



## Dolphin Best Practice Solution: Sales Order Management for SAP®

**Automate order management to improve productivity,  
reduce Days Sales Outstanding and gain visibility into the process**

### ***The Business Challenge***

There's a basic transaction at the heart of every business – a customer wants your product, sends an order, and you deliver. How you manage that transaction says a lot about your company to the customer. Is it easy? Is it fast? Is it flexible? If a customer calls with a question, can you find the order and resolve the problem before you put down the phone?

Successful companies respond to orders fast. They're confirmed quickly, and the customer information is quickly entered and processed for scheduling and on-time delivery. The data is available on-demand to confirm order status, manage the process and make informed, accurate forecasts. Sales Order Management is in many ways the most important thing you can do to keep your customers loyal and happy.

Dolphin offers a unified dashboard view of the Sales Order Management process. Making this process visible, trackable and reportable can drive dramatic productivity improvements in the Order-to-Cash process.

### ***The Dolphin Solution***

Dolphin is solely focused on taking the time and cost out of essential business operations like order management for users of SAP Solutions. Our best practices approach uses a unique process tracking dashboard that works within SAP Customer Order Management to give you a unified view of the process. Dolphin's solution delivers comprehensive data on transactions, business documents, and process status for sales reporting and process analysis.

### ***An optimized Order Management Process looks like this:***

- **The order arrives.** Whatever the method of transmittal – the web, by phone, mail, or fax – the order information is entered into the SAP system. Paper orders are scanned and saved digitally.
- **Dolphin process tracking gets to work.** It immediately records the transaction and saves the order records and documents via SAP ArchiveLink™. Document data, process details and digital document images are available in real-time and on-demand for display and reporting in the dashboard view – even if the order cannot be posted automatically due to missing data or a business rules violation.
- **SAP Business Workflow automatically routes the business document** to the responsible customer service representative for processing.
- **Exception handling is automated.** The Dolphin Process Tracking System makes it possible to create rules and policies for master data maintenance, rescanning, and rerouting of customer order documents, all within the SAP workflow.
- **The audit trail is complete.** From order receipt to shipping, every step in the process is recorded and continuously updated, creating a detailed audit trail for each customer order transaction.

### **Powerful ROI**

- Reduce operational and administrative costs by 40% to 60%.
- Reduce Days Sales Outstanding (DSO) by as much as 10% to 30%
- Eliminate redundant processing of duplicate orders
- Electronic approval capture
- Enhance and track delivery or billing block processing

## ***The Dolphin Advantage***

The Dolphin team is focused solely on giving our customers the most benefit from their investment in SAP solutions, combining decades of expertise and best-in-class partnerships to deliver the solution that best fits unique customer environments – and deliver solutions quickly and effectively.

Dolphin customers see a significant ROI from Order Management optimization, including:

- Reduce operational and administrative costs by 40% to 60%.
- Reduce Days Sales Outstanding (DSO) by as much as 10% to 30%.
- Visibility into the process
- Eliminate redundant processing of duplicate orders
- Electronic approval capture
- Enhance and track delivery or billing block processing
- Improve Customer satisfaction

## ***About Dolphin***

Dolphin Corporation leverages their customers' SAP investments to take the time and cost out of their essential business operations. An experienced, professional team focused solely on optimizing SAP solutions, Dolphin is an acknowledged expert in data and document archiving, DART, SAP Business Warehouse archiving and business processes such as accounts payable, accounts receivable and order management in the SAP environment.

Founded in 1995, with offices in San Jose, Calif. and Philadelphia, Penn., Dolphin solutions are implemented across North America and around the world.

Visit us online at [www.dolphin-corp.com](http://www.dolphin-corp.com) to learn more!

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## **Dolphin Customer Success: Sales Order Management**

### ***The Problem***

- Major acquisition created immediate 40% order document increase.
- No staff or space increased to match higher order volume.
- All inbound orders handled manually.
- Manual order tracking was inconsistent across divisions.

### ***The Solution***

- Dolphin best practice solution for Order Management using process tracking, SAP Workflow and Header/Line OCR.

### ***The Results***

- Reduced order entry turnaround from 3 ½ days to 1 day
- Streamlined order process with significant cost reduction
- Improved process consistency, visibility and control
- Detailed analytics on process performance
- Automated exception handling

## **Leveraging your SAP Investment**

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