MEMC to Eliminate Manual Sales Order Entry with Sales Order Automation Solutions from Esker



Organization Information

- Global leader in the manufacture and sale of wafers and related products to the semiconductor and solar industries
- MEMC's products are the building blocks for the \$1 trillion electronics and the \$35 billion solar cell and module markets
- Employs approximately 5,600 people worldwide and recorded sales of \$2.2 billion in 2010
- Traded on the New York Stock Exchange under the symbol WFR and is included in the S&P 500 Index

Projected Business Benefits

- Eliminate manual order processing for time savings of at least 35 hours a week
 more than 1,800 hours annually
- Decrease order-entry errors through automation
- Achieve sales and business growth due to increased engagement of customer service reps with MEMC customers
- Improve customer service through faster order acknowledgement and reduced sales cycle times
- Increase visibility into sales order cycle times

www.memc.com

High-Tech and Solar Energy

From North America to Asia Pacific and Europe, companies in the semiconductor and solar industries around the world depend on the wafers and related products designed, developed and manufactured by MEMC. Every day, this publically traded global company receives hundreds of sales orders, as well as changes to existing orders. Company leaders felt the highly manual sales order entry process was limiting the productivity of its 30 customer service representatives, as well as subject to errors.

"Right now, we're spending nearly 40 hours a week manually imputing orders arriving via fax, email and electronic data interchange (EDI) into our SAP® system — that's the equivalent of one full-time employee," says Denise Jones, MEMC Director of Sales Operations Process. "Every minute our employees spend manually processing orders is a minute they aren't spending interacting with our customers and pursuing new business."

In addition, the manual order entry process is detrimental to MEMC's order entry cycle time — lengthening the time it takes to acknowledge customer orders and slowing down the order fulfillment process. "Plus, there is a black hole in our data from the time the order arrives to the time it is entered into our ERP system, which makes it difficult to measure how long it is taking to acknowledge customer orders," says Jones.



MEMC is looking for the Esker sales order processing solution to track, measure and significantly reduce the cycle time required to receive, load and acknowledge orders from customers. We expect a successful implementation to free up our customer service teams to spend more time interfacing directly with our customers, thereby strengthening and growing our business.

Richard McCluney - Senior Director of Sales Operations - MEMC

An Automated Solution

To address the inefficiencies related to manual order processing, MEMC began to search for an automated solution that would capture orders and input them directly into its SAP system. In previous conversations with a business partner, MEMC had learned about Esker's accounts payable solutions. So when the time came to find an automated solution for sales order processing, Esker was one of the first service providers that came to mind.

Sales Order Processing CASE STUDY

"The touchless nature of the Esker solution is extremely attractive. The Esker system is able to 'see' the order and process it as soon as it arrives. Plus, it is teachable — you can train the system to understand each customer's purchase orders," says Jones.

Other benefits MEMC is expecting to realize include SAP-certified automation and the ability to configure the Esker solution to meet its exact business needs, such as the capability to understand and process several Asian languages.

Forecasting Big Benefits

As its Esker Sales Order Processing solution is rolled out, MEMC expects to begin rapidly harnessing the benefits of automation. Immediately after implementation, MEMC plans to use Esker to gain greater visibility into its sales order cycle time, then leverage that data to meet order recognition targets. "Esker should give us the visibility we need to establish a response-time baseline and develop plans to meet target service levels by customer," says Richard McCluney, MEMC Senior Director of Sales Operations.

MEMC is looking for the Esker solution to significantly reduce the sales order cycle time and speed up how quickly Customer Service can acknowledge an order after receipt. Currently, MEMC's order recognition time is measured in days; and if Esker is successful it will help bring that down to hours.

"We expect a successful implementation to free up our customer service teams to spend more time interfacing directly with our customers, thereby strengthening and growing our business," says McCluney.

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