



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

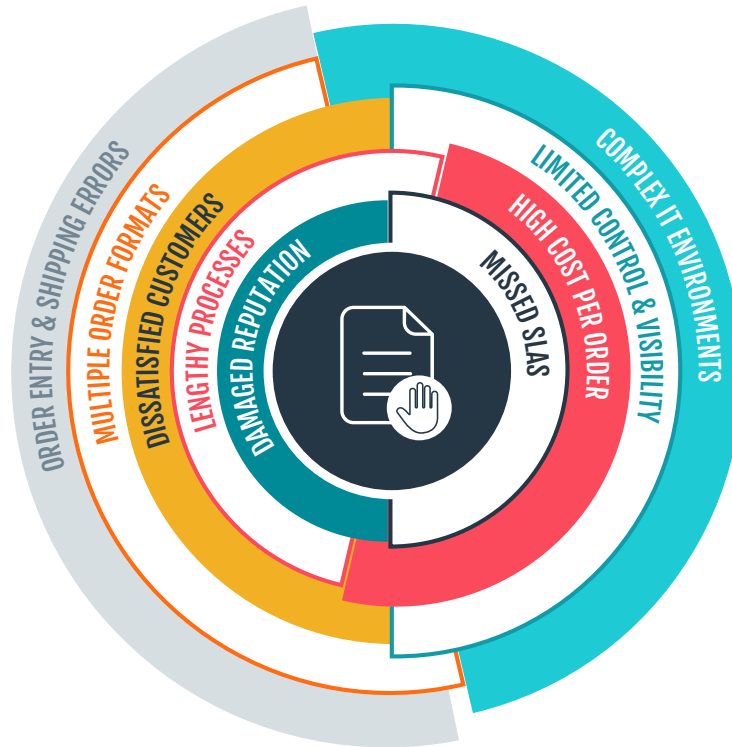
Processing orders is an essential component of doing business, but for companies in the food and beverage (F&B) industry that manufacture and distribute perishable items, speed and accuracy in the supply chain is critical. Delays or errors in delivery or production are not only wasteful, they can have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

SALES ORDER

TO: JCORE Inc.
1230 Lincoln Avenue
New York, NY 10019

FROM: JMART
2205 Boston Road
Springfield, MA 01129

SALES PERSON	JOB	SHIPPING METHOD	DELIVERY DATE	PAYMENT TERMS	DUE DATE
Terry Schmidt	953450	OVERNIGHT SHIPPING	11/31/20	Due on receipt	

QTY	ITEM #	DESCRIPTION	UNIT PRICE	LINE TOTAL
3	L-6C	Light Bulb 40 Watt clear 230/235V	438.00 /carton	1314.00
4	L-6C	Light Bulb 40 Watt clear 230/235V	438.75 /carton	1755.00
2	L-6C	Light Bulb 60 Watt clear 230/235V	440.75 /carton	881.50
4	L-6P	Light Bulb 60 Watt frosted 230/235V	453.21 /carton	1812.84
2	M-12	HUG DR 150/PC	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 Purchase printed on the back or otherwise available at www.jmart.com. Any additional or different terms imposed by Seller are voided unless expressly agreed to in writing by the Buyer.

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

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

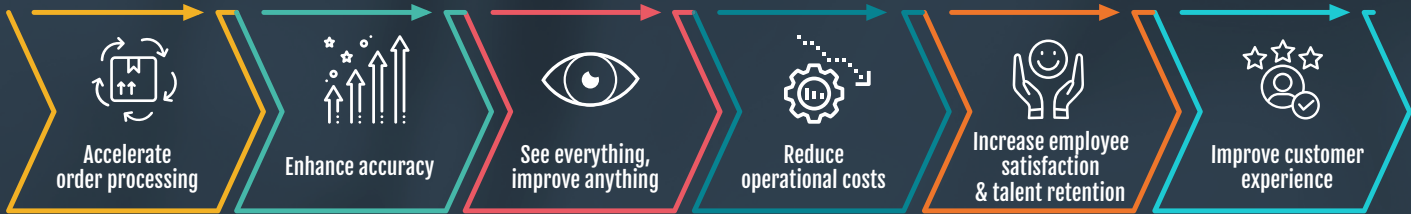
Esker dashboards facilitate daily tasks, monitor performances and help prevent problems or spot opportunities early.

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



Wine Warehouse
CALIFORNIA DISTRIBUTOR OF FINE WINE, BEER & SPIRITS

ABOUT PEPSICO

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2016, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker, Tropicana and Walkers. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

BENEFITS



Increased data
accuracy rates



Faster order
processing
speeds



100% visibility into
order and issue
management



Improved
customer service
productivity



Increased reporting and monitoring
capabilities with KPI dashboards

WALKERS (A PEPSICO COMPANY)

PROCESSING NEARLY 100% OF ALL ORDERS WITHOUT ANY MANUAL INTERVENTION

BACKGROUND

Walkers, a PepsiCo company and part of one of the world's leading food and beverage companies, with a diverse portfolio of globally recognised brands. Recently, the company was looking for a simpler and more effective way to manage its order management process — particularly orders from small independent vendors who could not be set up with EDI due to complexity, time and resources required.

Walkers also wanted to free up its team of Customer Services Representatives (CSRs) from low-value and error-prone activities, such as manually inputting order data, in order to devote more time to strategic tasks like serving the needs of customers.

SOLUTION

Esker's cloud-based Order Management automation solution was implemented in less than three months thanks to the use of Agile methodology for solution delivery.

The company is now able to receive customer orders in any file format (e.g. fax, email, EDI), which are then automatically routed to the correct CSR team based on product categories contained within the order. Relevant data is then extracted automatically through an intelligent recognition tool to create the corresponding sales order in the ERP system without the need for any manual inputs. This means that the CSR can simply verify that the data has been extracted correctly or update any missing elements.

If any exceptions occur or approvals are required, the order is automatically placed into a workflow. Once approved, the order is electronically archived with easy access made available to any authorised user.

 **THANKS TO ESKER, WE CAN NOW
PROCESS 90% OF OUR ORDERS
WITHOUT ANY HUMAN INTERVENTION."**

TOM DURANCE | CUSTOMER ORDER AND STRATEGY MANAGER



**BY AUTOMATING OUR ORDER
MANAGEMENT PROCESS, WE HAVE
BEEN ABLE TO OFFER OUR CUSTOMERS
A CONVENIENT WAY TO PLACE THEIR
ORDERS, TAKING INTO ACCOUNT SOME
OF THEIR UNIQUE REQUIREMENTS. THIS,
IN TURN, HAS LED TO AN INCREASE IN
CUSTOMER SATISFACTION RATES."**

**TOM DURANCE | CUSTOMER ORDER & STRATEGY
MANAGER**

ABOUT ESKER

Esker is a worldwide leader in AI-driven process automation software, helping financial and customer service departments digitally transform their procure-to-pay (P2P) and order-to-cash (O2C) cycles. Used by more than 6,000 companies worldwide, Esker's solutions incorporate AI technology to drive increased productivity, enhanced visibility, reduced fraud risk, and improved collaboration with customers, suppliers and internally.

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. In 2019, Esker generated 104 million euros in total sales revenue.





www.esker.it