



NASSCOM®

B U S I N E S S P R O C E S S M A N A G E M E N T

Enabling Digital Transformation

Orchestrating the World's Businesses from India

Operational Excellence In Order Management Process: Through Cognitive Automation



Order management is a process that is initiated when a customer places an order and ends when the product or service is received by the customer. The process enables a business to oversee and coordinate the entire engagement process — from order collection, inventory and delivery visibility to service availability.

From the time of production until a customer purchases it, there are many processes involved that require utmost supervision to ensure that the delivery mechanism and experience is smooth. Any kind of shortcoming in this process can affect business and hinder customer retention leading to revenue impact. Challenges often occur due to the manual elements in the processes that can slow down the operations. It leads to significant delays when not coordinated efficiently and manual operation is always prone to errors resulting in poor experience for the customer. Automating the order management process can help in overcoming all these barriers and boosting customer experience.

Manually driven Order Management process hindered Business Operations for a Telecommunications networking equipment provider

A European multinational Data Networking and telecommunications equipment company offers a comprehensive portfolio of network equipment, software, services and licensing opportunities across the globe. Their operational activities include order intake (registration of customer purchase orders), order entry in Enterprise Resource Planning (ERP), sourcing (purchase orders to own suppliers), delivery note creation, shipment assistance, delivery tracking, and invoicing.

There were numerous complexities involved in the order management process that included unstructured information flow from customer-facing teams, multiple order entry mechanisms, and complex workflow engine and process flows.



These intricacies increased further due to the requirement of operating out of multiple geographic locations, working with local suppliers and managing country specific regulatory requirements. The order flow was designed to engage with various business complements to work towards achievement. The company also faced several other challenges including:

- Multiple business applications to manage Orders; 10+ IT applications in use to manage the Order fulfillment.
- Disruption within the industry; erratic customer demand with Telecom industry being competitive; Changing regulations - leading to ineffective demand forecasting.
- Over 10K Telecom service providers and their subsidiaries - Differences in the way business handled within entities / subsidiaries of a customer.
- Unstructured inputs - emails / voices / scanned images.
- Over 1000 unique activities across all global business markets.

Our client wanted a reliable partner to digitize their order management processes while maintaining business continuity and Operational excellence, to establish a state of the art Order Management operations.

Wipro Paved The Way For Digital Transformation

To advance the digital transformation of its supply chain to run complex operations, the company partnered with Wipro, an Indian multinational organization headquartered in India's Silicon Valley - Bengaluru. Known for their impeccable services in

information technology, consulting and business process outsourcing, a deep knowledge of the industry, and in-depth expertise in executing large-scale digital transformation projects, Wipro led the digital transformation of the client.

Wipro deployed BASE)))™ NextGen

As the first step towards automation, Wipro deployed its business transformation platform BASE))) that executes an end-to-end process orchestration automation. Driven by analytics, it comprised business and technology blocks to deliver targeted solutions. Wipro also leveraged Smart Automation and Robotic Process Automation (RPA) for the digital transformation. Emails and associated indexing efforts are eliminated by setting a web-based customer portal with a market-specific Service Request (SR) catalogue to send requests. Cognitive RPA is used wherever there is a need to convert unstructured input into structured feed for RPA automation.

The broad solution was based on four key pillars

Simplification

Best in the class process implemented using BASE)))™ NextGen

Lean Six Sigma Deployment

Shared Service Setup

Digitization

Automation

BPM Solutions

Robotic Process Automation

Workflow Solutions

Smart Scripts & Utilities

Platform Solutions

Analytics & Intelligence

Data Visualization

Predictive & Prescriptive Analytics

Cognitive RPA

Interactive Dashboards

Immersive Experience

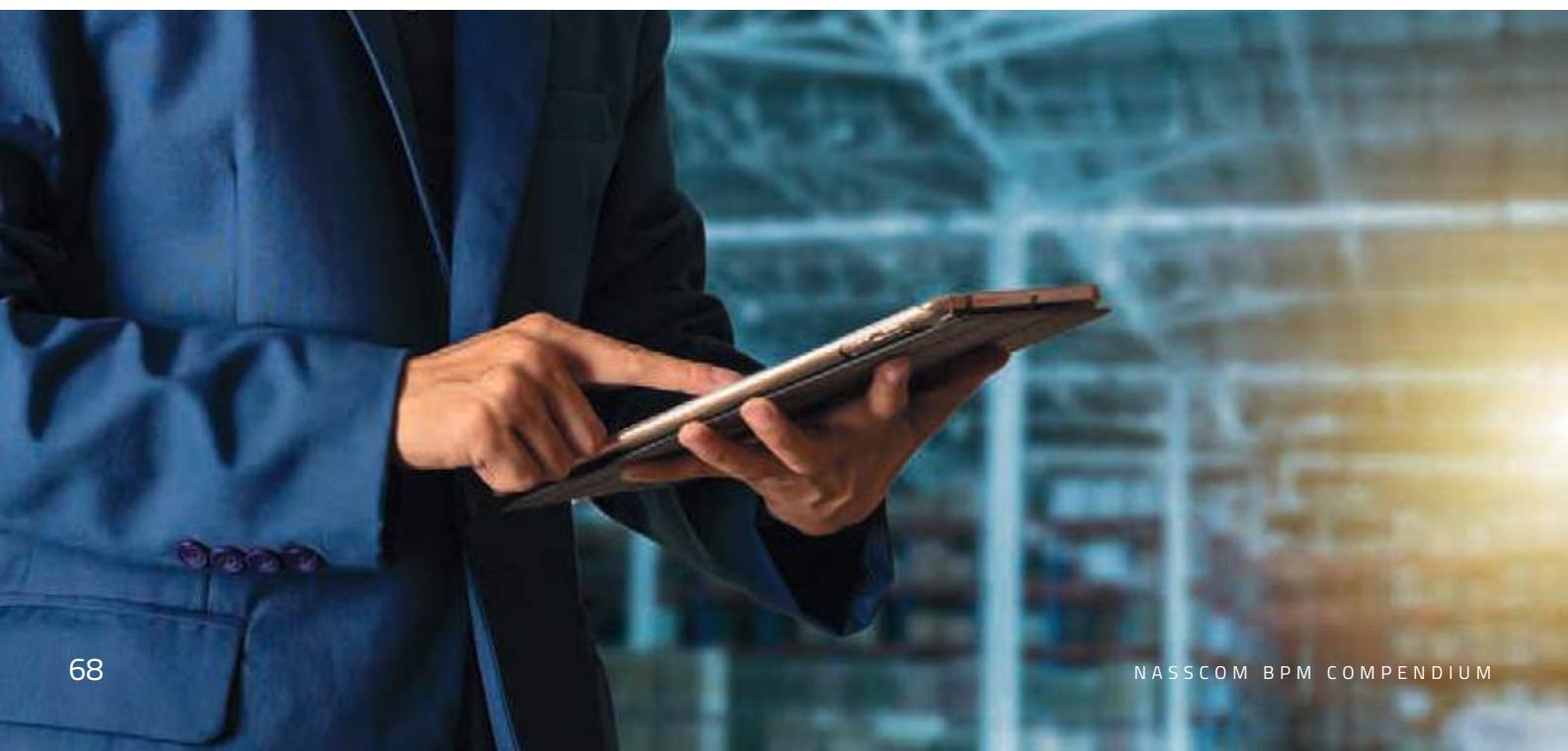
Wipro CxT

Mobile-First Strategy

Channel Optimization

Vendor / Customer Portals to drive self-service

Designit Acquisition



The Success Story

An integrated orchestration and automations solution by Wipro has delivered innovative solutions with an easily accessible order management system and several other benefits including:

40% Productivity Improvement in the first 2 years, accelerating to achieve **60%** by the end of 3rd year

150+ Automation solutions deployed

Near **real-time** insights on Backlog, operations KPIs, performance quality, automation rate, etc. through cloud-based BI tool

Digital Value **Stream Mapping** - Near real-time supply chain performance review

Reduce briefcase time (Sales order preparation and entry) by **60%**



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