



DOUBLING ORDER PROCESSING SPEED WITH ESKER'S FULLY AUTOMATED AND SAP-INTEGRATED SOLUTION

Exceptional execution by Esker Professional Services and Solutions Support teams set the stage for MSA's successful implementation of the Esker DeliveryWare platform.

Problem: Low Visibility & Efficiency in Order Management Process

MSA's implementation of Esker was made up of two parts: a comprehensive initiative that included consolidating all phases of order management into Esker's on-premises Order Processing solution along with an initiative to automate outbound mail utilising Esker's on-demand Accounts Receivable solution.

MSA identified an opportunity to improve their order management process to eliminate the lack of process visibility and improve efficiency. When orders came in, they were manually entered into one system and then had to be placed in a "holding stage" within another to complete the order process. Not only did this create an unnecessary amount of work, the tracking of orders could be at times challenging and time consuming.

Issues to address:

- Limited process visibility and poor oversight
- Manual order data entry and the potential for related errors
- The opportunity to improve staff productivity and increase order processing times



Customers would call in with questions about their orders and, depending on the complexity of those orders, it could sometimes be a challenge to determine their exact status.

Cindy Klass – Customer Service Supervisor

"As we considered this initiative, our goal was to find a more efficient and precise way to track orders," said Klass. "Customers would call in with questions about their orders and, depending on the complexity of those orders, it could sometimes be a challenge to determine their exact status."

Solution: Automation with Full OCR Image Recognition Technology

MSA made the decision to replace its current process by implementing the Esker DeliveryWare platform as a way to streamline order management through end-to-end automation.

Using Esker's SAP-certified solution, MSA's order management process is now completely automated. When an order arrives, the document is automatically entered into the Esker system where it's imaged and scanned into SAP – all with full visibility and while minimising the risk for order entry errors.

"The solution delivered visibility into every order processed in Esker, across our entire department of 75-plus people," said Klass. "We're processing hundreds of orders through Esker per day, so you can imagine how much time, effort and resources this is saving us." The paperless process provides additional organisational benefits, and MSA continues to save money on fax machine equipment and unnecessary supplies. Esker also allows MSA to seamlessly manage order entry electronically in partnership with its Canadian office.

Teaching rules for faster processing

One of the biggest benefits of the Esker solution has been MSA's use of the Teach functionality. Taught rules allow OCR to read the documents quicker even for orders with multiple line items, resulting in an accelerated fulfillment process.

"Using Esker Teach for our order processing operation has been absolutely wonderful; the feature allowed us to cut everything basically in half in terms of time and tasks," said Klass. "The OCR tool reads everything faster and has really delivered a new level of speed and efficiency to our process."

Benefits Achieved

- **Reduced order processing time:** Esker Teach functionality and OCR capability allow orders to be processed 50% faster.
- **Increased efficiency and staff productivity:** Rather than MSA staff members having to process an order in two different systems, it's now only done once through Esker.

- **More efficient archiving:** Instead of manual archiving, Esker electronically images and stores 100% of the orders, which helps for auditing purposes and saves time.
- **Improved visibility:** Orders can be tracked at any time in the process 24/7 year-round, helping management better understand resource allocation and workflow issues.

Part of the implementation involved the Esker Professional Services team creating customisations to help optimise the solution's performance. Coming up with a way to submit orders directly into Esker was one of these customisations.

Exceptional support

For Klass and her team, the high quality of response from Esker's Professional Services and Solution Support teams was equally as important as the performance of the solution itself. *"Esker's team went above and beyond to make sure we were satisfied and got everything we were looking for,"* said Klass. *"The support we were given — from implementation to helping us identify rush orders — exceeded my expectations and is what ultimately made this project a success."*

Taking advantage of the Esker community

Like a lot of Esker customers, MSA has also taken advantage of Esker's numerous user-based education and networking opportunities such as EAUC and benchmark councils.

"Esker's user community is such a great way to build relationships and share ideas," said Klass. *"A prime example of the benefits is the connection MSA was able to make with another benchmarking company, organised similar to MSA. Because this company was able to share information and walk us through their process, we adopted a remote agent program similar to theirs. It's one of those added-on benefits of working with Esker that you don't always take into consideration."*



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About MSA

Founded in 1914, MSA is the world's leading manufacturer of high-quality safety products that protect people at work and facility infrastructures. MSA products are simple to use and maintain, but they are also highly sophisticated devices that are the result of countless R&D hours, relentless testing, and an unwavering commitment to quality. Many MSA products integrate multiple combinations of electronics, mechanical systems and advanced materials to ensure that users around the world remain protected even in the most hazardous of situations. MSA is headquartered in Cranberry Township, Pennsylvania, with approximately 5,300 employees with manufacturing locations worldwide and a market reach that spans over 140 countries.

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