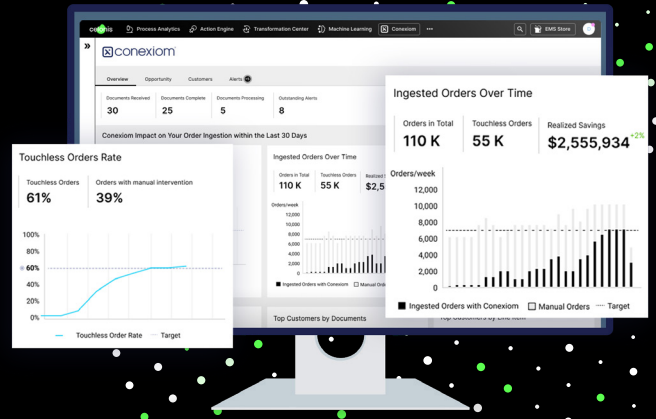# Execution Management and Sales Order Automation Work Better Together

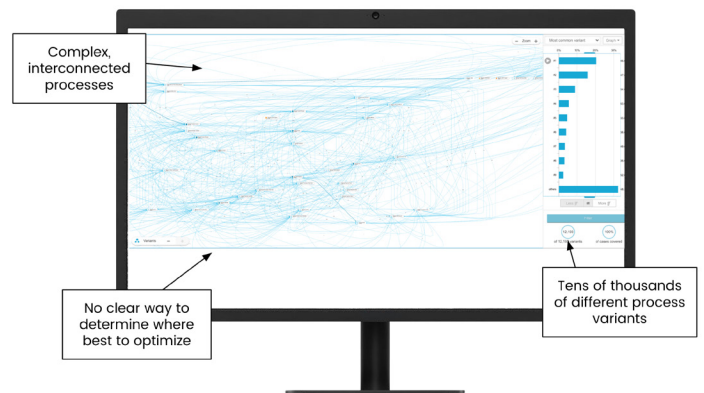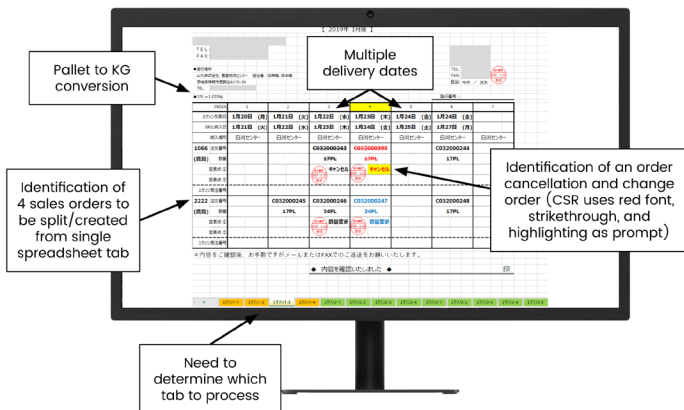Introducing Touchless Order Capture powered by Conexiom

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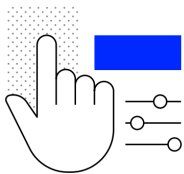## Best in class technologies offering a solution to optimize order entry

From increasing customer expectations to lower tolerance for late or incomplete deliveries, there's more urgency than ever to increase productivity and reliability of order operations. For order management and customer service leaders, this requires a new level of insight into daily processes and an increased ability to turn these insights into meaningful process improvements.

Sales order documents are complex and variable...

Pallet to KG conversion

Multiple delivery dates

Identification of 4 sales orders to be split/created from single spreadsheet tab

Identification of an order cancellation and change order (CSR uses red font, strikethrough, and highlighting as prompt)

Need to determine which tab to process

... which leads to huge variation in your process

Complex, interconnected processes

No clear way to determine where best to optimize

Tens of thousands of different process variants
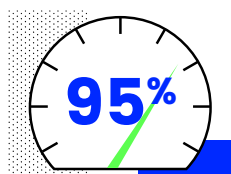

Manual order entry leads to negative outcomes - and as you continue to grow, these problems only compound
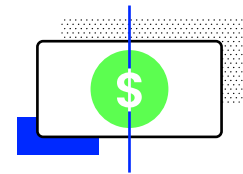

Error Prone
Boost customer loyalty and eliminate mistakes with 100% data capture accuracy.

Slow
Automating sales orders enables you to process orders up to 95% faster and shorten cycle times by up to 30%.

Expensive
By reducing the number of human touches needed, you can minimize costs by up to 80% and lower the cost of processing a single order to as little as $1.

Source: The Top 5 Reasons to Automate Order Processing E-Book

celonis.com | conexiom.com

This is where we come in.

With **Touchless Order Capture powered by Conexiom**, leaders can intelligently automate one of the most painful steps of the order management process - order entry - to deliver on-time, reduce costs, and increase operational capacity to scale. This module of Celonis' Order Management Execution Application empowers your business to process sales orders in minutes, not days, by providing a single solution purpose-built for order management process automation and optimization.

A single solution to optimize Order Management

Calculates Automation Impact
Identify ideal customers for purchase order automation based on your own source system data

Seamless Trading Partner Onboarding
Eliminate friction from the point when you've determined which trading partners to automate to getting them onboard and ready.

Automate Sales Order Creation
Extract data from emailed sales orders with 100% accuracy and map it to fully capture your business logic for your trading partners.

Integrated Exception Handling
Give your teams intelligent guidance within a single platform to handle orders that fall outside of pre-specified business rules.

Pre-built SAP Integration
Quickly connect to data within SAP without the need for heavy configuration and implementation.

Integrated Data Set and UX
Operate from one solution instead of a multitude of different tools to run the full process optimization lifecycle.

How It Works

Mine
Visually reconstruct the end-to-end order management based on source system data. Analyze and prioritize automation opportunities based on specific KPIs.

Automate
Eliminate the inefficiencies and errors by extracting, transforming and delivering data from unstructured documents into their system of record with 100% accuracy - no human supervision needed.

Optimize
Continuously improve your order management processes to maximize return on automation investment.

> "Within 30 days of implementing Conexiom, the Celonis dashboard I had set up to show order automation levels looked like a hockey stick – up and to the right," said **Corey Alemand, Digital Transformation Manager at ExxonMobil.** "We went from 0 to over 70,000 orders being processed completely automated in the first month. Since then, Celonis has only helped us improve the process. This has been by far the most successful process improvement project we've ever taken on at ExxonMobil. It's helped us get to the lowest manual order entry rate we've ever achieved."