

CASE STUDY

Process Mining as a Service - Order to Cash

Without the need for a licensing commitment, it was possible through Noesis' **PMaaS** in partnership with Celonis to **create a digital twin of the Order to Cash process**, integrating information from Salesforce and JD Edwards. **For the first time, a transparent view** enabled the identification of bottlenecks and the results of the improvements applied, thanks to the hourly data refresh.

Sector
Pharmacy

Delivery Unit
Data Analytics
& AI

Solution
Process Mining



90%

Identified that 90% of order blocks are released without having had a positive impact in the process



> 400h

of manual labour are added to the process due to the blocks



T2C - Over 2/3 of existing late payments are short term



THE CHALLENGE

Our client challenged Noesis to apply our **Process Mining skills in their O2C process**, so they could have a 100% transparent view of it.

A process split between two source systems that don't communicate. There was a sense that something wasn't right, but there was no way to understand how or why, nor to identify the root causes and business impact.

Medinfar wanted to improve the **quality of the process and to have a significant positive impact in the service provided to the clients**. Hence increasing satisfaction and reducing complaints.

There are different sectors that have significant impact in the process, but act as silos, not realizing the consequences of their modus operandi.

Goals

- Reduce the E2E time of their O2C process.
- Consolidate data from different sources (JDEdwards, Salesforce).
- 3 Analysis (Executive Dashboard, Value Creation, Operacional Dashboard).
- 100% Transparency of the process.
- Understand full scope of the process and where the bottlenecks are located.
- Quantify/identify number of PO impacted value, time and solutions.

SOLUTION

The solution involves the activation of **C4C Execute environment from Celonis** allowing the integration of **JDEdwards** and **Salesforce** data into the environment to create a **Digital Twin of the O2C** as a starting point. With **Noesis' expertise**, targeted analyses were created to showcase where the main inefficiencies of the process lie.

After looking at the process and realizing which activities were outliers, 6 analyses were created allowing to precisely identify and quantify the problems with the added benefit of monitoring the result of the improvements.

In parallel two more dashboards were created. An Executive (high level with relevant KPI's) and an Operational (showing only open PO in real time).

With Celonis we also created an **Action Flow** that has the ability to automatically send an email to the Client when the payment date is approaching, informing them that a new and more practical payment solution is viable. If implemented, this should significantly reduce the short-term late payments, improving cash flow and Customer satisfaction.



Noesis is an international tech consulting company with **30 years of experience**, delivering solutions to drive digital transformation and support business growth. It offers a wide portfolio of IT services, including areas such as IT Ops & Infrastructure, Cloud & Security, Enterprise Solutions, Low-Code Solutions, Data Analytics & AI, DevOps & Automation, Quality Management, Enterprise Application Integration, and Professional Services. With more than **1.300 highly qualified talents**, Noesis operates in seven countries: **Portugal, Spain, the Netherlands, Ireland, Brazil, the USA, and the United Arab Emirates. As part of the Altia Group, listed on the Spanish stock exchange BME Growth**, the company integrates a network of more than 4000 professionals, with operations in nine countries and a presence in more than **30 locations**.



Medinfar Group is a Portuguese pharmaceutical company established in 1970, with headquarters in Venda Nova, Amadora, and its Industrial Production Unit based in Condeixa-a-Nova. They are a leading enterprise in Portugal in the Consumer Health and Dermatology sectors and the third largest in the top 5 Portuguese companies. Since their foundation, the focus has been on building a solid and integrated value chain ranging from **research, development and manufacture of pharmaceutical products, cosmetics and food supplements, including their distribution and marketing**. The experience acquired over about 50 years of market activity allows them, in addition to their own brands, to produce and sell licensed products in partnership with the world's largest pharmaceutical companies, continuously investing in new therapeutic areas and in the expansion of our **product portfolio**. Their business strategy is also based on internationalization. They are present in more than 40 countries, including **Morocco where they have our subsidiary and they also export to several regions of the world such as Europe, Francophone Africa, PALOP (Portuguese-speaking African countries), Middle East, CIS (former USSR) and Asia**.

RESULTS

With limited budget, **Medinfar benefitted from Noesis solution (PMaaS)** in order to use **Celonis** to create a better understanding of the **O2C process and identify the best use cases** to act upon immediately. This resulted in:

- Order blocks motives that are redundant and outdated were identified and removed, improving E2E time.
- Low intraday shipping rate is due to a very manual checking of the picking. An automated weighing mechanism was identified as the better solution to address this bottleneck.
- Over 70% of late payments are the result of limited payment options available to the Clients. With the creation of additional options and a pro-active approach to the Clients when payment date is approaching, an improving in T2C is expected.