

# IMPROVING CASH CONVERSION PERFORMANCE

Reducing the time it takes to turn an order into money in the bank offers strategic benefits for an organisation. Beyond the cost savings and strengthened customer relationships, converting to an automated system can bring a host of efficiencies throughout the entire order-to-cash (O2C) cycle. Esker's Order Processing and Accounts Receivable automation solutions remove the paper and manual tasks that limit speed and accuracy within the O2C cycle, helping businesses fulfill customer orders faster and get paid sooner.



## Key Figures\*

- Process orders up to 80% faster
- Cut order delivery times from several days to same day
- Free-up staff by as much as 65%
- Cut order processing costs in half
- Reduce invoice processing costs by 80%
- Reduce DSO as much as 7 days
- Increase data entry accuracy increased up to 99%
- Achieve 100% visibility of all orders
- Send all e-invoices in 100% compliance with international regulations

\* Numbers based on Esker customer results.

## Challenges in the O2C Cycle

Using manual processes to orchestrate O2C operations creates administrative burdens and the potential for incorrect shipments and cash collection delays. Manual processing is labour-intensive, time-consuming and error-prone, requiring valuable resources to manage the process.

From the arrival of a sales order to collection of payment for the order, manual processing makes it hard for businesses to improve customer service, cut order processing and billing costs, and reduce Days Sales Outstanding (DSO).

Document processes in the O2C cycle directly affect performance in key areas, such as:

- Order management
- Order fulfillment
- Billing
- Credit management
- Cash collection

As long a company is tied to manual processing of paper documents, their potential to improve business performance will be strictly limited.

### Customer order entry and processing

Order accuracy is crucial to achieving and maintaining high efficiency throughout the O2C cycle – if you begin with inaccurate or ambiguous information, performance will suffer. Companies processing orders manually have backlogs of several days and are challenged to support growth with limited resources, handle exceptions efficiently, lower rates of errors and returns, monitor the order pipeline and free up staff to spend more time on customer service.

### Customer invoicing and cash collection

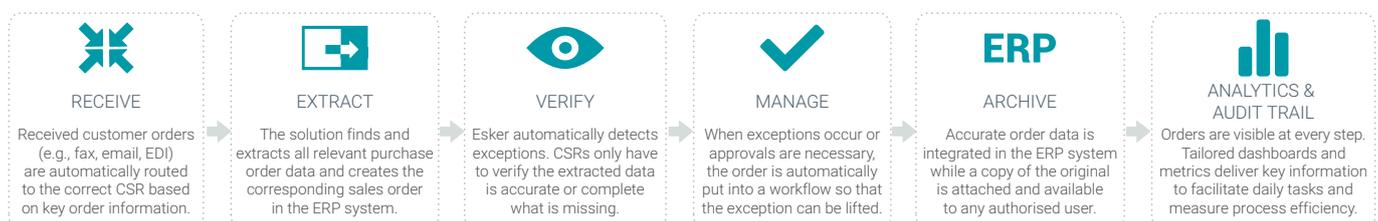
While invoicing keeps cash flowing into businesses, it also costs money when invoices are manually processed for mailing. Businesses are eager to automate AR but executing a successful e-invoicing project can seem daunting and managing customer preferences (paper or e-invoice) challenging. The best efforts of accounting departments are limited by inefficient delivery of invoices which can have a direct impact on overall profitability and hinder a company's processing efficiency.

## The Solution

Esker takes the pain out of traditional order processing and invoice delivery by removing virtually all manual touch points and eliminating, as much as possible, the huge amounts of paper flowing through O2C cycle.

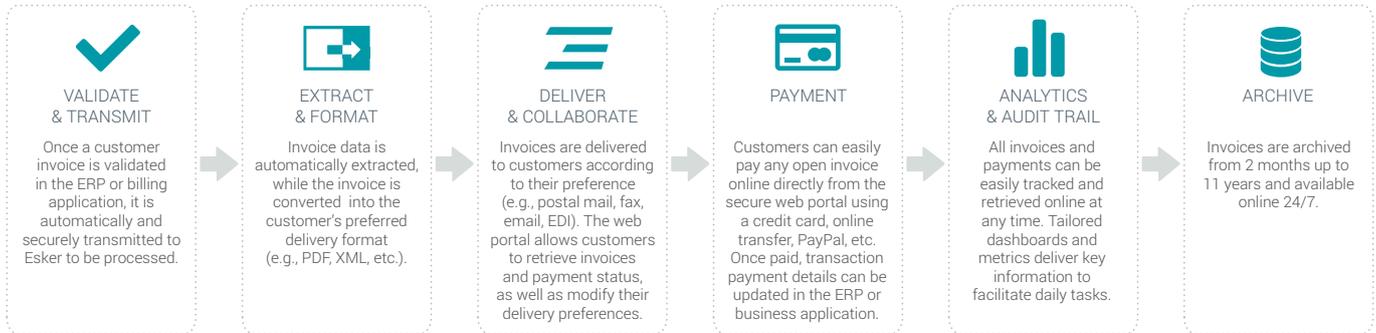
### Order processing automation

Every phase of order processing is automated – from the reception of a customer document to the creation of a corresponding sales order in the ERP system or other business application. Using advanced automation functionalities and no predefined templates, each order is 100% electronic and fully visible throughout its lifecycle. This allows companies to see when a particular order comes in, where it is in the system, who has it and what the next steps are. Here's how Esker's Order Processing solution works:



**Accounts receivable automation**

Esker completely automates the sending and archiving of invoices according to customer preferences and regardless of media type – postal mail, fax, email, EDI and/or publication on a web portal, allowing companies to gain the immediate benefits of e-invoicing without negatively impacting customer satisfaction. E-invoices are processed in compliance with all international regulations and the solution features interoperability capabilities with both EDI formats and platforms from other service providers. Here’s how Esker’s Accounts Receivable solution works:



**O2C Automation Benefits**

- Reduce receivables and DSO rates, optimising cash flow and management of working capital
- Improve debt-to-equity ratio, reducing external financing needs and enhancing credit rating
- Strengthen business relationships through higher customer satisfaction
- Free resources to focus on core business-building activities
- Lower O2C processing time and costs

**Expert Consultancy and Project Methodology**

Esker’s use of agile methodology creates an adaptive environment of self-service and enhanced process insight so that customers, business partners and their key stakeholders are actively involved throughout and achieve maximum value in every phase of solution delivery. As opposed to the traditional “waterfall” approach, agile methodology enables decisions to be made with context, invests resources in the most value-added features, and allows solution features to be tested and used in a short amount of time.

**Esker Customers Who Automated the O2C Cycle**



©2015 Esker S.A. All rights reserved. Esker and the Esker logo are trademarks or registered trademarks of Esker S.A. in the U.S. and other countries. All other trademarks are the property of their respective owners.



Esker Document Automation Asia Pte Ltd  
47 Scotts Road – #05-04  
Goldbell Towers  
SINGAPORE 228233  
Tel: +65 (6735) 6882 – Fax: +65 (6826) 4374  
info@esker.com.sg – www.esker.com.sg

Esker Document Automation (M) Sdn Bhd  
L3-I-5, Enterprise 4 – Technology Park Malaysia  
Lebuhraya Puchong – Sg.Besi, Bukit Jalil  
57000 KUALA LUMPUR, Malaysia  
Tel: +603-8996 8088 – Fax: +603 2178 4775  
info@esker.com.my – www.esker.com.my

Get Social

Visit our blog!  
blog.esker.com