

CPG

# Case Study

## CPG Giant Sees Revenue Faster After Automating Order Updates in SAP

### Customer

Global CPG company

### Problem

Speeding up order processing, particularly order updates, was a major challenge within the organization, affecting both top- and bottom-line growth. Slow or inaccurate orders led to delays in revenue recognition, and sales team members performing manual data entry to correct order errors took time away from revenue-generating sales activity. As a workaround, sales reps sent updates of quantity, delivery dates, etc. to the operations team to update SAP on their behalf. The operations leader wanted a solution that would not only integrate with SAP Order Management modules, but also manage the emails and attachments which were triggering the workflow.

### Impact

The customer successfully reached its goals of increasing productivity and shortening order processing time with WorkFusion's Intelligent Automation Cloud. Better productivity of Sales and Operations teams led to an increase in employee satisfaction. Reduced order processing time resulted in expedited revenue recognition.

### Timeline

The customer designed and configured the process, including custom-trained AI, in 6 weeks.

### Workflow

1	2	3	4	5
Classify emails and attachments	Extract data points	Route exceptions to manager	Push data to SAP	Attach supporting documents to SAP

# 79%

reduction of manual work



Effort saved

Impact



Automation

# 63%

automation rate of data

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