



Centralize. Automate. Turbocharge Your Order-to-Cash Process.

The order-to-cash process is the backbone of your company. It's your revenue engine. Whether online or brick-and-mortar, your business depends on this critical process to keep sales flowing out and cash flowing in. Mistakes, poorly-executed steps, or flaws in this process cost you money and customer goodwill. Optimizing your order-to-cash process has clear benefits:

- Free up working capital tied up in accounts receivable
- Reduce operational costs
- Increase cash flow overall
- Resolve customer issues better and faster

REDWOOD[®]



Automate What Matters Most

Automation holds the key to faster and more accurate processes. But automating order-to-cash can be challenging. Far from being a single, continuous process, order-to-cash includes a series of discrete, partially-linked steps owned by different departments in the organization.

Your goal is to fulfill the customers' needs and convert their orders into cash as quickly as possible. Aligning IT resources to all steps is essential to achieving this goal, but each step is often treated as its own silo, with separate information, management and owners. To fully align the end-to-end process and company-wide goals, you need complete visibility into each step, and automation to ensure smooth handoffs across this disparate environment.

Redwood gives you the power to manage all of these steps and effectively automate the larger process across your enterprise—penetrating existing siloes of discrete processes and information. With Redwood you have one powerful solution to see the deep detail required to bring it all together.

These steps include:

1. Order Management

Typically owned by your customer service department and run through your inventory, point-of-sale and shipping departments.

2. Collections

Includes billing and invoicing—your A/R functions. It's closely tied to your accounting functions for booked orders and unpaid bills.

3. Cash Applications

Receive payments and reconcile credit card payments, verify process chargebacks and reversals. These steps may involve many different applications, services, and outside organizations.

4. General Ledger Posting and Reporting

Arguably this is the most important step of all. Analyze and reconcile payments and short pays, process write-offs and make adjustments.

Build a More Powerful Revenue Engine

Redwood's order-to-cash automation solution gives you a faster, more flexible, and more accurate order-to-cash process:

Automated, event-driven order management

With event-driven processing, your cash flow is not held hostage by batch timing. Redwood customers see a 50 to 75 percent reduction in process run times through automated and controlled order fulfillment across disparate systems with a centralized point of view.

Flexible, business rule-driven process management

Redwood customers report a 50 percent reduction in manual data accuracy checking with greater data reliability and process integration. With Redwood, you can increase billing and invoicing frequency with parallel processing, real-time alerts and automated escalation. More frequent billing cycles executed more accurately means more cash flow and overall business agility.

Complete visibility for regulatory compliance

Our customers also have fully auditable processes with supporting spool files and greater management transparency with Redwood's centralized control structure. Process integration and automated exception handling minimize manual compliance errors and provide all you need for rapid, error-free order processing, invoicing and booking.

What this Means to You

Redwood's automation solutions address the specific, discrete requirements of each step and every department in your order-to-cash process while integrating and automating this complex business process end-to-end. This means that you will:

- Recognize more revenue, faster
- Reduce billing cycle time while increasing billing frequency
- Provide end-to-end process visibility
- Address both customer needs and business requirements

Dollars and Sense

Companies that manage large-scale order, shipping and delivery environments face some of the biggest order-to-cash challenges. Their success depends on high volumes of expensive and often time-sensitive merchandise being delivered and billed quickly.

With more than 18,000 employees and nearly 2 million client businesses, a major global supplier of maintenance, repair and operating products conducts more than 100,000 transactions a day to provide their clients with the industrial supply materials they need to run their businesses. With such high volumes of ordering and a wide range of products, this company required an automated solution to keep customer service levels high and their entire, complex order-to-cash system moving smoothly. Customers can't wait too long for their orders. Products can't sit in inventory for very long. Credit card transactions must be processed immediately. Shipping must be optimized. Any errors, delays or latency in the process would negatively affect cashflow, working capital and customer service simultaneously. Such problems couldn't be tolerated.

To ensure maximum speed, accuracy and customer service, the company implemented Cronacle by Redwood. They use Cronacle to manage every step of their order-to-cash process. In fact, the Redwood solution is the basis for almost all key business operations and applications. With Cronacle, the company manages a variety of processes to maintain inventory updates, validate credit cards and checks, check supplier credit, update pricing and sales tax, build and maintain records for the audit trail, prepare for disaster recovery, process freight payments, process bad debts, and more. Cronacle even gives executives up-to-the-minute details and real-time summaries of business activity.

Cronacle serves as the company's single solution to keep their business processes manageable and aligned with their business needs. Redwood provides powerful automation at every step. Now the business processes that make up order-to-cash truly save the company dollars—and make sense. Is your order-to-cash process fully optimized? Speed up your cash flow with Redwood.

About Redwood Software

Redwood Software helps customers compete and win in today's business environment through best-in-class business and IT automation solutions, products and services. We help businesses automate what matters most – to improve reliability, speed, efficiency and compliance.

We are the trusted automation expert to thousands of customers worldwide. We work to drive agility and unparalleled competitive advantage through specific process automation solutions while helping to maximize the value of existing information management and technology investments.



Redwood is a registered trademark and Cronacle and Report2Web are trademarks of Redwood Software. All other products or company names mentioned are used for identification purposes only and may be trademarks of their respective owners.