

Building a Strategy to Digitalize Order-to-Cash Across Commercial Relationships

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Agenda

- Order-to-Cash is the Foundation of the Commercial Relationship
- Review Gaps and Challenges of Working with Diverse Customer Bases
- Varying Information Requirements of Your Customer Base
- Digitalization of the Complete Order-to-Cash Process with MINT
- The Impact of Order-to-Cash Digitalization
- Call to Action

Order-to-Cash Process is the Foundation of the Commercial Relationship



Order-to-Cash Goals:

- Make it easy for customers and resellers to do business with you.
- Ensure customers have the information they need to order the right products.
- Stock enough inventory to fill all orders promptly – *patients depend on it*.
- Maintain or exceed service levels when process is outsourced.
- Convert orders to cash in the shortest possible cycle time.
- **Enable data exchange to keep ERP systems updated to support customer service, billing, replenishment planning, and financial reconciliation.**

Order-to-Cash Process is the Process of Converting Customer Orders into Cash

Step 1. Order

- Receive customers' purchase orders
- Enter as sales orders in ERP
- Check inventory
- Confirm delivery quantities and date

Step 2. Pick, Pack and Ship

- Create picklist for warehouse
- Pick, pack and ship to customer
- Update on-hand inventory
- Notify customer of shipment

Step 3. Billing and Payment

- Invoice customers
- Process credit/debit memos if required
- Receive payments
- Close customer orders

Digitalization of the order-to-cash process requires data from multiple systems

5 Gaps and Challenges

Exchanging information with customers and resellers:

1. Outdated product information (packaging details, product attributes, images for ecommerce).
2. Updating price, pricing conditions, and minimum order quantities.
3. Supporting electronic purchase orders with acknowledgements from customers at all digital maturity levels.
4. Enabling returns processing.
5. Understanding product sales activity by resellers to improve demand sensing.

Order-to-Cash – Digitalization Requires Rich Data Exchange

Customers



Hospital Dispensers

- Digital procure-to-pay process
- Price and sales catalog
- Direct PO entry



Wholesale Distributors

- Digital procure-to-pay process
- Price and sales catalog
- Product activity
- Returns support
- Direct PO entry



Retail Pharmacies

- Digital procure-to-pay process
- Price and sales catalog
- Product activity
- Direct PO entry

3PLs



- Digital order-to-cash process
- Price and sales catalog
- Returns support
- Inventory Status
- Forecasts
- Inbound product transfers

Pharma / Life Sciences Company



MINT Supports Transactions for the 4 Key Commerce Segments



Wholesale Distributors

- Price/Sales Catalog
- Price Authorization Acknowledgement
- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance
- Return Authorization
- Credit/Debit Adjustment
- Product Activity
- Product Transfer and Resale
- Product Transfer Account Adjustment
- Response to Product Transfer Account Adjustments



Retail Pharmacies

- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance
- Return Authorization
- Credit/Debit Adjustment
- Product Activity



Healthcare Pharmacies

- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance
- Return Authorization
- Credit/Debit Adjustment

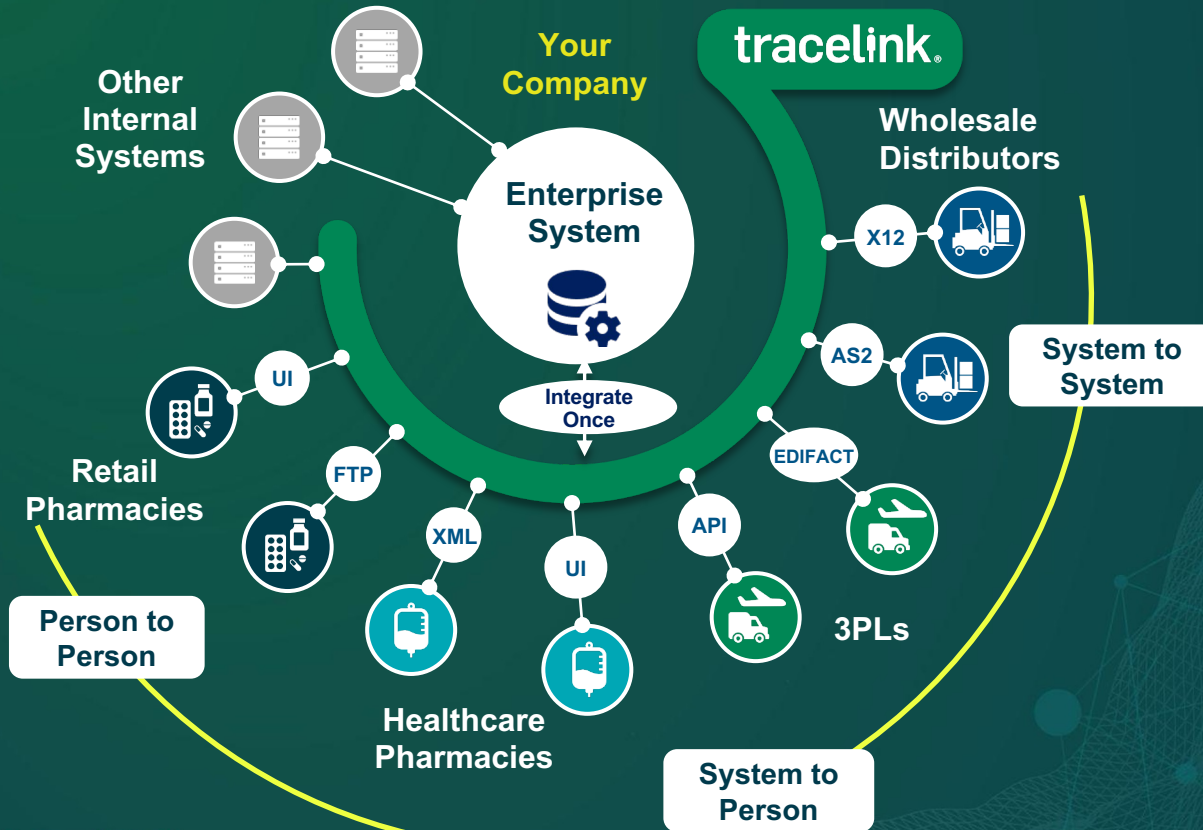


3PLs

- Price/Sales Catalog
- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance
- Inventory Balance Report
- Inventory Update
- Warehouse Stock Transfer Shipping Advice
- Warehouse Stock Transfer Receiving Advice
- Warehouse Ship Order
- Warehouse Ship Advice
- Forecast Plan
- Forecast Plan Response

Order-to-Cash Processes
Product Information Processes
Logistics Processes

TraceLink MINT Enables Digital Order-to-Cash with Flexible Modes of Integration with the Integrate-Once™ Capability



- **MINT** bridges the gaps across digital capability levels and needs of **all** commercial partners.
- **MINT** enables you to integrate to **100%** of your commercial partners with a **single integration** per transaction.
- **MINT** integrates the systems to enable order-to-cash digitalization to **improve collaboration, OTIF, and reduce order-to-cash cycle time.**

Impact of Using MINT for Commerce

- **Real-Time Visibility to All Outsourced Order-to-Cash Providers (3PLs) Across All Regions**
 - Streamline order fulfillment and order-to-cash processes by exchanging real-time product, order and inventory data with all 3PLs using a single, low-cost integration to the TraceLink network.
- **Integrate with All Commercial Partners Through a Single Integration per Transaction**
 - Reduces the cost and complexity to support a wide range of commercial partners or expand into new markets with digital direct order-to-cash processes.
- **Enable Wholesale Distributors and Resellers to Share Product Sales Data**
 - Improve demand sensing to drive more accurate ERP planning and facilitate vendor managed inventory programs.
- **Improve Customer Order and Fulfillment Data Accuracy in ERP**
 - Exchange real-time B2B information directly between ERP systems of commercial partners, which greatly improves the accuracy of data needed for the order-to-cash, inventory management, ERP planning, and financial reconciliation processes.
- **Reduce the Business Team's Dependence on IT for Expensive Integrations**
 - Eliminate the need to wait for IT to build and maintain new EDI connections or point-to-point integrations which often get stuck in backlog.

Call to Action

- Share with your colleagues responsible for order-to-cash process as a means of capturing business value from existing digitalization investment.
- Schedule a meeting with your TraceLink account executive to discover how MINT can improve your order-to-cash process.
- Stop by the Product and Partner Solution Fair to see **MINT** live.



Thank You

