



SPEEDING THE ORDER-TO-CASH CYCLE

The world's No. 1 global appliance brand selected Esker's Order Processing automation solution as the enterprise standard for automated imaging, storage and document processing to and from its SAP® solution.

The Challenge

With nearly 59 manufacturing and technology research centres around the globe as of 2013, Whirlpool estimates it receives over 1.5 million order-related documents each year via fax from a variety of trade partners.

Prior to Esker, Whirlpool's acquisition of Maytag which, was good for business on one hand, ultimately enhanced its existing issues within order processing and also led to number of new challenges, including:

- Excess paper use; warehouse storage
- Three-day backlog of orders
- Average order entry time: 40 minutes
- 120 customer service reps (CSRs) needed

Manual processing issues

At Whirlpool, inbound orders were received via fax machines from their trade partners and were then copied twice: once for CSRs and another for the accounts payable (AP) clerk. The order would then be manually entered in the SAP® system and filed away in their warehouse.

When it came time to send out invoices, Whirlpool did so manually. Staff printed off invoices, folded and stuffed them into envelopes and sent them in the mail. With this method, the Proof of Delivery document wasn't always captured which was problematic for it meant no payment.

When Whirlpool contacted Esker, they wanted to focus on how they could improve customer service instead of focusing their employee's time on data entry, filing and retrieving orders.

The Solution

Whirlpool implemented Esker's Order Processing automation solution on-premises for seamless automation for order-related document processes to and from its existing SAP system.

"We believe that automation of documents in our order-to-cash cycle, such as sales orders and invoices will reduce errors, lessen the load on our own staff and speed payment cycles – and when you're talking about more than a million documents a year, that adds up to a significant impact on the bottom line," said the Director, Global Enablement Services for Whirlpool.

Esker Certified Partner the Dolphin IT-Project and Consulting Corporation, a leading integrator of SAP solution-based content management products and services, assisted in the implementation for Whirlpool.

"By combining our technology with the hands-on SAP expertise of a partner like Dolphin IT, Esker is delivering the easy pathway to document process automation that today's enterprises so urgently seek," said Mike Wenzel, Vice President of Americas Sales for Esker.

Esker provides a single platform for automating the flow of business transaction documents directly into and out of ERP systems and other enterprise applications, eliminating manual order entry and physical document handling to save time, reduce costs and improve accuracy.

With Esker, inbound orders are automatically entered into the SAP system and immediately archived eliminating the need for manual data entry and allowing for easy document retrieval from within the SAP solution. Order-related documents are electronically combined and archived and outbound communications to trade partners are automated.

The Benefits

After adopting Esker's solution, Whirlpool was able to handle the increase in orders due to their acquisition of Maytag by having more orders automated by their SAP system. By archiving all documents to IBM Common Store, they were able to reduce the amount of paper being used.

With Esker's solution, Whirlpool was able to:

- Automate more orders through SAP
- Archive all documents to the IBM Common Store (rather than use warehouse storage)
- Eliminate the three-day order backlog
- Reduce the average order entry time from 40 minutes to anywhere between 11 seconds and 2 minutes
- Avoid hiring more CSRs to handle the increase in order volumes
- Allow CSRs to focus on more customer service oriented activities

"And we're not going to stop here – we're already working on plans to use Esker DeliveryWare to further speed other document processes at Whirlpool," said the Director, Global Enablement Services.

The Vice President of Americas Sales for Esker went on to say, *"This initiative is a perfect example of another major worldwide brand recognising the massive benefits that document automation can deliver – and the bigger the organisation, the more astounding the savings numbers can be."*



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Director, Global Enablement Services – Whirlpool

About Whirlpool

Whirlpool is a leader in the \$120 billion global home appliance industry with appliances marketing in nearly every country around the world. Whirlpool manufactures appliances across all major categories, including fabric care, cooking, refrigeration, dishwashers, countertop appliances, garage organisation and water filtration. Whirlpool markets some of the world's most recognised appliance brands, including Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Bauknecht, Brastemp and Consul with the Whirlpool brand being the world's No. 1 global appliance brand.

<http://www.whirlpoolcorp.com/>

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