



HOW TO BECOME A PRO IN ORDER MANAGEMENT

IN THE FOOD & BEVERAGE INDUSTRY



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WHO IS THIS EBOOK FOR?



CUSTOMER SERVICE MANAGERS



SHARED SERVICES CENTRE MANAGERS



CIOs



SALES MANAGERS



SUPPLY CHAIN MANAGERS



READ THIS EBOOK TO LEARN WHY YOU SHOULD AUTOMATE YOUR ORDER MANAGEMENT PROCESS WITH ESKER

INTRODUCTION

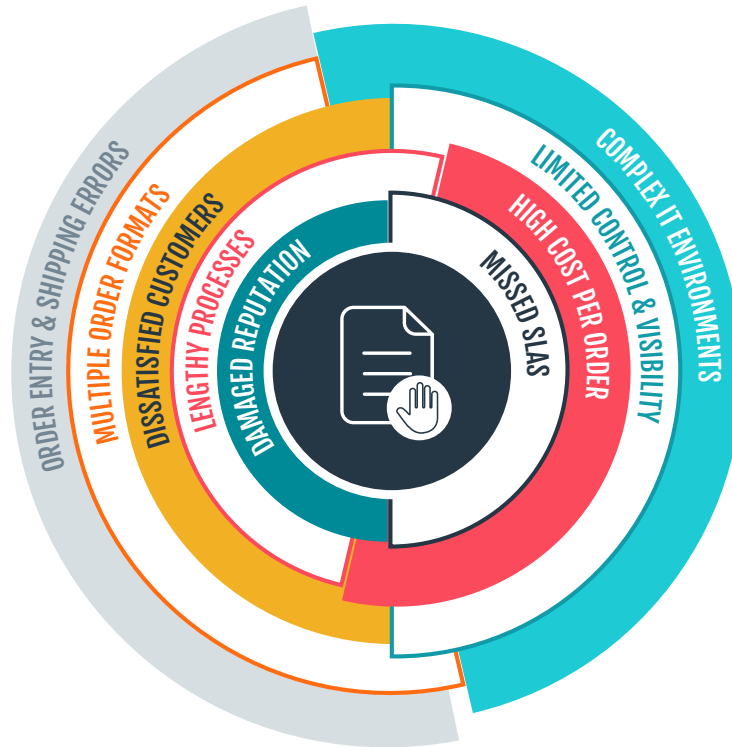
Processing orders is an essential component of doing business, but for companies in the food and beverage (F&B) industry that manufacture and distribute perishable items, speed and accuracy in the supply chain is critical. Delays or errors in delivery or production are not only wasteful, they can have a significant downstream effect on a company's cash and its reputation.

Processing orders manually is extremely time-consuming and often leads to order entry errors, delays in fulfillment and mobilises valuable resources that could be used for more value-added activities.

By automating the order management process, companies in the F&B industry benefit from numerous advantages including:

- **Faster order processing**
- **Increased data entry accuracy**
- **Greater customer satisfaction**
- **Reduced operating costs**
- **Improved reliability and**
- **Increased visibility and control**

ORDER MANAGEMENT CHALLENGES



That's where Esker comes in.

ESKER'S SOLUTION

Stages of order management automation



ORDER RECEPTION

All submitted orders, regardless of type or format (e.g., email, fax, EDI, portal, etc.), are routed to the appropriate queue for electronic processing (based on key information such as company name, distribution channel, product line, geography, etc.). If email orders are received among other enquiries in the customer service email inbox, AI-driven email triage can automatically identify and route them to the order management solution and categorise other enquiries.



EMAIL



EDI



PORTAL

DATA EXTRACTION

Different layers of AI-driven technologies (e.g., deep learning, machine learning) accurately extract relevant data from orders, regardless of whether they are text or image-based documents. Esker's solution automatically learns from previous user corrections, which gradually increases the recognition rates. The combination of AI recognition technologies solves the challenges caused by the almost infinite number of order layouts.

JMART
1600 Boston Road
Springfield, MA 01129
(413) 543-0601

JMART
1600 Boston Road
Springfield, MA 01129
(413) 543-0601

ORDER # 953451
DATE: NOVEMBER 6, 2020

SHIP TO JMART
2205 Boston Road
Springfield, MA 01129

Example of extracted item fields: article number, unit price, quantity, UOM

QTY	ITEM #	DESCRIPTION	UNIT PRICE	LINE TOTAL
3	L-46C	Light Bulbs 40 Watt clear 230/235V	439.00 /carton	1317.00
4	L-50C	Light Bulbs 40 Watt clear 230/235V	430.75 /carton	1723.00
3	L-50C	Light Bulbs 60 Watt clear 230/235V	440.75 /carton	1322.25
4	L-50F	Light Bulbs 60 Watt frosted 230/235V	453.21 /carton	1812.84
2	M-12	HAG BK 13F/12	855.14 /PC	1710.28

TOTAL DISCOUNT -

SUBTOTAL 7438.42

Sales Tax 405.91

TOTAL 7844.33

SUBTOTAL 7438.42

This is an offer to purchase. Written acceptance of the order or shipment signifies acceptance of the Terms and Conditions of Purchases printed on the back or otherwise available at www.jmart.com. Any additional or different terms approved by seller are indicated unless expressly agreed to in writing by the Buyer.

DATA VERIFICATION

Esker automatically detects and verifies information such as units of measurement (UOM), shipping address, priority orders, duplicate orders, unusual quantities and pricing. Esker matches the addresses against the ERP partner data to identify the sold-to and ship-to numbers, checks the extracted material against the ERP ones, verifies that the item price multiplied by the quantity equals the line total, and that the sum of the lines total equals the order total. The person in charge of processing the order only has to check that the extracted information is correct and complete it if necessary.

PRIORITY ORDER

DUPLICATE ORDER

PRODUCTS WITH SPECIFIC EXPIRY DATES

UNUSUAL QUANTITIES



ERP INTEGRATION & ARCHIVING

Once the order is verified by a combination of human and artificial intelligence, the corresponding sales order is automatically created in the ERP.

Esker's Order Management solution has standard connectors for SAP ECC, SAP S/4HANA® and Oracle® EBS. With 70+ unique ERP or home-grown solution integrations to date, Esker provides multiple services and business packages to automate complex business processes, orchestrate actions across departments and simplify diverse environments resulting from M&A activity.

Orders are e-archived and linked back to the ERP for as long as specified, while a full audit trail of every touch point reveals who did what, when and where.

ORACLE®

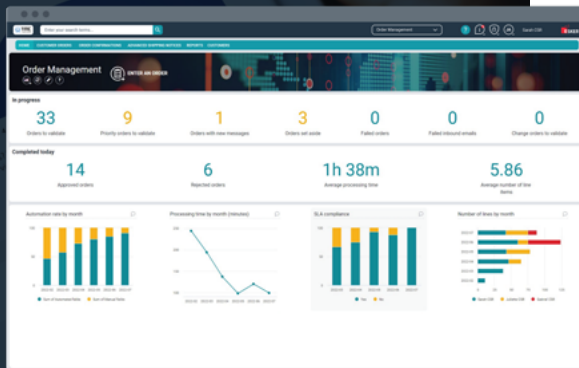


TRACKING, DASHBOARDS & ANALYTICS

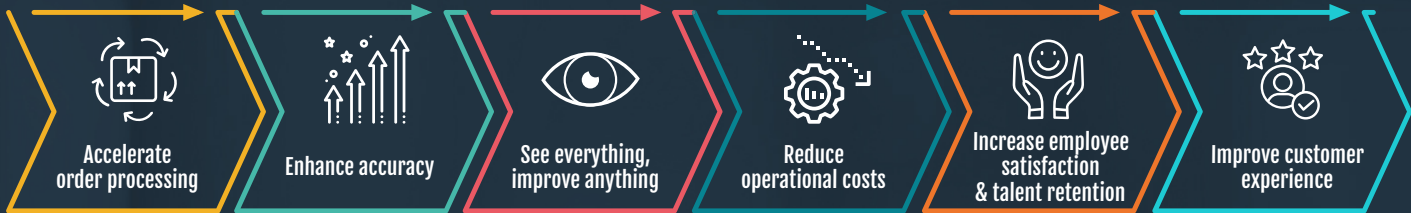
Esker dashboards facilitate daily tasks, monitor performances and help prevent problems or spot opportunities early.

Track order process through counter metrics and charts. Intelligent customisable dashboards display live, visual analytics (e.g., how many orders or priority orders are in the queue or set aside, how much cash it accounts for, automation rates, etc.).

With Esker's mobile application, Esker Anywhere™, access important metrics and KPIs, even when on the go.



BENEFITS



YOU'RE IN GOOD COMPANY

Leading enterprises in the F&B industry are achieving real, measurable value thanks to Esker.



Enotria&Coe

Hero española



SUNTORY
BEVERAGE & FOOD SPAIN

Hero española

ABOUT HERO

In 2020, in the midst of the pandemic, Hero Spain successfully streamlined its order management process before expanding to supplier and promotional invoices. This is an account of the first part of the project.

Hero Spain, based in Alcantarilla, Murcia, is part of Swiss-based Hero Group, currently one of the market leaders in children's foods, sweets and marmalades.

BENEFITS



Orders processed
in less than 1
minute



20% of
orders fully
automated



30% of orders
requiring no more
than 2 changes



Preview option
in SAP before
order creation
and approval

HERO

PREPARING FOR SUSTAINABLE GROWTH BY DIGITALLY TRANSFORMING THE ORDER PROCESS

BACKGROUND

Hero Spain's management and administrative teams were looking to digitally transform their back-office processes to help run their company effectively and prepare for sustainable growth. They were eager to adopt a solution that would improve both work performance and employee well-being. The goal was to eliminate reliance on inefficient manual procedures, which were causing process bottlenecks when demand was high.

Deciding to tackle the order management side of things first — before expanding to promotional and supplier invoices at a future point in time — Hero Spain was determined to implement the chosen solution quickly in order to facilitate moving these processes to remote work.

SOLUTION

Hero Spain was familiar with Esker's ability to automate complex processes such as customer orders and promotional invoices. Following the recommendation of an Esker customer, Hero Spain was confident in its decision to select Esker.

With the goal of speeding up its order process, Hero Spain implemented Esker's Order Management solution to automate the processing of over 27,000 annual orders. Fast-tracking the implementation process due to difficulties stemming from the pandemic, Esker's solution was deployed in January 2021.

Two key users were designated, providing support during the implementation phase and thereafter for each of the two sales areas, Spain and International. Esker's solution identifies the sales area associated with each order, displays a prioritised list view and provides live SAP simulation capabilities when validating orders.

 **Esker is digitally transforming our customer service, which will result in optimised order management times that are essential to an integrated order-to-cash process."**

Fernando Gómez

Credit and Customer Service Manager, Hero Spain



Having visibility into all order activity for both Spain and Portugal via dashboards is important for us, because it allows us to track the progress of queued orders to be processed or validated, as well as order status in real time."

María del Mar González

Sales Analyst, Hero Spain

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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