Elemica
Sell | QuickLink Automate

Automate the integration of inbound email order data into your ERP without the need for any customer participation whatsoever.

Challenge

Many organizations receive inbound email orders from disparate customers who don't share back-office connectivity with the seller. This kind of dynamic demands a time-consuming process of manual order entry that strains resources and introduces potential error. As your business scales up, not only does administrative burden increase, but so does the risk of customer service issues.

The conventional way to prevent this situation is to establish a direct digital connection to customers, so that they're able to submit orders into your Enterprise Resource Planning (ERP) environment. But this sort of approach simply isn't economically feasible, or even desirable, for all customers. And even when direct connectivity is a reasonable goal, approaching customers with such a project can be difficult.

So what's the answer? Is your business willing to settle for digital supply chain connectivity with only a small, elite number of buyers? Are

you willing to live with the resulting high overhead, increased error potential and possible forecast and reporting blindspots these disconnected customers represent?

Solution

The Elemica Sell™ QuickLink Automate module enables real-time integration of inbound email order data into your ERP. Deploying through your email platform, the module captures inbound order data and cleanses it before routing it to your ERP as it's received 24/7. All without a back-office integration with buyers. In fact, buyers do nothing different—simply emailing orders as usual, unaware of any change.

This ingenious application of email-based technology translates previously unstructured order data into contextual, machine-readable order information. By lifting order data from emails, purchase order PDFs and even spreadsheets, Elemica Sell™ QuickLink Automate populates your digital order processing environment without manual order entry. It even performs data-to-code conversions (e.g.,

translating a street address into an internal classification).

Representing a major step forward in the automation of Order-to-Cash (OTC) workflows, the Elemica Sell™ QuickLink Automate module can transform the overall efficiency of your company's order processing function. It even sends an alert regarding any unrecognized orders, buyers or delivery locations so you can work through potential issues quickly.

- **Lower customer onboarding costs**

- **Prevent order errors and oversights**

- **Increase overall sales efficiency**

- **Improve customer service**

- **Streamline order-to-cash**

- **Optimize sales resources**

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At a Glance
QuickLink Automate

Features

01 Aggregates and integrates order data from email, as well as numerous emailed file formats including purchase order PDFs, Microsoft Excel files and more

02 Exception-based alerting gives you a proactive heads-up in case of unrecognized orders, buyers or delivery locations

03 Completely platform agnostic, able to run between any buyer and seller as well as virtually any common email platform

04 Helpful correction screen lets you address potential conversion issues in less than a minute

05 System archives image of the original order email for solid documentation

06 Performs data-to-code conversions to maintain ERP data quality

Benefits

Avoid the need for any customer implementation project whatsoever; buyers aren't even aware that anything has changed

Free up in-house staff to perform more value-adding and strategically important tasks such as cross-selling and up-selling

Protect customer service levels by preventing potential order errors through the elimination of manual order entry

Improve visibility of overall sales activity, as well as general supply chain digitization, by capturing previously dark data

Lower Selling, General & Administrative (SG&A) expenses by streamlining order-to-cash processes and resources

Get real-time order data integrated into your in-house ERP 24/7

Elemica transforms supply chains by replacing manual and complex approaches with efficient and reliable ones. The world's leading business network for process-intensive industries, we drive bottom line results by promoting reduced cost of operations, faster process execution, automation of key business processes, removal of transactional barriers and seamless information flow between trading partners.

FOR MORE INFORMATION, PLEASE VISIT ELEMICA.COM

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