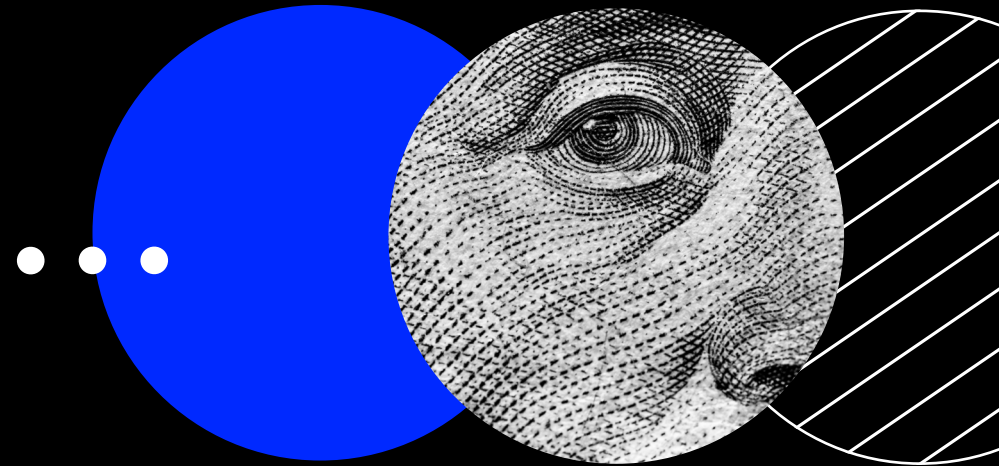


The pocket guide to excellent Order Management

Reveal and fix
inefficiencies, fast.



Intro- duction

99% of success is good execution.

And 100% of good execution lies in your processes — the day-to-day running of your enterprise.

But most companies are not executing their processes to perform at the highest levels. You only need to look at the performance of your core business processes to see it.

Here's what that looks like in Order Management:

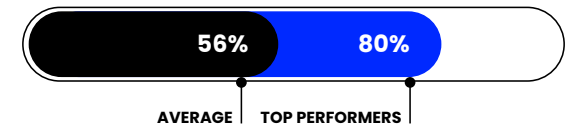
ON-TIME DELIVERY RATE

The average company delivers just **42.8%** of its orders on time. Top performers achieve a **91%** on-time delivery rate.



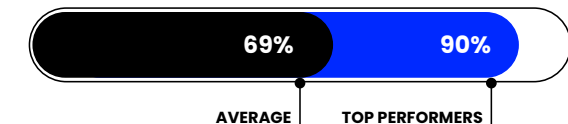
TOUCHLESS ORDER RATE

The average company has a touchless order rate of **56%**. Top performing organizations achieve a rate of **80%**.



CUSTOMER SATISFACTION

The average company achieves **69%** customer satisfaction. Top performers regularly exceed **90%** customer satisfaction.



So why are your processes not performing as well as they could be?

Because processes are forced to run across a rigid and fragmented technology landscape. The average company runs their processes over hundreds of systems that don't play nice together. Complexity builds up over time, and incubates hidden inefficiencies across processes, people, and technology

Enter process mining.

Process mining is the technology at the heart of the **Celonis Execution Management System (EMS)**. It uses the data from your transactional systems to give you an X-Ray of how your processes actually run.

For all of us who have been living too long with Visio, Excel and Powerpoint as a means of mapping and capturing processes, it is a game-changing solution. It grants 100% objective transparency over your processes in real time, surfacing and prioritizing the process improvement initiatives with the biggest return to the business.

The Execution Management System then leverages that data and combines it with intelligence and automation to fix the inefficiencies in your processes, and help your business execute better.

How it works:

01

Extract data in real-time from multiple data sources ranging from your ERPs to your Excel spreadsheets to get a living, breathing, moving X-ray of your end-to-end process.

02

Benchmark regions, business units, buyers and requisitioners against each other to identify process patterns, blockers and best practices across your business.

03

Monitor your process conformance against best-practice models and identify inefficiencies, why they're happening and the impact they're having on the business.

04

Based on machine learning and best practices, our solution suggests the best steps to eliminate the most impactful inefficiencies and help maximize process performance.

05

Celonis takes action in a number of ways, both by automating real-time actions across systems, as well as deploying the right people to remove inefficiencies when manual intervention is required.

The results?

Outcomes worthy of the best performers out there.

25%

reduction in
blocked orders

L'ORÉAL

L'Oréal used process mining to identify when things like unnecessary credit checks were blocking orders, **reducing total order blockages by 25%**, and increasing its touchless order rate from **3% to 16%**.

24%

increase in
automation

SIEMENS

Siemens reduced manual order rework by **11%**, increased automation by **24%**, and **cut 10 million manual activities** from its process, saving **\$15M** in Order Management costs to date.

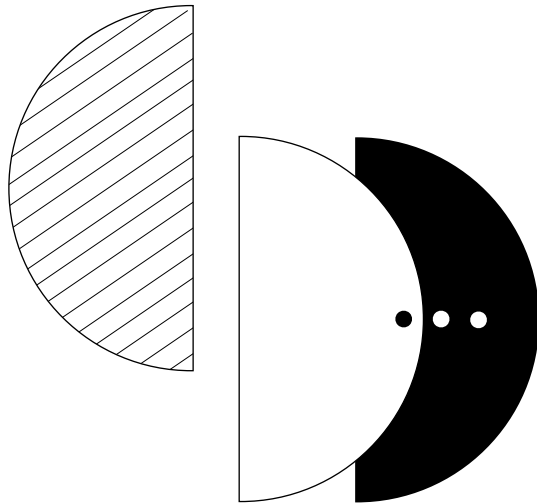
27%

better on-time
delivery

 **ASCEND**
PERFORMANCE MATERIALS

Ascend Performance Materials saw a **27%** improvement in on-time delivery in just four months, and increased automation across the Order-to-Cash process by **43%**.

Intrigued? You should be.



The last few years have driven home how interconnected every business process is, and shown how a single disruption or point of inefficiency can quickly cascade outwards and have a huge impact on the wider organization and its operations. That threat is particularly apparent across the Order Management process, which is deeply integrated with Sales, Finance, and Supply Chain operations.

No matter where a problem or inefficiency occurs it can quickly impact delivery timelines, customer satisfaction, customer retention, overall revenue, and an organization's growth. That's a significant threat for any business. But the good news is that the inverse is also true — identifying and resolving inefficiencies creates opportunities to improve all of those metrics, and more.

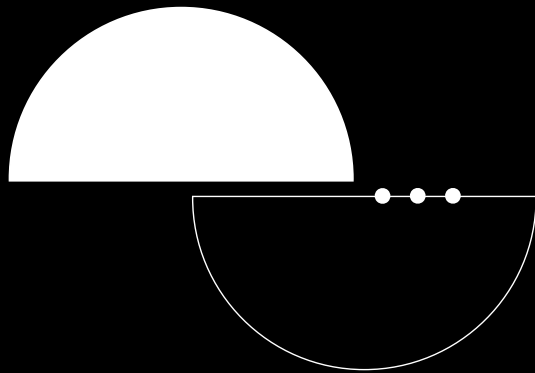
In this pocket guide, we're going to focus on how Celonis can help you **unlock the capacity of your Order Management process** to drive outstanding performance. We'll dive into:

- The outcomes and KPIs you can improve
- The process inefficiencies getting in your way
- Their impact and their likely root causes
- How Celonis can help you eliminate them — automatically
- Even more real-life examples of customers' results

Ready to see how you can optimize Order Management to deliver on time, in full, and delight your customers?

Let's go.

Maximize the performance of the Order Management process



More than ever, customers say that the buying experience is as important as the product itself. And Order Management is critical to delivering a good experience. Smooth and efficient on-time delivery has a huge and obvious impact on customer satisfaction, but is often affected by finance and supply chain processes outside of Order Management's control. From order confirmation, to handling order changes, and more, Order Management leaders survey a multi-touch experience, every step of which needs to be optimized to deliver on expectations.

An effective Order Management department can influence and mitigate risks both upstream in finance (like credit blocks) and downstream in supply chain (missing materials, for example)

to ensure efficient processes, on-time delivery and sky-high Net Promoter Scores — all while keeping costs low. Celonis helps Order Management teams connect to their system landscape across front and back office systems in real time and eliminate the silent killers of performance getting in the way of those goals.

What it looks like in action

	Increase On-Time Delivery	Improve Productivity	Achieve Customer Satisfaction
KPI	On-Time Delivery (OTD)	Cost per Order (CPO)	Net Promoter Score (NPS)
Inefficiency	Long-running credit checks delay order processing.	Incorrect price leads to manual rework of the order, increasing costs.	Unexpected changes to delivery dates after order confirmation.
Why it's happening	Frequent customers with a reliable history of on-time payments are unnecessarily held on block for several days for credit approval.	Out of date master data means the wrong price has been applied.	Confirmed delivery dates are based on standard lead times provided by the supply chain. When there are issues in the supply chain, affecting things like material availability for instance, delivery dates may change.
How Celonis fixes it	Using Machine Learning, Celonis predicts which customers have a high likelihood of paying on time, so you can proactively skip credit checks for those customers.	Celonis can detect inconsistencies in contract pricing and automatically update pricing according to the correct contract.	Celonis helps identify orders likely to be impacted by supply chain issues. If these are lower-value orders, it will automatically update delivery dates and alert the account team to proactively manage expectations. For higher-value orders, it will alert order managers to expedite the order to avoid customer dissatisfaction.

What maximizing performance can deliver

24%

Increase in automation

As the largest industrial manufacturer in Europe, **Siemens AG** has been riding the cutting edge of technology for many years. Siemens' leaders are well aware of the benefits of tackling the complexity that can accompany every company's growth. For a decade the company has been working with Celonis to streamline its core processes and maximize business outcomes.

One example of a use case is Order-to-Cash. Siemens processes more than 30 million items ordered annually, using numerous steps and systems to process from

11%

Rework reduction

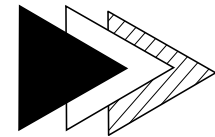
order intake to cash collection. The company has been using process mining to visualize how processes flow in real-world situations. Teams around the world compared their performance against benchmarks and shared best practices on how to improve efficiency. As a result, Siemens automated and continuously optimized a variety of tasks, resulting in 10 million fewer manual touches a year.

Today, Celonis' technology supports the processes to optimize efficiency. For example, the system gives order managers daily reports

10M

Manual activities removed

of which customer have caused the most manual effort and then provides recommendations for how to work with the customer or implement automation to reduce those efforts.



[Learn more](#)

Watch a demo of how Celonis can help you maximize the performance of your Order Management process

This is bigger than just process improvement.

Processes are the backbone of business execution. Make a breakthrough in your processes, and you'll naturally trigger breakthroughs in execution.

By diving into your Order Management processes, revealing inefficiencies with the help of Process Mining and fixing them with the Celonis Execution Management System, you can nail on-time delivery and improve experiences for customers and back office teams alike.

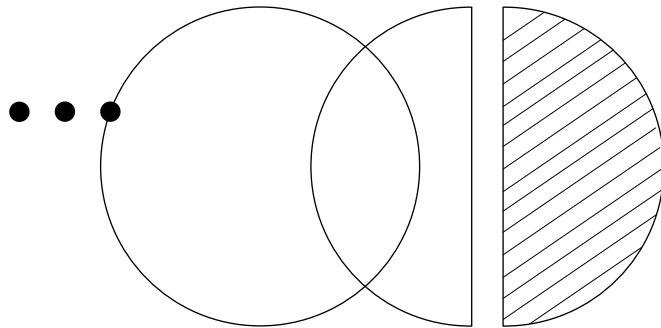
So what are you waiting for?

Start with process mining.

Zoom in on Order Management.

See what Celonis can do for you.

Get in touch



About Celonis

Celonis reveals and fixes inefficiencies businesses can't see, enabling them to perform at levels they never thought possible. Powered by its market-leading process mining core, the Celonis Execution Management System provides a full set of platform capabilities for business executives and users to eliminate billions in corporate inefficiencies, provide better customer experience and reduce carbon emissions.

Celonis has thousands of implementations with global customers and is headquartered in Munich, Germany and New York City, USA with more than 20 offices worldwide.

