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## MANAGING ORDERS WITH A 360° VIEW IN THE SAP® ENVIRONMENT

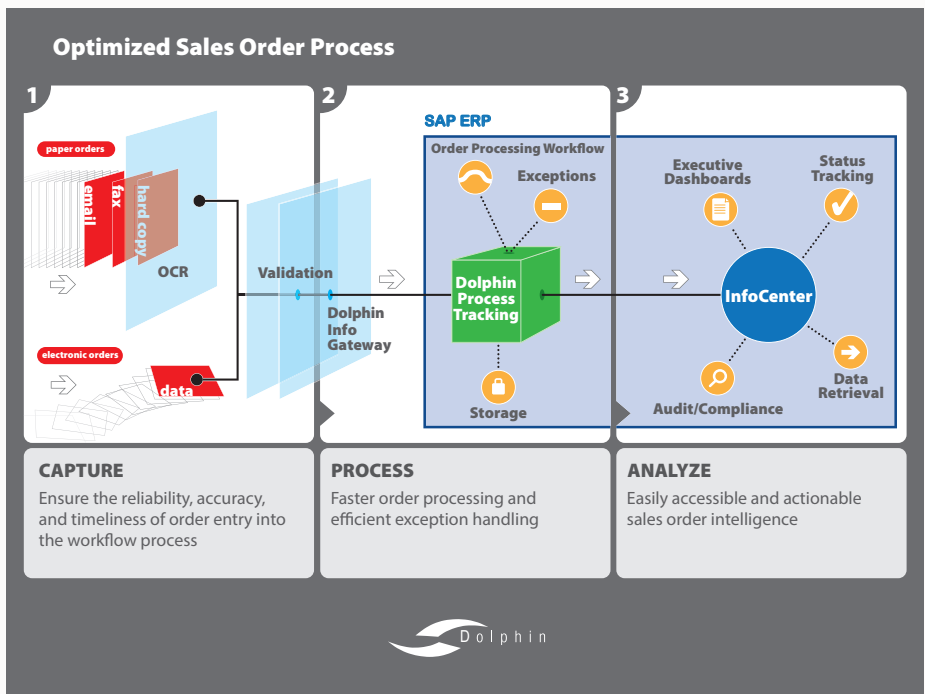
There's a basic transaction at the heart of every business – a customer wants your product, sends an order and you deliver. How you manage that transaction says a lot about your company to the customer. Is it easy? Is it fast? Is it flexible? If a customer calls with a question, can you find the order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

### DOLPHIN ORDER MANAGEMENT SOLUTION ALLOWS YOU TO ...

- Automate the creation and modification of sales orders regardless of how the orders are received
- Extract line-item level details from the Purchase Order to significantly reduce manual data entry
- Accurately identify organizational elements and seamlessly process orders even when discrepancies between master data information exist
- Rapidly validate with SAP® database to proactively identify potential errors
- Automatically apply order blocks for an entire order or down to specific line-items
- Intelligently launch, route and track exception handling workflows
- Support a variety of materials and determination logic – from straightforward commodity-based products to highly configurable products leveraging SAP's 'variant configurator' functionality
- Track the sales order through its entire lifecycle, including detailed status codes, order history and purchase order documents that display immediately with the transaction

### THE BUSINESS CASE

Successful companies respond to orders fast. Ideally, orders are confirmed quickly and the customer information is 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.



Retail, distribution and manufacturing organizations have highly diversified – and often decentralized – product divisions that receive large volumes of sales orders daily, with a wide range of purchase order formats, including those for variable and configurable products and/or orders with multiple locations for the “sold to” and “ship to” parties. These types of issues add to the complexity of the order management process and are business challenges for companies since the data is vital for ensuring on-time delivery.

At every touch point in the process, companies can lose the transparency that provides a view of the activities for effective order management. This lack of visibility leads to difficulties in budgeting, planning and forecasting, and the inability to identify and prioritize urgent orders. If companies are unable to address and respond to top customer needs, ship orders quickly or be proactive they risk losing a significant competitive advantage.



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## ABOUT DOLPHIN

Dolphin leads the way in SAP business performance improvement and is the one partner that manages both data and processes. From data and information lifecycle management to end-to-end solutions for SAP procure-to-pay and order-to-cash processes, Dolphin delivers a competitive advantage that drives cost savings, optimizes cash flows and fosters a lower total cost of ownership. Leveraging SAP technology, Dolphin's data lifecycle and business process management solutions, and SAP-certified add-on applications, have built-in flexibility and are designed to be tailored to each customer's specific business processes and IT environments.

The company was founded in 1995 and has offices in San Jose, CA, Philadelphia, PA and Toronto, Canada. Dolphin's smart, adaptable and proven solutions are implemented by hundreds of companies across North America and around the world. Among Dolphin customers are more than one-third of Fortune 100™ companies running SAP systems. **To learn more, email us at [contact@dolphin-corp.com](mailto:contact@dolphin-corp.com) or visit [www.dolphin-corp.com](http://www.dolphin-corp.com).**



888.305.9033  
[www.dolphin-corp.com](http://www.dolphin-corp.com)  
[contact@dolphin-corp.com](mailto:contact@dolphin-corp.com)

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How the exchange is managed signals to your customer that you put their interests first. It is critical that an order management solution provide accuracy at an efficient processing speed, consistent format and be able to handle seasonal fluctuations in order volumes without the need for additional staff.

## THE SOLUTION

The Dolphin solution provides a best practice approach and incorporates a comprehensive dashboard view of the sales order management process to provide a unified, 360° view of the process. The Dolphin Process Tracking System for Order Management (PTS-OM) delivers actionable data on transactions, exception handling, business documents and process status for sales reporting and process analysis. By making the entire process visible, all information is available real-time and drives dramatic performance improvements in the order-to-cash process.

Sales teams, customer service representatives, shipping personnel and customers all need visibility into the exact real-time status of orders. From Purchase Order receipt through the creation and processing of the sales order, Dolphin saves time and costs by streamlining touch points and hand-offs throughout the process chain.

The solution leverages the Dolphin Process Tracking System framework which is also the foundation for our Accounts Payable, Accounts Receivable and other process solutions. It addresses four key aspects of the payment receipt and cash application process.

## RESULTS

Sales order management is just one of the key performance areas in the order-to-cash process. Other areas touched are order fulfillment, billing, credit management, cash collection and cash application. Managing the entire process more effectively ensures that you correctly deliver orders on time, collect payments quickly and identify any customer issues before they escalate into major problems. More than that, it ensures that roadblocks to cash receipts are removed and customer satisfaction is preserved.

Dolphin customers have not only eliminated errors but reduced sales order processing time significantly. For example, one customer decreased processing time by more than 90 percent; what previously took 40 hours, they now process in roughly three hours. Another customer reports it takes five minutes to process orders that used to take a day and a half. And, when a major acquisition created an immediate 40 percent increase in order volume for a third customer, Dolphin helped reduce order entry turnaround time to one day from what had taken more than three days, without the need to increase staff.

**“... order processing time was reduced from a day and a half to five minutes per order...”**

Dolphin's Process Tracking System for Order Management adds the necessary automation capabilities to process more information accurately and speeds the throughput of orders resulting in maximized service levels to your customers.

- 360-degree visibility into the order process
- Reduce process cycle time
- Minimize errors and increase productivity
- Decrease Days Sales Outstanding (DSO) and Delinquent Days Sales Outstanding (DDSO)
- Reduce or maintain staffing levels, even during seasonal order fluctuations
- Gateway to the full order-to-cash process
- Reduce total cost