

Order Management



Accelerating Order Processing & Enhancing Customer Service



At a glance

HEINEKEN Spain



Industry: Food & beverage



1,400 employees



Founded in 1900



SAP® (ERP)



Challenges

HEINEKEN Spain is the leading developer and marketer of premium beer and cider brands, including Heineken®, Cruzcampo, Amstel and Buckler. Prior to Esker, HEINEKEN received more than 40,000 fax and email orders annually (not including EDI orders), which were entered by hand into the company's SAP® system.

The challenges of this type of manual processing prompted HEINEKEN Spain to seek an alternative order processing solution capable of improving customer response times, reducing manual handling errors and increasing order processing visibility. The company selected Esker Order Management.

Solution

Esker's AI-driven solution extracts all order data from faxed and emailed orders (customer numbers, product codes, quantities, ship to addresses, etc.) and automatically matches it with HEINEKEN's master data. Once read, interpreted and validated, the order is sent to HEINEKEN's SAP system as an IDoc file using the existing EDI channel.

Because each order is automatically captured and analysed on Esker's platform, essential data metrics are made visible on the dashboard homepage. This allows greater visibility to the work carried out by the Customer Service team, as well as faster and more accurate product delivery.

Additionally, orders are automatically split by product type and multiple orders are created in SAP for one order document. Thanks to this functionality, when an order contains different product types, Esker automatically splits it into two separate orders and integrates them into the SAP system.

Esfer has worked on several enhancements to enable HEINEKEN Spain to deliver increased value to its customers, including dispatch advice, invoicing and managed returns.

HEINEKEN Spain also expanded its use of Esker's solution to automate its EDI orders to achieve 100% visibility over all order reception channels for the retail, food and services industries. Esker's dashboards provide real-time metrics and analytics based on KPIs, detect any inconsistencies, and deliver resource management intelligence to ensure full customer satisfaction.

- ■ ■ “We have reduced the number of order entry errors due to manual handling and sped up our processing times. As a result, we have been able to invest more time on higher-value tasks, which has led to an increase in customer satisfaction.”

Luis Fernández-Palacios
Order Management Manager

Highlights



500% increase in order processing speed (from 170 to 30 seconds on average)



74% of orders validated without any changes



50% of orders are fully automated without human validation



Enhanced visibility over the entire ordering process

CUSTOMER ORDER
Panes
Parameters

Documents - JMart_PO.pdf

Customer Information

Number	300717	***	Number	S1402	***
Name	JMart	***	Name	JMart	***
Street	1600 Boston Road		Street	2205 Boston Road	
City	Springfield		City	Springfield	
ZIP code	01129		ZIP code	01129	
Stat./Region	MA		Stat./Region	MA	
Country	US		Country	US	

Shipping address

Number	S1402	***	Number	S1402	***
Name	JMart	***	Name	JMart	***
Street	2205 Boston Road		Street	2205 Boston Road	
City	Springfield		City	Springfield	
ZIP code	01129		ZIP code	01129	
Stat./Region	MA		Stat./Region	MA	
Country	US		Country	US	

Order Details

PO number	492367		Sales document type	Order
PO date	7/20/2023		Order type	Standard
Req delivery date	7/28/2023		Priority	Urgent
Total	10,243.66		Received via	Email
			Received on	9/16/2020

General information

Sales document type	Order
Order type	Standard
Priority	Urgent
Received via	Email
Received on	9/16/2020

Items

Line #	Ext. material	ERP material	Description	Quantity	UOM	Total
19	L-40C	L-40C	Light bulb 40 Watt clear 220/235V	3	CAR	1,314.00
20	L-60C	L-60C	Light bulb 60 Watt frosted 220/235V	4	CAR	1,720.60
30	L-80C	L-80C	Light bulb 80 Watt clear 220/235V	2	CAR	880.70
40	L-80F	L-80F	Light bulb 80 Watt frosted 220/235V	4	CAR	1,8128.84
50	M-12	M-12	MAG DX 1 SF/FE	2	PC	1,710.28
60	M-14	M-14	MAG PA/DX 175	3	PC	2,805.24

Document preview - JMart_PO.pdf

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Jmart
1600 Boston Road
Springfield, MA 01129

TO
ACBS US
3015 Roman Way
Madison, WI 53717

SHIP TO
Jmart
2205 Boston Road
Springfield, MA 01129

SALES PERSON	DELIVERY CONTRACT	SHIPPING METHOD	DELIVERY DATE	PAIDMENT TYPE
Gullermo VanHelsing	Media Antipassa	STANDARD	7/28/2023	Net 30 da

LINE #	QTY	ITEM #	DESCRIPTION	UNIT PRICE
10	3	L-40C	Light bulb 40 Watt clear 220/235V	438.00
20	4	L-60C	Light bulb 60 Watt frosted 220/235V	430.15
30	2	L-80C	Light bulb 80 Watt clear 220/235V	440.35
40	4	L-80F	Light bulb 80 Watt frosted 220/235V	453.22
50	2	M-12	MAG DX 1SF/FE	855.14
60	3	M-14	MAG PA/DX 175	935.08

Approve

Reject

Save

Quit

Want to transform your order management process like HEINEKEN Spain?

Our team is at your service.

About Esker

Esker is a global cloud platform built to unlock strategic value for Finance, Procurement 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 source-to-pay (S2P) and order-to-cash (O2C) processes.



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