SUCCESS STORY

Worldwide Creative Technology Leader In The Media & Entertainment Sector

Maximized the Value of Order-to-Cash Process with Process Mining Solution

CLIENT BACKGROUND AND CHALLENGES

Our client is a worldwide creative technology leader in the media & entertainment sector, is at the forefront of digital innovation. They create, manage and supply entertainment content for the end user. They are also a major supplier of state-of-the-art services in the area of special effects, animation and post production for theater, television and media industry. The client sought an outside perspective to perform a high level assessment of their current Order-to-Cash (O2C) process. As the O2C process involved high volume of transactions, it was more prone to errors and inefficiencies. They wanted to discover specific bottlenecks in their O2C process, to improve overall cash flow and safeguard constant growth. Client faced following O2C challenges:

- High number of errors in order fulfillment

- Issues in delivery fulfillment

- Rising cost of O2C process

- High number of order changes

- Payments behavior of customer

They wanted to weed out process redundancies, identify gaps, optimize workload distribution and standardize the process to avoid time consuming deviations.

Client also had massive volume of digital data and wanted to analyze that to solve problems, mitigate risks and seize new opportunities.

Thus, client wanted to bring all aspects of their O2C process into alignment and identify opportunities for improvement.

TECH MAHINDRA'S METHODOLOGY AND SOLUTION

Our main focus was to provide a transparent view of Client's as-is process. Our team of experts helped the client deeply analyze and visualize their cumbersome O2C process. We provided a clear image of where the O2C process was functioning correctly and where it wasn't. We also identified gaps and inefficiencies such as rework, order changes, and rule violations in the process. With the help of Process Mining solution we analyzed 22,000 sales order items, generated across various regions impacting a net order value of $ 5.13 billion.

With our integrated approach to process improvement we developed competencies and best practices across all four phases (Define, Discover, Deliver and Demonstrate) to radically optimize order-to-cash process. With Process Mining we helped the client to:

- Discover and get overview of their as-is process
- Identify and understand the root causes of issues in their O2C process
- Identify stages ready for Automation

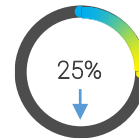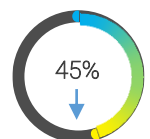| Define	• Determine scope/goals • Process Discovery	• Kickoff Meeting • Identify Use Case
Discover	• Locate and select data • Extract data from data source	• Perform data cleaning • Prepare and transform data
Deliver	• Verify Compliance • Set-up skills in action engine follow-up	• Test and refine skills • Identify root-cause for inefficiencies
Demonstrate	• Showcase impact on identified use cases • Measure the results achieved	• Business documentation • Technical documentation

BENEFITS REALIZED
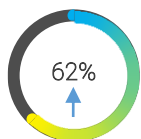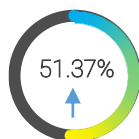
62% ↑	51.37% ↑	93 days ↓	25% ↓	45% ↓
Automation	**On Time Delivery**	**Cycle Time**	**Change Rate**	**Rework**

BE. Tech Mahindra Consulting

To know more, reach us at
befutureready@techmahindra.com

Tech Mahindra
Connected World. Connected Experiences.