



## Supply Chain Brief

# HOW TO OPTIMIZE YOUR ORDER-TO-CASH PROCESS

### HOW DO YOU MEASURE THE PERFECT ORDER?

- Are you challenged with high transaction exception rates?
- Do you learn of problems before your customers do?
- How quickly are you alerted when errors occur?
- How do you monitor Delivered In Full and On Time (DIFOT)?

### ARE YOU MISSING DELIVERY DATES—AND AT RISK OF LOSING CUSTOMERS?

- Do you incur significant expedited shipping costs to meet promised delivery dates?
- Are you able to track the performance of third-party logistics providers (3PLs)?

### ARE YOU MEETING YOUR DAYS SALES OUTSTANDING (DSO) OBJECTIVES?

- If not, can you pinpoint the cause of delays?
- Do you know where to make improvements?

### If order-to-cash issues keep you up at night, here's ready relief.

Software AG offers leading technology that's proven to help improve the order-to-cash process—from the moment orders come in, through sourcing, manufacturing, pick/pack/ship and invoicing across trading partners.

Our Business Infrastructure Software helps model, automate and monitor the end-to-end supply chain as well as establish—and meet—performance goals across key processes. You can:

- Unlock the cash trapped in your order-to-cash process in the form of excess inventory and Service Level Agreement (SLA) penalties
- Resolve problems faster with real-time visibility across your supply chain
- Reduce cycle time and achieve perfect order performance
- Get the right product to the right place at the right time
- Better integrate suppliers and enforce SLAs
- Increase your business agility and respond faster to changing customer needs

*High perfect order rates are important, but shouldn't be your only goal. With end-to-end visibility you can also better manage SLAs, identify discount opportunities, improve customer satisfaction levels and more.*





*Seven of the top 10 2009 AMR Research Supply Chain Top 25 use Software AG technology to outperform their competition.*

## PROOF OF SUCCESS

Leading companies around the world use Software AG technology to optimize their supply chains. Here are a few examples:



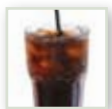
**7-11** makes accurate, on-time deliveries to more than 7,000 stores from 1,700 suppliers. Electronic invoices sync up automatically with financial applications, reducing manual keying and errors.



**Apple** resolves bottlenecks in its global supply chain using the webMethods integration platform. The company accommodates rapid changes in business processes and now has a consistent way of doing business with trading partners. Business documents are exchanged in seconds rather than hours.



**Avnet** grew its market share by more than \$200 million using B2B. Customers now have real-time visibility into where orders are at any point in the process.



**Coca-Cola Enterprises** is building a real-time, event-driven supply chain. By leveraging Business Activity Monitoring (BAM) and Business Process Management (BPM), its mobile workforce can provide real-time operational and financial information from remote locations.



**Fonterra** can see—on a single screen—the status of any order at any time until it arrives in the customer’s hands across a supply chain that spans more than 140 countries. This visibility allows Fonterra’s sales force to proactively alert the customer to changes in delivery schedule.



**Johnson & Johnson Health Care Systems** leverages BAM to alert personnel to order exceptions, achieves a 99% perfect order performance and resolves issues 75% faster, making customer relationships healthier.



**Royal Ahold’s** supermarket chain in the Netherlands (Albert Heijn) built an “unattended” supply chain in just five months, creating an auto-fulfillment network. This eliminated the need to forecast consumer demand and to perform manual ordering at 720 stores.

See more supply-chain successes at [www.softwareag.com/us/customers](http://www.softwareag.com/us/customers)

## REAL SOLUTIONS FOR YOUR ORDER-TO-CASH CHALLENGES

YOUR CHALLENGES	SOFTWARE SOLUTION	HOW YOU BENEFIT
<p>Lack of visibility into customers' orders</p> <p>Inability to monitor partner performance</p>	<p><b>End-to-end transparency:</b> Gives you visibility across the entire order-to-cash process, from order receipt to delivery, including orders fulfilled by 3PLs</p>	<p>Improve perfect order performance</p> <p>Resolve problems faster</p> <p>Meet DSO objectives</p>
<p>Too much time spent monitoring and fixing order exceptions as they progress through the supply chain</p> <p>Inability to prioritize and quickly respond to high volumes of order exceptions</p>	<p><b>Real-time notification:</b> Provides real-time notification of delayed or erroneous orders and insight into the order details</p>	<p>Your team can handle exceptions to focus on high-value transactions</p> <p>Reduce costs caused by delays</p> <p>Deliver the right products to the right place at the right time</p>
<p>Failure to meet target ship dates due to orders stuck somewhere in the supply chain</p> <p>Lack of an integrated SLA management framework</p>	<p><b>Customized order-to-cash processes:</b> Establishes a platform to easily tailor your order-to-cash process and monitor SLAs for business units, regions and even specific customers</p>	<p>Get alerted to potential SLA violations</p> <p>Meet explicit and implicit commitments</p> <p>Increase customer satisfaction</p>
<p>Inability to extend processes to 3PLs, freight forwarders, distributors and other trading partners</p>	<p><b>Flexible B2B platform:</b> Enables you to receive and confirm orders electronically</p> <p><b>Proven integration platform:</b> Industry-leading ESB integrates key systems used in order fulfillment (ERP, MES, WMS, TMS, B2B order management)</p>	<p>Accelerate on-boarding of new partners</p> <p>Ensure your IT infrastructure scales and grows as your business and customer requirements change</p> <p>Simplify how you transact business with customers and partners worldwide</p>



*Be sure to design ROI-based KPIs that can be monitored via a dashboard so that everyone can see process improvement in real-time. You can measure business benefits and ROI simply by the transactions flowing through your supply chain. No additional work is required to justify the investment.*

## GET THERE FASTER WITH SOFTWARE AG

Unlike specialized vendors who focus on specific supply-chain niches and large suite vendors who lack depth of capabilities and seamless integration between suite components, Software AG helps you monitor and orchestrate processes in real-time across your supply chain, so you can continuously improve performance. For example, we offer:

### Business Process Management

Improve your order-to-cash process with proven BPM tools. The webMethods Business Process Management Suite (BPMS) automates system steps and guides human interactions to minimize delays. Reduce risks by simulating processes prior to deployment. With rules management, you can adjust key variables to keep pace with changing conditions—without affecting the underlying infrastructure.

### Business Activity Monitoring

See in real-time how processes perform with webMethods Optimize for Process. Customized dashboards show you activity and provide alerts and built-in recommendations. Find out what's working well, where there may be bottlenecks and what can be improved. Define, monitor and measure Key Performance Indicators (KPIs). Add webMethods Optimize for Infrastructure to monitor critical systems and link process results with infrastructure performance.

### Service-Oriented Architecture and Governance

Increase agility and better align IT with business needs with a Service-Oriented Architecture (SOA). Software AG offers leading capabilities for building an SOA-enabled enterprise. webMethods Insight, our newest governance tool, offers real-time visibility into service performance while CentraSite™ lets you catalog assets for re-use to get new solutions to market faster.

### Enterprise Service Bus and Integration

Information silos can prevent you from seeing the whole picture and meeting your customer commitments. Our industry-leading webMethods Enterprise Service Bus (ESB) platform connects those silos to accelerate the flow of information across your supply chain. This standards-based platform cost effectively integrates your existing IT investments. Robust performance helps you meet SLAs.

### B2B Integration

Onboard trading partners faster—and better manage their performance. webMethods Trading Networks is an enterprise-class B2B gateway that provides a comprehensive, scalable solution for B2B integration with your customers, suppliers and distributors. Add to that webMethods Optimize for B2B for real-time, end-to-end visibility into your supply chain.

### Application Modernization

Leverage core applications in new processes. The webMethods Application Modernization Suite enables you to do just that. You can quickly create Web services out of core applications without extensive work as well as get a unified view of data from different systems.

Get details on how to optimize your order-to-cash process. Register for a Software AG Business Case Accelerator at: [www.softwareag.com/us/ordertocash](http://www.softwareag.com/us/ordertocash)

*Don't try to measure too many things at once. Resist the temptation to use monitoring tools to evaluate and alert the organization on every little thing. Instead, focus on a few critical activities—the things you can change with the appropriate alerts.*



Take the next step to get there – faster.

#### ABOUT SOFTWARE AG

Software AG's 4,000 global customers use our software to improve business processes and drive an agile IT infrastructure. Our customers' goals are to reduce costs and increase flexibility and efficiency. We help them do this by optimizing and governing their operations and aligning IT with the business goals.

Our leading Business Infrastructure Software portfolio is used for data and system integration and modernization. It fosters new levels of IT agility through SOA and allows the rapid creation of new business processes with BPM.

Our 40-year history of success ensures our customers have a reliable platform for driving future business results – faster.

#### Software AG – Get There Faster

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