fully integrated Order-to-Cash solution that allows you to use your existing resources better. The product is so seamlessly integrated with SAP that it won’t even feel like another product. It will feel like what it is: an extension of SAP.

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**An O2C-Optimized Workflow that Integrates Easily with Your Business**

The O2C workflow was developed by SEEBURGER’s SAP workflow experts, working inside SAP. We deliver it to you as a template, which you can easily customize to meet your business needs – without in-house workflow experts. No need for complex programming such as fixing flow logic and processing options – we’ve done it for you. Using our easy-to-use guidelines, key SAP users can even customize the workflow – no expert workflow knowledge required. The O2C workflow is transparent, uniform and includes all the standard features you would expect in an SAP workflow.
Consolidation, Modernization, and Fully Automated Booking

If you could achieve fully automated booking, from order entry to receipt of payment, running in a single process within SAP, you would realize substantial gains in efficiency, accuracy, customer satisfaction, cost saving, and revenue recognition.

SEEBURGER Order-to-Cash Solution for SAP carries you much closer to fully automated booking. It is an ideal addition to your consolidation and modernization strategy because it’s completely integrated with SAP and operates almost entirely within SAP. It allows you to consolidate your processes into one standard, highly automated process for booking, and enables you to begin looking for further opportunities to modernize.

Only SEEBURGER integrates B2B/EDI, automated document recognition and processing, and SAP in one standardized process, giving you a single source for all your business integration requirements. Our long experience in these functions and our extensive experience working with SAP enables us to offer additional best practices extensions (automated SAP Experts) for critical functions such as Sales & Distribution, Materials Management, and Financial Accounting.

More than 8,800 companies worldwide have turned to SEEBURGER for help with their business integration needs. As a long-time SAP partner, we’ve helped more than 2,000 SAP customers create secure B2B and file-transfer connections to their internal applications and external trading partners.

Benefits to You

CEO/CFO
- Faster revenue recognition
- Faster ROI (from both recognition and process integration in SAP)
- Lower operating costs
- Higher margins
- Single platform and vendor for business integration

Purchasing and Sales
- Less time wasted on busy work
- Faster problem resolution
- Better customer service
- Faster payment
- Greater savings

Supply-Chain Manager
- A massive reduction of the time and cost of handling paper-based orders
- Lower headcount needed for order-checking
- Smoother relations among members of the chain

IT Manager
- Reduced involvement and effort
- Easy installation within standard SAP software
- No industry-specific solution to buy
- Free updates and new releases
- Customizable within SAP
- Preservation of your customization; it will never be overwritten
- Standardized software with maintenance – no code for you to write

Customers and Partners
- No changes needed
- Keep submitting any kinds of orders you prefer
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Imprint: SEEBURGER Inc. · 1230 Peachtree Street NE, Suite 1020 Atlanta, GA 30309 USA · SEEBURGER Order-to-Cash 5/2012
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