



Optimizing the Order-to-Cash Process: Managing Documents Throughout the Process

The Business Challenge

The Order-to-Cash process is at the heart of your business. And yet, it is often surprisingly inefficient and difficult to track. Even the smallest error can make the process inefficient, quickly draining available capital and resources. Automating order-to-cash processes and linking documents improves cash availability by decreasing the number of touch points at each step of the cycle.

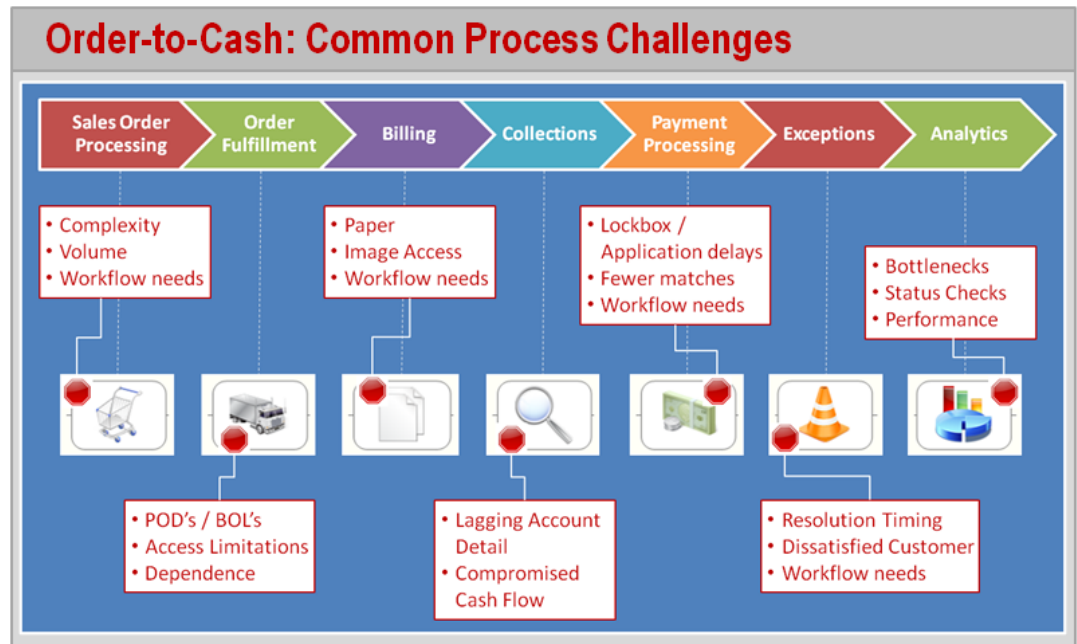
The Order-to-Cash process touches key performance areas: sales order management, order fulfillment, billing, credit management and cash collection. Managing the Order-to-Cash process ensures that orders get delivered on time and payments are collected quickly. Moreover, it ensures that you recognize revenue in compliance with company policy, accounting standards and regulatory requirements. In many ways, the way you handle the Order-to-Cash process is the most important aspect of a company's relationship with its customers.

The Dolphin Solution

Dolphin offers an array of solutions for SAP® customers to optimize Order-to-Cash processes in ways that **contain costs and achieve optimum organizational efficiency, high customer retention and successful cash management.**

Dolphin solutions cover each stage of the process, from electronic capture of sales orders and

automated entry into the SAP system through to cash application. They provide complete visibility into order, delivery and billing documents during the process which is essential for exception handling and dispute resolution, and analytics that help you track and manage process cost and efficiency.



The **result** is an optimized Order-to-Cash process that:

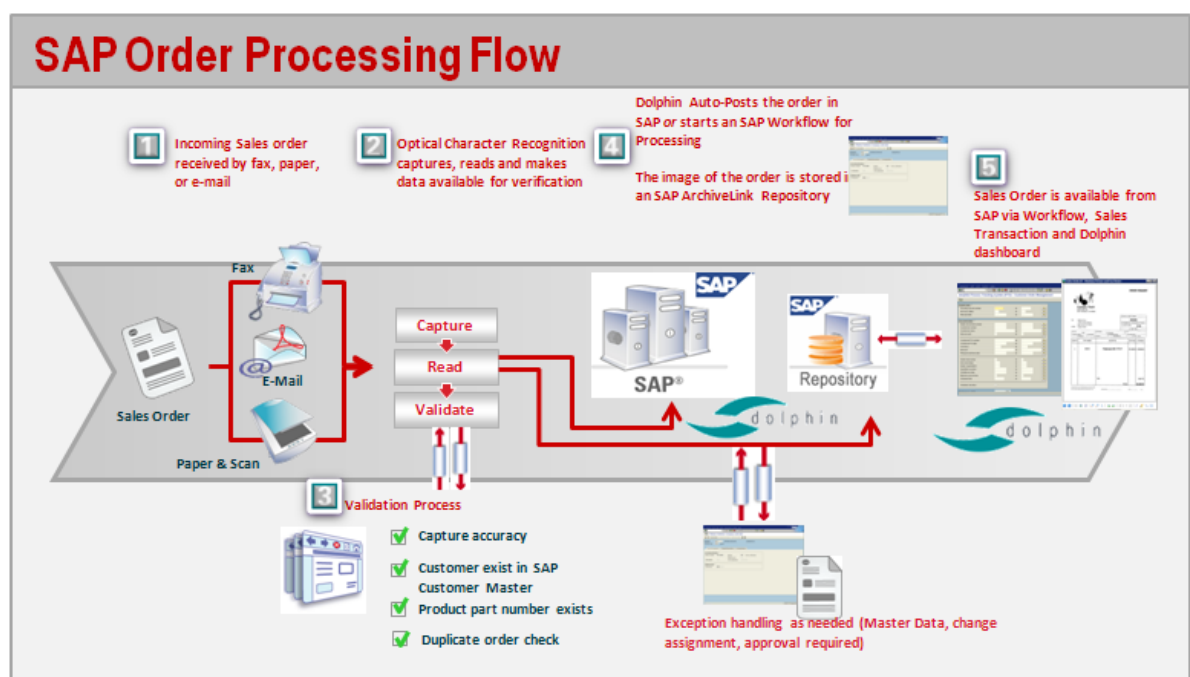
- Minimizes the impact of paper sales orders, delivery documents, invoices, remittance details and deductions
- Ensures efficient routing & transparency of documents/exceptions throughout the organization
- Optimizes & conforms payments and exceptions to internal and external compliance standards
- Includes analytics and Key Performance Indicators (KPI's) to track efficiencies and bottlenecks

Dolphin customers report cutting sales order processing costs by 40% to 70% and up to 95% fewer order problems in managing orders.

Automate Sales Order Management

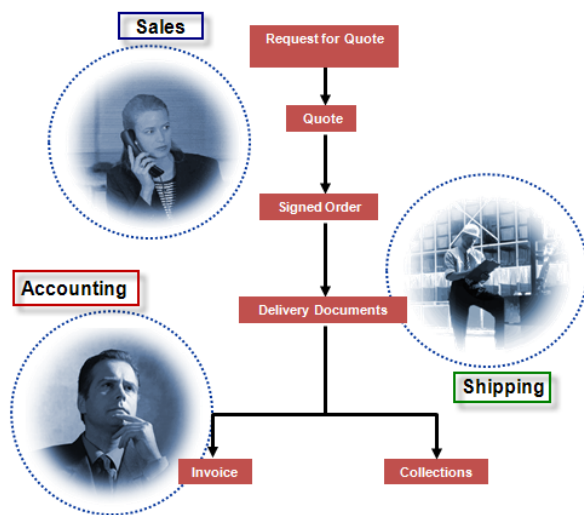
Automated data capture such as intelligent OCR or scanning is a key first step, providing a way to get order information into SAP quickly and accurately. In Dolphin solutions, the sales order image is linked directly to the new sales transaction, allowing SAP users to view original documents without leaving the SAP system. The system can send confirmation to customers automatically upon creation of the SAP entry. The solution keeps track of incoming documents from the point of their creation in the SAP system, allowing process monitoring and control. In addition, automating the process guarantees consistency in how it is applied.

Efficient exception handling is critical to removing order fulfillment bottlenecks. For those orders that need approvals, additional information or otherwise cannot be processed in a straightforward manner, Dolphin provides a pre-configured SAP workflow to handle order exceptions. Dolphin offers a unified dashboard view of the sales order management process to automate this process. All documents are tracked, and having the real time visibility and robust reporting capabilities can drive dramatic productivity improvements.



360-Degree View of All Order-to-Cash Documents

The sales order is only the first document in the Order-to-Cash process. There are delivery notes, bills of lading, proofs of deliveries, invoices, checks and various other support documents. Some are generated from the SAP system and others by the customer or other internal systems. Dolphin's solution allows you to take a 360-degree view by linking each document to the corresponding SAP transaction. The result is comprehensive data on transactions, business documents and status for sales reporting and process analysis. Orders can be shipped faster and billed sooner and customers get top-notch service.



Easing Collections

The issues are often as simple as providing the signed bill of lading (delivery ticket) or a copy of the invoice to a questioning customer, to not having support documents in the right hands. Any bottleneck in finding and providing documents can lead to delays that affect cash flow. The key is to find the documents quickly, even while talking to a customer on the phone.

Dolphin's solution allows immediate access to all documents and content within the SAP Document Flow with one simple search. Documents can be distributed singly or as a group to print, fax, email or download. For example, your representative, on the phone with a customer, can view all sales-order related content and instantly e-mail it as one package, eliminating manual aggregation and multiple phone calls that delay customer payment.

Customer Success

Accounts Receivable: Accelerating Cash Flow

Our Customer

Manufacturer of hand-held Electronics

Leading global designer and marketer of communication and navigation products recognized for delivering innovative and award-winning products.

The Challenge

Dealing with customer billing questions often took multiple calls and required searching for and assembling sales order related documents from many areas. Payments were prolonged causing a negative effect on cash management.

The challenge was to **resolve customer inquiries in one call**. Additionally, there was a need to access customer related non-SAP documents that are covered under their Sarbanes Oxley (SOX) policies.

The Solution

Dolphin implemented the Document Navigator and Output solution to enable **searches across all of SAP, once**, to find sales orders and related documents.

The Company now has the ability to select and assemble in one batch all documents in question and immediately email them in PDF format to their customer real time, for discussion.

Every Sales Representative (SR) now has a **complete 360 degree view of all sales order related documents** at their fingertips and can engage with customers to answer inquiries and resolve disputes on the spot.

The Results

The Document Navigator affords **batch output for all documents** and allows them to quickly collect, view, and email any collection of these documents while talking to the customer on the phone. This eliminates time wasted for searching, printing, faxing and delays created by following up at another time. Because the billing documents in question can be discussed and resolved in the initial call, **faster payment is expected**. In addition, the company now has a clean audit trail of all documents that they provided.

Additional **benefits** are:

- Faster Order-to-Cash cycle
- Reduced Days Sales Outstanding
- 50% reduction in time to resolve collection issues
- Increased productivity
- Improved Customer Relations
- Mitigated Risk
- Facilitated Compliance

Managing Cash Flow

Once the check arrives, it is entered, and cash is applied. Most transactions are handled smoothly; others are exceptions—partial payments, deductions, unapplied cash, and payments on account require customer follow up, and often research before they are resolved. Again, it is the efficiency of exception handling that provides process optimization.

The Dolphin solution streamlines exception handling by enabling you to view the entire exception workflow history and status of payments from a single view. Dolphin's lockbox process tracking for those using the SAP Lockbox module, works within SAP to allow you to view the status of checks in the lockbox, associated images and remittance documents and automatically links checks and remittance documents to SAP payment records. Additionally, you can use it to track customer service issues and search all payments for specific customers.

Fix Pain Points ... or the Entire Process

Dolphin's suite of solutions addresses challenges across the Order-to-Cash process in SAP systems to streamline Accounts Receivable. Whether the issue is data capture, process tracking, collections, or faster cash application...or creating a more efficient, automated and traceable system across the Order-to-Cash process, Dolphin can help you **reduce costs and achieve optimum organizational efficiency, high customer retention and successful cash management.**

About Dolphin

Dolphin makes crucial business operations like accounts receivable, accounts payable, order management, and data management run better and smarter for organizations using SAP solutions. Focused on improving business performance through Information Lifecycle Management and Business Process Management, Dolphin produces the right solution for each customer, faster, through its unmatched experience in SAP technologies, and its proven best practices, tools and SAP add-on applications. Dolphin solutions improve business and IT performance, lower total cost of ownership and deliver high return on investment.

The company was founded in 1995 and has offices in Philadelphia, PA and San Jose, CA. Dolphin solutions are implemented across North America and around the world.

Visit us online at www.dolphin-corp.com to learn more!

Dolphin

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BENEFITS

- Lower order-to-cash process costs by up to 70%
- Receive and enter customer orders up to 65% faster
- Increase productivity by as much as 65%
- Lower Days Sales Outstanding
- Improve cash flow
- Reduce stored data costs by electronic archiving
- Eliminate manual data entry errors
- Reduce order errors and fulfillment delays
- Gain real-time visibility



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