



# The Automation Imperative

Modern businesses are prioritizing sales order automation to create revenue opportunities, cut costs and enhance the customer experience.



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# Hyperautomation

One of Gartner's top strategic technology trends for 2020 is hyperautomation: "an unavoidable market state in which organizations must rapidly identify and automate all possible business processes."

Hyperautomation has emerged because the efficiency gains created by the automation of business processes are now too great to ignore. Bain & Company reports that companies enjoy [average cost savings from automation of around 20%](#). In the coming years, any enterprise that fails to access these savings will struggle to stay competitive.

The COVID-19 pandemic and associated economic disruptions have intensified hyperautomation. Faced by supply chain disruptions and contracting economies, enterprises need to implement automation solutions that rapidly create productivity gains without adding costly staff resources.

Sales Order Automation converts purchase orders into 100% data-accurate sales orders. By eliminating manual order processing, it delivers cost savings of up to 80%, at one of the earliest moments of revenue capture. Sales Order Automation creates hundreds of hours of staff time, delivers greater profitability, expedites order cycle time, and improves the customer experience.

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In mid-2020, despite the budgetary pressures created by massive global disruption, three enterprises onboarded Conexiom's Sales Order Automation solution.

**Conexiom is the leader in delivering touchless Sales Order Automation** to help companies eliminate manual order processing. Major global manufacturers and distributors – including Grainger, Genpak, Prysmian, and Rexnord – have implemented Sales Order Automation as a way to eradicate non value-add activities from core business functions. The following customer stories detail how and why three new customers chose to join these global leaders and maintain their competitive edge.

These three enterprises operate within different verticals, and range in scale – from medium-sized, to Fortune 100, to Fortune 10. Despite their differences, these companies’ stories share core similarities, that demonstrate how and why Sales Order Automation is an essential (hyper)automation solution.



### **Improving Efficiency**

Enterprises are pursuing efficiency boosts as part of their long-term corporate strategies. These strategies have been made more urgent by the turbulence of 2020.



### **Strengthening Processes**

Leaders are often aware that their legacy business processes contain major inefficiencies. In B2B, sales order processing is a common candidate.



### **True Automation**

Frequently, enterprises have tried lesser solutions (such as RPA and OCR), in an attempt to automate the conversion of purchase orders into sales orders. These solutions have failed because they cannot support the complex cognitive processing required.



### **Touchless Orders**

Touchless Sales Order Automation proves itself to be the solution that can eliminate manual order processing, eliminate unnecessary cost and resource burdens, and enable enterprises to redeploy staff to provide the highest levels of customer service.



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## Company #1

Sales Order Automation eliminates costly order entry errors – and frees up hundreds of staff hours.

“To stay competitive, we desperately needed to reduce the amount of manpower it took us to enter orders. Conexiom had a great track record, and we knew this was the technology that could really help us get there.”



Company #1 is the largest caster and wheel manufacturer in the world.

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For some time, the company had known that their approach to sales order processing was dated and inefficient. Consistent errors created a frustrating cost burden for operations and accounting, and damaged customer satisfaction. Staff were spending many hours on a manual process that distracted them from higher value customer service.

In search of efficiency gains, Company #1 committed to finding a technology solution that could convert purchase orders into their ERP system, increase the accuracy and efficiency of order entry, and free up staff to focus on more revenue-generating tasks.

Company #1 assessed DocStar as a potential solution, but determined that the software wasn't tailored enough to their complex needs. After verifying Conexiom's longstanding domain expertise within wholesale manufacturing and distribution, Company #1 participated in an onsite visit with an existing Conexiom customer.

## Company #1 pursued the implementation of Sales Order Automation.

- Conexiom was identified as a targeted and specialized automation solution – rather than a cobbled together version of different core software, or a catch-all RPA solution that risked creating technical debt.
- Conexiom possessed many years of experience and expertise, and had years of experience processing millions of highly complex orders.
- Conexiom offered a level of customization that would allow Company #1 to respond to the unique business rules of their many trading partners.
- By achieving 100% order accuracy with Conexiom, Company #1 have achieved their goal of eliminating costly order errors and boosting customer satisfaction.
- Freed from a time-consuming manual process, FTEs are able to dedicate themselves to high-value customer service tasks such as complex order handling, upselling, cross-selling.




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## Company #2

Following failure of OCR, Sales Order Automation eliminates \$350,000 in annual manual entry costs.

“Our 2020 global business plans required productivity gains through automation. RPA introduced too much technical debt. Conexiom delivered truly touchless automation, without any human oversight required.”



Company #2 are a multi-billion, Fortune 100 multinational conglomerate manufacturer of commercial and consumer products, engineering services, and aerospace systems.

2019 global business plans at Company #2 called for a global automation team to bring productivity gains to the organization across their four core divisions. Company #2 were aware that their sales order processing was one area that contained inefficiencies. By bringing automation to bear on this business process, they hoped to reduce order cycle times, minimize order entry costs, and improve customer experience. Ideally, they wanted to achieve fully touchless order processing, where the sales order management process occurred without any human intervention whatsoever.

Company #2 had invested heavily in Esker, without achieving these outcomes. Esker's technology regularly recorded errors, and most orders required validation and manual intervention from CSRs. Orders took up to 15 minutes to appear in the ERP system, and there was no way to track the fixes made by CSRs.

In an effort to improve upon Esker, Company #2 considered RPA (robotic process automation). However, the cognitive business logic required to process orders could not be replicated by RPA without introducing a major technical debt and burdening IT teams. Whenever new business logic needed to be introduced, automation was stymied.

From 2018 to 2020, Company #2 had been testing Conexiom in limited, targeted areas of the company, deployed across almost 1,000 trading partners. At this point, Conexiom co-existed with an RPA solution. Both OCR and RPA failed to effectively improve their sales order processing.

## **Company #2 decided they needed a truly touchless solution. They decided to roll out Sales Order Automation across all their divisions.**

- Conexiom was identified as purpose-built for sales order automation, and a significant technological upgrade upon both OCR and RPA. Orders could be processed within one minute.
- Conexiom offered completely touchless automation, without the need for consistent human oversight. The platform was custom-built to be scalable.
- With Sales Order Automation, Company #2 has gone from 0% touchless orders to 80% touchless orders. Order cycle times and order entry costs have both been drastically reduced – fulfilling automation goals.
- With human oversight largely removed from the order management process, CSRs are now able to spend more time attending to customers, improving the overall customer experience.
- Company #2 is reducing global overhead and reorganizing call centres and customer service teams. The elimination of manual entry costs is estimated to save \$350,000 every year.




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## Company #3

Sales Order Automation automates 200,000 monthly orders, and removes need for hundreds of new hires.

“To meet aggressive efficiency targets, exacerbated by COVID-19, we needed new digital transformation ideas. We knew that, technically, Conexiom could do it. And it is a very, very, cost-effective automation solution.”



Company #3 is one of the largest chemical companies in the world.



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During the COVID-19 pandemic, their aggressive efficiency targets took center stage, and they began searching for technology that could help unlock efficiency gains.

Company #3 knew that their sales order processing was a business process that was ripe for improvement. 55% of their orders came in through their online ordering platform – but that still left around 200,000 monthly orders requiring manual order entry. To help automate the entry of these orders, they had been using a prototype developed with ABBYY's FlexiCapture solution. However, Company #3 discovered that the error-handling involved was a real burden, and couldn't possibly scale.

Company #3 was opening new physical facilities, and rather than hiring hundreds more CSRs, they wanted to leverage technology to improve their sales order management.

## **In search of powerful and cost-effective automation, they discovered Conexiom.**

- Encouraged by Conexiom's successful track record with major industry players such as Diversey and Nexeo, Company #3 opted to forgo any competitive evaluation process, and initiated a rapid onboarding.
- Conexiom's solution was built to execute 100% accurate data entry, removing the costly burden of error-handling.
- Conexiom's solution was fully touchless, freeing up staff time.
- 200,000 monthly orders automated equates to major efficiency boosts and digital transformation targets met – without throwing FTEs at the problem.



# The Automation Imperative

“The organization of the future depends on automation to create massive efficiencies and new capabilities – and has the potential to unleash human capital to pursue more creative, higher-value goals.”

## Forrester’s Automation Framework

Hyperautomation has created a business environment in which manufacturers and distributors must automate business processes in order to safeguard key objectives. The disruptions of 2020 have applied even more pressure.

Those companies that prioritize automation will transform into modern business that are agile, optimized and resilient. Modern businesses will use automation to safeguard key business objectives: maximizing revenue opportunities, creating cost savings, and ensuring business resiliency and agility.

Sales order management is a core business process, and an area where many enterprises have been slow to trade a traditional approach for a modern approach.

As evidenced by these three customer stories, automating the sales order management process is a guaranteed way to maximize revenue opportunities and create cost savings. The time to value is short, with no burden to IT. Sales Order Automation is fully touchless, fully removing the burden of oversight from staff.

Regardless of size or sub-industry, manufacturers and distributors can leverage Sales Automation to:

- Stop manually processing purchase orders.
- Cut out processing errors.
- Slash operational costs.
- Reduce order cycle times.
- Tactically redeploy the hours saved into revenue-generating processes.
- Focus on customer service and increase customer satisfaction.
- Build business resilience.



“Our CSRs are able to concentrate on things that add value for our customers. Conexiom’s order processing time is light years faster than what we are able to do manually.”

Mike Jirikowic, Continuous Improvement Leader

**Werner Electric Supply**

“Our CSR team used to spend 80% of their time on order entry, and 20% of their time on customers. Now, it’s 80% on customers and 20% on order entry. And no need to backfill former employees.”

Darlene Bardin, Director of Customer Service

**Genpak**

“Staff can now take calls on non-structured orders that are more varied and custom, as well as spend more time with customers.”

Pepi Stahlmann, Director of Customer Service

**Häfele America Co.**

“Our CSR team multi-tasks less and focuses more. As a result, team spirit is high, our error rate is zero, and our customers are happier.”

Alex Kaczor, Customer Service Manager

**Swagelok**



## About Conexiom

Conexiom is a SaaS platform that delivers a sales order automation solution that eliminates manual order processing. Manufacturers and distributors across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen, trust Conexiom to deliver touchless order processing with 100% data accuracy to eliminate unnecessary cost and resource burdens, and to redeploy human capital to provide the highest levels of customer service. Conexiom is based in Vancouver, BC, and has offices in Kitchener, ON, London, England and Chicago, IL.

For more information visit [www.conexiom.com](http://www.conexiom.com)

 866-860-3388  [info@conexiom.com](mailto:info@conexiom.com)