From Chaos to Orchestration: Why Companies Are Moving to Cloud-Based Order Management

Optimize the Entire Order-to-Cash Process with an End-to-End Multichannel Solution

If there's one business process that causes managers to lose sleep at night, it's order-to-cash—the process that starts with capturing an order from a phone, online experience, or mobile device; making a delivery commitment to the customer; and then actually meeting your delivery promise. Get it wrong, and you lose business. The order-to-cash process not only affects your ability to keep customers but also determines the lead time to convert a customer's order into revenue and ultimately affects the profitability of the entire business. Keeping customers happy means meeting each customer's needs through end-to-end processes. You can't create a positive customer experience with an "order-to-chaos" solution, which too often characterizes the siloed systems and fragmented processes that many companies still employ.

Coordinated Information for All Participants

An effective order management system, and specifically the order-to-cash process, needs to address the needs of all players in the fulfillment cycle.

Customers are interested in being able to order what they want. They expect to be able to quickly and easily specify an order (products, options, quantities, and so on). They anticipate having the flexibility to configure products to match their specifications.

Ordering specialists need an easy-to-access and complete picture of an order and all its constituent line items and products. They need to see the status of all components in the order so they can keep things moving and promptly resolve any issues that jeopardize customer satisfaction. They want to optimize sourcing decisions, which means having access to precise information about inventory availability, fulfillment options, lead times, and fulfillment costs. If issues or delays arise, they require tools for quick problem resolution— such as recommending a substitute product or alternative supply source—to profitably meet service requirements and customer promise dates.
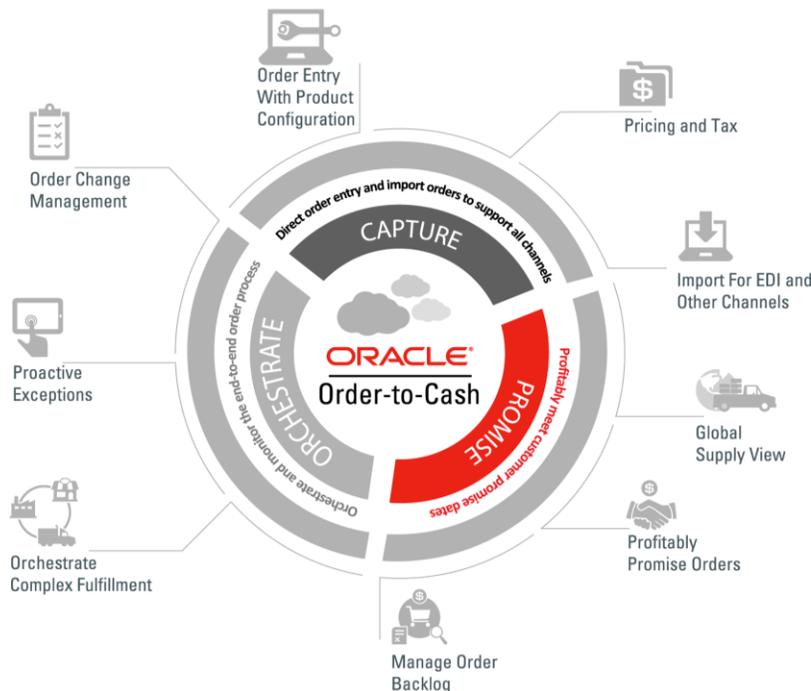
Executives require an accurate picture, in one place, of the status of all orders past, present or in jeopardy. Are customers receiving their products on time and without problems? Are operations running smoothly and profitably?

An effective order management system gets the right product to the right customer at the right time and at the right cost. It keeps executives informed, ordering specialists effective and agile, the customer happy and satisfied, and the business profitable.

The Oracle order-to-cash process allows you to capture information, deliver on your promise, and orchestrate operations.

What Does An Effective Order-to-Cash Process Look Like?

A successful order-to-cash process frees companies from the headaches of legacy order management systems and offers a number of crucial business benefits.

» **Streamlines ordering.** A clear process makes it easy for the ordering specialist or the customer to create orders for standard or configured products.

» **Improves customer service.** Better customer service happens with seamless communication throughout every part of the process. This includes the ability to give accurate order promises that factor in availability, manufacturing capacity, transportation options, and actual shipping and receiving schedules.

» **Reduces costs.** Full visibility into the entire process helps turn accurate promises made into promises fulfilled. This clarity prevents having to rush production, expedite purchase orders, or pay premium transportation costs.

» **Tightens lead times.** The use of optimized lead times versus standard lead times reflects the current business realities and shows accurate customer promise dates to meet customer expectations.

ORACLE ORDER MANAGEMENT CLOUD

• Orchestrates the entire order-to-cash process for simple and configured products from multiple order entry modes: direct, import, and import/edit

• Uses configurable pricing policies

• Centralizes and standardizes order fulfillment processes and procedures

• Allows users to view and monitor order status and fulfillment progress

• Performs jeopardy calculation for proactive issue resolution with predefined actions

• Supports actual lead time ATP, CTP, and PTP order promising

• Suggests alternate sources or substitute items and includes what-if analyses with cost and delivery-time metrics

• Is preintegrated for quote-to-cash with Oracle CPQ Cloud, Oracle Inventory Cloud, and Oracle Financials Cloud.

» **Increases revenue.** The ability to make reliable promises translates directly to revenue because costs are under control, and customers are satisfied and likely to remain loyal.

» **Integrates with key applications.** Fitting into the wider universe is important. An ideal system should easily and logically integrate with supply chain functions—such as manufacturing, planning, and logistics—as well as integrate with other ERP systems. The system should also be able to manage orders from multiple sales channels such as Oracle CPQ Cloud, Oracle Commerce Cloud, or EDI, and seamlessly integrate with other Oracle Cloud applications.

Oracle Order Management Cloud Fits the Bill

Oracle Order Management Cloud orchestrates the entire order-to-cash process and provides complete visibility to all phases of the order lifecycle. Oracle's modern, comprehensive suite of fully integrated enterprise applications, each sporting a simple and intuitive user experience, allows companies to gain immediate business value with complete end-to-end business flows. With Oracle Order Management Cloud you can:

» Capture orders from all channels into one central order hub with a single view of orders and customers

» Fulfill orders from multiple supply sources and partners to maximize profits

» Define order processing your way and have the system keep up with changes in your business

» Take advantage of a high-performance, real-time order promising engine to make profitable choices

» Automate change-order management for greater responsiveness and fewer errors

» Proactively identify and resolve problem orders

» Relax knowing that all the pieces are tied together

Optimize Your Order Management Process Today

Are you ready for a cloud-based approach that lets you orchestrate the optimal flow of orders among your diverse selling channels and sources of supply? Do you want a unified and consistent fulfillment process that delivers a memorable order-to-cash experience? Then it is time to join the successful companies using Oracle Order Management Cloud. Try out Oracle Order Management Cloud today. Visit oracle.com/scm.

ORACLE GLOBAL ORDER PROMISING CLOUD

• Provides real-time availability checking and order scheduling

• Promises orders from most profitable sources with a view to global inventory

• Promises delivery based on actual availability instead of standard lead times; advises if parts of the order will be late or in multiple shipments

• Helps with planning for drop shipments, back-to-back orders, and internal material transfers

• Prevents delays by splitting order lines or substituting items when necessary

ORACLE CONFIGURATOR CLOUD

• Used when the customer requires a specialized solution, which the order entry specialist configures

• Eliminates order errors and associated costs of order rework

• Lets you quickly create, test. and release configuration models

• Enables flexible modeling of configurable, multioption, and customizable products and services

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