CASE STUDY: ORDER MANAGEMENT

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AT A GLANCE:

ValueCentric's Order Management module introduces the ability to control product allocation by integrating product inventory values seamlessly from in-house ERP systems. Advanced statistical algorithms automatically generate order recommendations, providing users with the ability to split and apportion shipments according to need and availability of product.
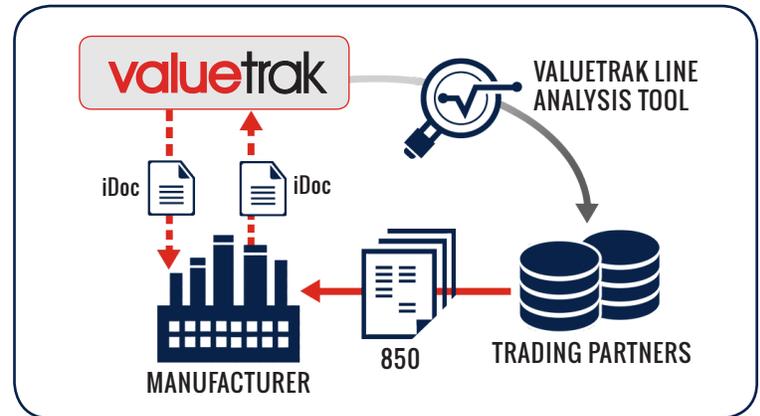
CASE STUDY: ALLOCATE SHORT SUPPLY PRODUCTS

CHALLENGE

A large pharmaceutical manufacturer suffered supply issues due to limited production capabilities for highly seasonal product demand and end-of-quarter revenue control. As a result, the manufacturer could not fill every order received and suffered stock-outs and depleted inventory. Trying to gather the information necessary to allocate limited product was time consuming and often relied on data inputs from other departments which had to be factored into the order review process manually. They sought a solution which would interface with their ERP system and empower informed allocation decisions -- particularly for those products in which demand regularly exceeds available supply.

SOLUTION

ValueTrak's Order Management solution provides the ability to analyze incoming orders on a line-by-line basis against relevant channel data. Production limitation parameters are set quarterly for their product(s) and subsequently adjusted as orders are fulfilled. Product is allocated to each distributor location proportional to their historical demand share, and further adjusted based on alerts where supply chain shortages are identified as a risk. Incoming orders can be split and re-allocated to better distribute existing supply.

ValueTrak has an advantage over a stand-alone ERP solution in that order allocation decisions are aligned with channel data, reflecting metrics such as days on hand for the distribution center placing the order. The client was able to leverage ValueTrak's historical and projected supply/demand calculations, receiving intelligent recommendations for order quantities to best utilize their limited supply.

RESULT

Prior to implementing ValueTrak, the manufacturer's order team struggled to manage a small suite of products; today, that same team, after several product acquisitions, manages ten times the number of products. With their previous solution, the order team struggled to hit revenue objectives without risk of stock-out with their distribution partners; today, they regularly hit targets while managing superior customer service levels and minimal stock-outs. ValueTrak has streamlined their order management process, dramatically improving their workflow and reducing errors in order fulfillment. Additionally, ValueTrak data is SOC 1 compliant, improving and expediting the results of the manufacturer's internal audits.

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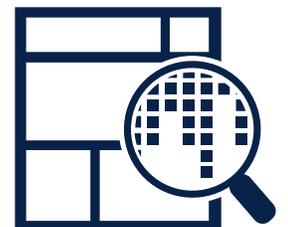
CASE STUDY: STREAMLINE ORDER PROCESS

CHALLENGE

The client struggled to fulfill orders in a timely fashion, relying on a labor-intensive, manual spreadsheet creation process that was prone to error and duplication of efforts. Additionally, new users failed to receive sufficient support and training, exacerbating difficulties with their order fulfillment process. The client's previous solution was inadequate to effectively validate orders against product in the channel because of their reliance on separate systems to process and reconcile order and channel data.

SOLUTION

ValueTrak's Order Management platform offers a seamless integration between channel data and ERP systems -- a major shortfall of the manufacturer's previous solution. ValueTrak provides a singular solution for reporting on all channel data, including (among others) sales, inventory, and forecasts. The addition of the Order Management module allows users to leverage key channel data in making order fulfillment decisions.

As part of the implementation, the client defined custom parameters to allow for auto-fulfillment of orders according to threshold requirements. Orders outside of those parameters are flagged for review and can be split, adjusted, and/or fulfilled on a case by case basis. All order decisions made in ValueTrak seamlessly integrate with the client's SAP platform making order fulfillment a quick and easy task. The client is provided with dedicated ValueTrak support personnel and on-campus training to facilitate easy adoption of ValueTrak Order Management.

CLIENT THRESHOLD REQUIREMENTS:

DOH between **18-28 days**

MAX order **QTY vs** wholesaler **DEMAND 15%**

MAX order variance **10%**

RESULT

Having implemented ValueTrak Order Management, the manufacturer boasts that the support and training they receive from the ValueCentric team far exceeds their expectations and has helped them to dramatically increase the efficiency of their order processing team. One individual is able to review and process around 150 orders per day, where previously a team of three order analysts took twice that time to perform the same work. Approximately ⅓ of all order requests are caught by defined parameters, and all others are automatically processed and approved for fulfillment.

> " Everyone is **knowledgeable...** sometimes they are even directing me to **product distribution issues** I hadn't considered. "
>
> — Order Fulfillment Manager
> *Top 10 Branded Pharma Manufacturer*

BUSINESS BENEFITS:

Reduce order fulfillment errors by integrating channel data with orders in one system

Automate fulfillment with customized parameters and streamlined workflows

Split shipments and allocate product according to need & availability

Access historical and projected supply & demand for efficient forecasting & auditing

SCHEDULE A DEMO:

Explore the full capabilities of the **ValueTrak Order Management Module.**

Schedule a free demo today by contacting:
sales@valuecentric.com