



# SAP Innovation Awards 2019 Entry Pitch Deck

Empowering Bone Repair Through Order Management Automation

Cerapedics



# Empowering Bone Repair Through Order Management Automation

## Cerapedics



### “Quote”

“We fell in love with the solution the first time we saw the it,” said Karen Minniear, director of customer service at Cerapedics.

“It was important to us to find a robust solution that provides complete transparency and this solution does just that.”

### Challenge

Accommodate for an ever-increasing volume of orders, and increase order entry accuracy, speed and efficiency without increasing over-head costs.

### Solution

Use an AI-driven order management automation solution that captures data from orders received in any format (fax, email, EDI, etc.). Have the system take advantage of RPA and machine learning to extract, read and validate the data before placing it into Cerapedics’ S/4HANA system.

### Outcome

Cerapedics’ is now able to ensure that orders are entered into its S/4HANA system quickly and accurately, regardless of order volume. This will allow the company to continue to scale with its rapid growth without transferring additional costs to hospitals and medical facilities

Gained visibility across the board and addressed inventory issues with real-time inventory insight.

Reduced order entry errors and all orders are digitized and placed within 1 hour

Increased retention due to faster and more reliable disbursement of sales commissions



## Partner Information

**Esker**

**Role: Document process automation solution implementation**



“Ensuring orders are processed quickly, accurately and with full visibility is critical across all industries,” said Steve Smith, COO at Esker. “However, for medical technology companies, like Cerapedics, there’s absolutely no room for error or delay.”



## Business Challenge & Objectives

**Business Challenge** – The key business challenges Cerapedics faced prior to implementation included the inability to scale processes with the growth of its business, difficulties in handling rush orders and a complicated order management process involving ensuring FDA compliance on top of processing the orders themselves.

**Project Objectives** – The objectives of Cerapedics' project with Esker were to simplify data-entry and compliance validation, streamline the order management process and optimize its ability to quickly respond to high priority rush orders.



## Project / Use Case Details

As the market adoption of Cerapedics' i-FACTOR™ Peptide Enhanced Bone Graft began to rise, the company quickly realized it needed a more efficient and accurate way to processing orders.

After implementing Esker's order management automation solution, Cerapedics has benefited from the ability to handle rush orders, involve customer service representatives in the business and easily handle increased orders without additional staff.

When a customer or a member of the sales team submits an order, the purchase order (PO) details are captured using robotic process automation (RPA), read and validated by Esker's machine learning capabilities, before being automatically entered into the correct fields within Cerapedics' S/4HANA system.

This decreases the amount of data-entry for CSRs, while also increasing the speed at which the order can be processed and ultimately delivered to the hospital.



# Benefits and Outcomes

## Business / Social

Cerapedics benefits from a simplified order entry that makes maintaining FDA compliance a less time-consuming challenge while also speeding up the process and reducing data-entry errors.

Finally, Cerapedics is able to sustain its growth without adding additional headcount, and provide a more meaningful career to its customer service representatives.

## IT

Cerapedics often receives critical rush orders that need immediate fulfillment.

The solution automatically flags those priority orders so that they are processed as quickly as possible preventing oversight and ensuring speedy delivery.

## Human Empowerment

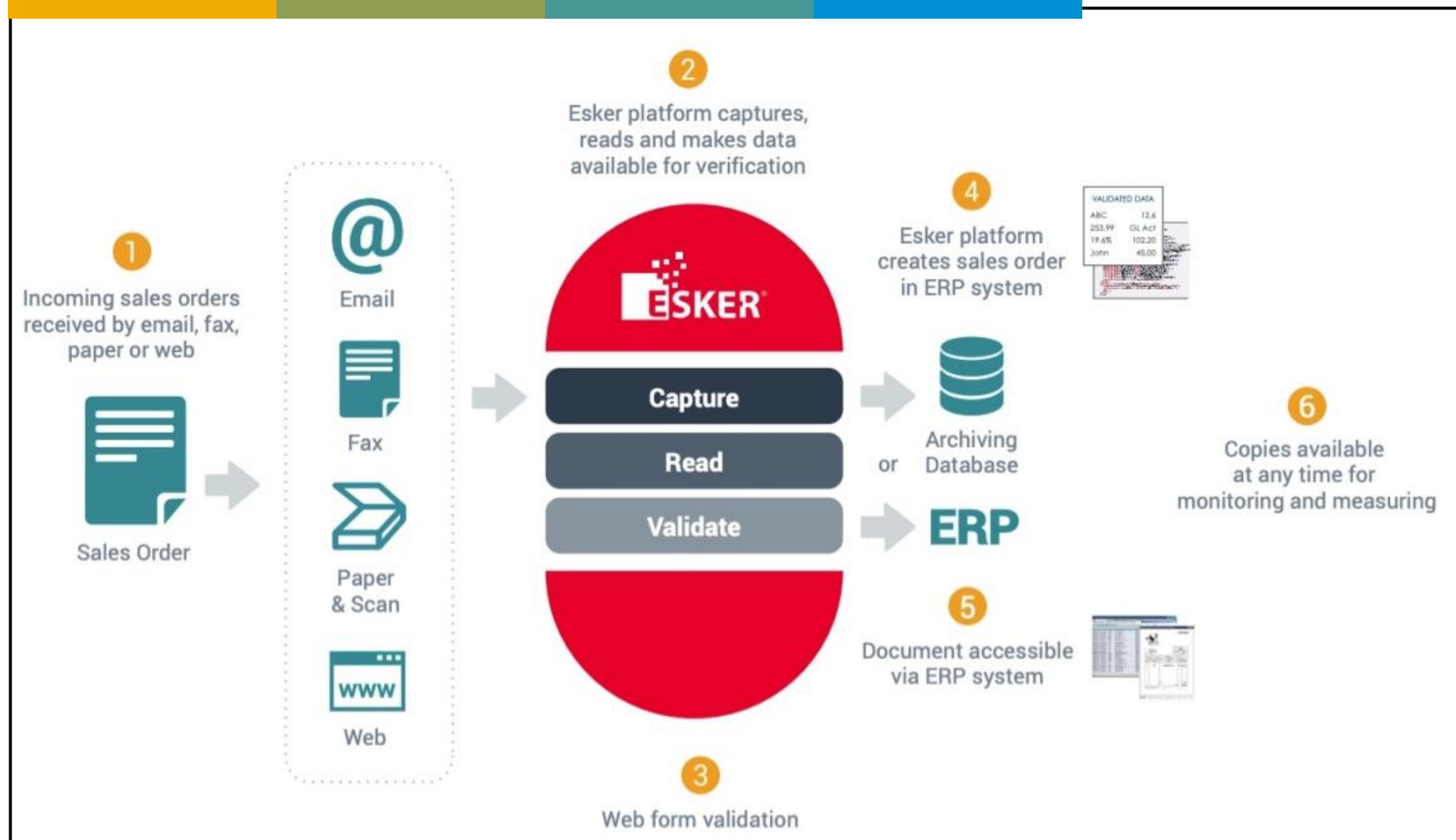
Cerapedics' customer service representatives no longer have to dedicate a large portion of their day to manually keying in orders.

This not only frees up time for proactive customer service and other value-added activities, it also ensures that its customers receive their medically necessary orders without administrative delay.





# Architecture





## Deployment

Date of Deployment or POC: January 21, 2019

Number of live users: 5

### SAP Technologies Used:

**SAP S/4HANA**

**Live**

Server Processor: N/A

Linux Distribution: N/A





## Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
1.	Machine Learning / Artificial Intelligence	Yes	The project uses machine learning to identify errors in purchase orders. It then notifies the CSR, preventing costly mistakes and delays.
2.	IoT	No	
3.	3D printing	No	
4.	Blockchain	No	
5.	API Economy / Integrate the Intelligent Enterprise	No	
6.	Cloud Native / Event Based Architectures	No	
7.	Extending the digital core with SAP CP / ABAP in SAP CP	No	
8.	SAP Leonardo Application ( extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	No	