



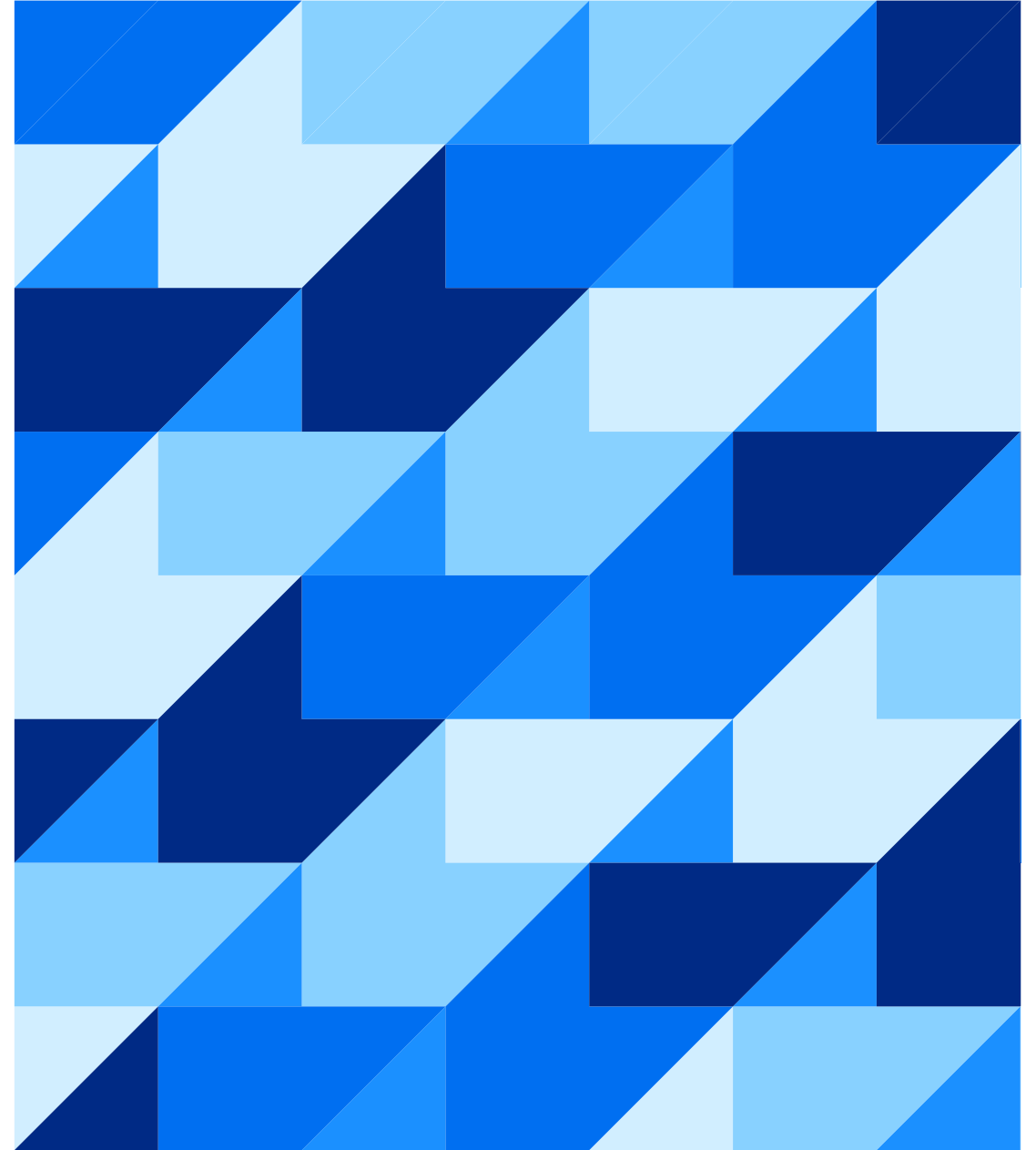
Entry Pitch Deck

Automated sales order processing with BTP's
Gen AI Services

Rust-Oleum

Paints-Manufacturing

PUBLIC



Company information

COMPANY NAME:

Rust-Oleum

HEADQUARTERS:

11 E. Hawthron Parkway Vernon Hills, IL 60061, United States

INDUSTRY:

Manufacturing

WEBSITE:

<https://www.rustoleum.com/>

NUMBER OF EMPLOYEES:

1500

Rust-Oleum was founded on the principle of creating innovative products.

Rust-Oleum, a trusted global leader in coatings since 1921, is excited to participate at the World of Concrete, January 21-23, 2025, in Las Vegas.

Starting with just 24 colors of paint, Rust-Oleum has grown to be a global leader in manufacturing innovative coatings that empower do-it-yourselfers and professionals alike.

Rust-Oleum manufactures small project paints, cleaners, primers, automotive, industrial, high-performance coatings, wood care and more.

Recognizing the need for versatility, Rust-Oleum, a trusted leader in paints and coatings, today introduces its reimagined 2025 Color Watch palette.

Automated Sales Order Processing with BTP's Gen AI Services



Rust-Oleum

CHALLENGE:

- Manual processing of purchase orders (POs) to sales orders (SOs) required significant time and effort, resulting in inefficiencies and delays.
- Frequent errors in entering customer and product data created order validation issues, impacting accuracy and customer satisfaction.
- Rush orders were not consistently prioritized, which affected timely deliveries and service levels.
- Dependency on manual process results in increased costs, particularly for repetitive tasks and handling of exceptions.

SOLUTION:

- Automated Attachment (PO) Processing: A scheduling system now extracts and prioritizes PO attachments from emails, enabling faster processing of urgent orders.
- OCR-Based Data Transformation: Generative AI based technology converts POs into structured data for seamless integration with SAP ERP Central Component (ECC), reducing manual data entry.
- Exception Handling Workbench: A user-friendly workbench allows sales representatives to view and resolve exceptions efficiently, while the system learns from recurring issues to minimize future interventions.
- Automatic Order Blocking: Rule-based order blocking for different order types.
- Real-Time Order Tracking and Notifications: Automated notifications provide customers and internal teams with real-time updates on order status, especially for priority orders.

OUTCOME:

- Accelerated Order Processing: Automated conversion from PO to SO has significantly reduced processing times and improved the overall order lifecycle.
- Reduced Operational Costs: Automation minimizes manual tasks, lowering costs and allowing resources to focus on higher-value activities.
- Enhanced Order Accuracy: Data validation reduce errors, leading to greater accuracy and reliability in order processing.
- Improved Customer Satisfaction: Faster turnaround times and consistent handling of priority orders have strengthened customer trust and satisfaction.

85%

More time efficient than manual entry

32%

Reduction in Order Cycle time

25%

Increase in order accuracy rate



Our sales order automation solution revolutionizes the process by reducing manual errors and speeding up order processing. By leveraging cutting-edge technology, we've transformed operations, enabling seamless integration and real-time tracking—empowering businesses to achieve unparalleled efficiency and accuracy.



Rutul Patel
Lead, IT Product - Customer 360



Participating partner information

Incture has been delivering technology-enabled business innovation to SAP customers since 2006. Its intelligent digital applications and systems are delivering integrated hyper automation for SAP Customers. These digital applications integrate people, processes, data, systems to make work easy, and deliver a shift in business performance and people experiences. With offices in the US, Canada, India, Europe, Middle East, Southeast Asia and Australia, Incture has been instrumental in technology-enabled innovation for its customers across the world. Visit: www.incture.com.

As the implementation and innovation partner for Rust-Oleum, Incture is enabling the customer service organization to take full advantage of latest technological improvements (GenAI) for automating their sales order creation process in an unprecedented way. Incture's solution is catering to highly varied customer PO's, complex PO templates combined with unique needs of Rust-Oleum.

COMPANY NAME:

Incture LLC

“Incture's contribution in bringing BTP's GenAI services for extracting information from customer PO's is the turning point in the sales order automation journey. This truly resolves a long standing challenge at Rust-Oleum. In addition to GenAI, Incture's solution brought in automation using business rules to complete touchless processing end to end. Incture team worked hand in hand with our IT and business teams to achieve this success.

Incture[®]

Challenges

GLOBAL CHALLENGES

- High average cost to process single PO
- High reliance on manual PO processing
- Errors due to redudant manual work
- Manual process results in longer lead times
- High amount of duplicate work

BUSINESS CHALLENGES

- Huge volume of purchase order received in various file format
- No standard format layout/format of purchase orders
- Manual data entry to SAP system.
- Delays & errors due to manual data entry impacted order processing accuracy and efficiency.
- No real time tracking of Sales Order.
- Issues identifying shipping information on purchase orders
- Missing essential delivery information on orders
- Pricing errors between expected price vs customer price audit

Objectives

PROJECT OBJECTIVES

- Effective and quicker conversion of Purchase Order(PO) to Sales Order(SO)
- Efficient and easier resolution of purchase order exceptions
- Elimination of manual steps and reduction in errors with process automation & validations
- Generate sales order summary and share it with customer via email automatically after posting PO in SAP system.
- Provide an intuitive admin console to manage and configure business rules and approval determinations as needed
- Faster order creation multi pages over 50 lines
- Business rules to automate discontinued and blocked material
- Shipping carrier info and account number extraction from anywhere on PO
- Successful extraction of delivery Instructions for carriers
- Pricing validations between SAP and expected price from PO to block orders with appropriate delivery blocks.
- Automated Incoterms update for smaller orders to prevent higher freight costs for the customer.

WHY SAP

With a 25 -years history as an SAP customer, Rust-Oleum opted for SAP BTP for its scalability, integrated cloud solutions that optimize business processes, enhanced agility, and facilitate smooth digital transformation.

Project or use case

OVERALL USE CASE

The core objective of the Cherry work Sales Order Automation product : “Automated Scheduling System for Purchase Order (PO) Processing with GenAI and Sales Order Generation”

- Categorize and prioritize POs based on urgency and predefined criteria to ensure faster processing of critical orders.
- Use GenAI based technology to scan and convert PO documents into structured data (JSON format) for seamless integration.
- Automatically integrate the extracted PO data into the SAP ECC system to streamline order management.
- Flag and resolve discrepancies in the PO (e.g., missing data or incorrect pricing) using a user-friendly workbench interface.
- Learning from recurring Issues to minimize manual intervention in future orders.
- Automatically generate a sales order summary after the PO is successfully posted in SAP ECC.
- Automatically send the sales order summary to the customer via email to provide real-time order status updates.

USE OF ARTIFICIAL INTELLIGENCE IN THE PROJECT

The Cherry work “Sales Order automation”, comes with an OCR engine Chat GPT 4o AI capabilities that helps achieve end to end automation with a higher success rate approximately 90%.

The automatic generation and sharing of sales order summaries ensures that customers receive up-to-date information without delay.

The Automated Scheduling System with OCR integration offers a robust solution for streamlining PO processing, enhancing operational efficiency, and improving customer communication. By eliminating manual steps, reducing errors, and enabling faster order processing, the system ultimately drives higher productivity and customer satisfaction.

Benefits and outcomes 1 of 2

BUSINESS OR SOCIAL

- The system automates the extraction, prioritization, and processing of POs, significantly reducing the time spent on manual tasks. By automatically identifying and prioritizing urgent orders, the system accelerates the entire order lifecycle.
- Faster turnaround times for processing orders, which leads to improved order fulfillment speed and better customer satisfaction.
- The integration of GenAI based (Chat GPT 4o AI capabilities) technology automates the conversion of POs into structured data, eliminating manual data entry and reducing human errors. Validations and automated checks ensure that POs are processed accurately.
- The system flags exceptions such as missing data or discrepancies in the PO and provides a user-friendly workbench for sales representatives to address these issues in real time. The system learns from recurring exceptions and adapts to minimize the need for manual interventions in the future.
- Sales representatives can quickly resolve issues, reducing downtime and ensuring that orders are processed without unnecessary delays. The learning mechanism ensures that future exceptions are minimized, further improving operational efficiency.
- The system not only streamlines day-to-day operations but also provides long-term value by supporting scalability, data-driven improvements, and enhanced customer satisfaction.

IT*

- Sales order automation provides substantial IT-related benefits that positively impact both operational efficiency and business growth.
- From improved data accuracy and faster order processing to better scalability and customer satisfaction, automation leads to significant improvements across the organization.
- By embracing automation, companies can reduce costs, enhance their competitive edge, and deliver superior service to customers.

*IT benefits are required if you are using SAP Business Technology Platform offerings

Benefits and outcomes 2 of 2

PEOPLE RELATED: PERSONAL PERSPECTIVE

- Improved employee productivity and engagement, as team members are able to contribute to more impactful, value-added work rather than being bogged down by routine tasks.
- Cost-efficient operations, with less need for manual intervention and fewer errors leading to operational inefficiencies. This can lead to significant long-term savings.
- Sales order automation systems typically have built-in compliance features that ensure all orders comply with legal, regulatory, and internal policies. The system also logs detailed audit trails of every step in the order process.
- Enhanced customer satisfaction, as customers receive accurate and up-to-date information about their orders. The quick turnaround and fewer errors lead to improved trust and stronger customer relationships.
- Better visibility into the sales process, allowing for quick identification of bottlenecks, trends, and performance issues. This leads to faster decision-making and more proactive management.



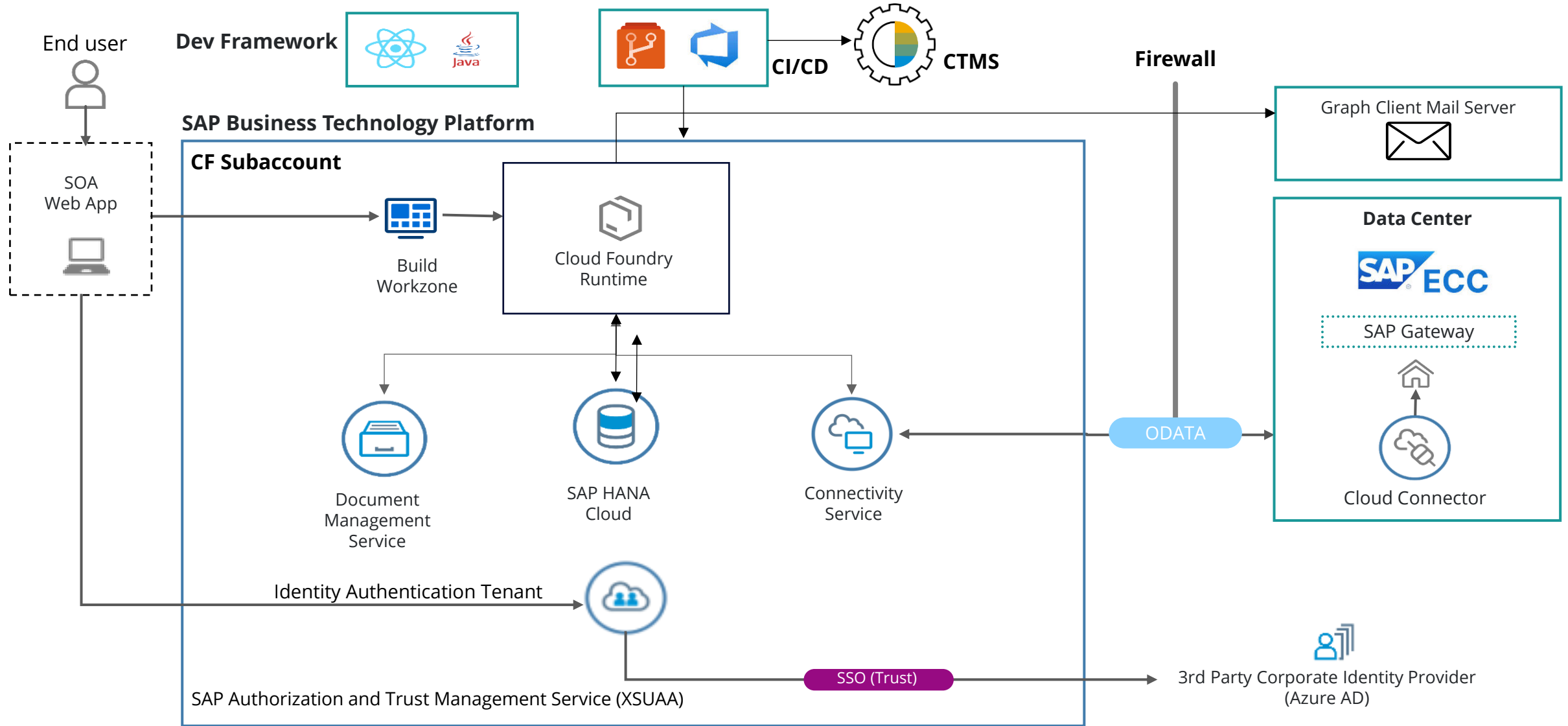
Since implementing sales order automation, the time spent on manual data entry has decreased dramatically. We can now process orders instantly via email or PDF, reducing errors and improving efficiency. The seamless integration has empowered our team to focus on higher-value tasks, resulting in better customer satisfaction and faster delivery.

Rutul Patel

Lead, IT Product - Customer 360



Architecture



Deployment details 1 of 3

SAP TECHNOLOGIES USED

	SAP Offerings	DEPLOYMENT STATUS LIVE Proof of Concepty	SAP Business AI SCENARIO (if applicable)	CONTRIBUTION TO PROJECT
1	SAP Business Technology Platform (BTP)	Live	Automated Purchase order processing	SAP BTP services used to deploy SOA product on Rust-Oleum BTP landscape.
2	SAP ERP Central Component (ECC)	Live	NA	SAP ECC system used to post the purchase order and generate sales order summary from deployed SOA product on BTP
3	SAP AI Core	UAT	AI GPT 4o	Able to read the content from PDF and convert into structured JSON data with accuracy more than 90% with minimal prompt changes.
4	SAP AI Launchpad	UAT		
5				

DEPLOYMENT STATUS:

Live in Production

DEPLOYMENT COUNTRY:

USA

DATE:

9th September 2024

NUMBER OF END USERS:

10

TRANSACTION VOLUME:

200 to 300 emails per day, 65K order per year processed from mail box.

Are you using SAP BTP? If YES, move to slide 13

Deployment details 2 of 3

The following SAP Business Technology Platform (SAP BTP) solutions are part of the project:

	TECHNOLOGY	SAP BTP SOLUTION	CONTRIBUTION TO PROJECT
1	Application Development and Automation	SAP Build Work Zone, Destinations, Connectivity Services, SAP BTP Cloud Foundry, SAP ECC	Both React, Java applications deployed in BTP cloud Foundry.
2	Extended Planning and Analysis		
3	Data and Analytics	SAP HANA Cloud	HANA Cloud used to store all PO processed requests to display in workbench.
4	Integration		
5	Artificial Intelligence	SAP AI Core, SAP AI Launchpad	AI GPT 4o used to read the PDF contents(text/scanned copy) and convert into structured JSON format with more than 90% accuracy.

*For partners only

***LICENSED THROUGH THE SAP BUILD/TECH ADOPTION PROGRAM:**

No

***LISTED ON SAP STORE:**

Yes

***MONETIZED (SOLD TO YOUR CUSTOMERS):**

Yes

***CO-INNOVATION WITH SAP:**

No

***NUMBER OF CUSTOMERS USING THE SOLUTION/APP:**

2

Deployment details 3 of 3

The following offerings from SAP services or application packages were utilized during the implementation or deployment phase.

	SAP SERVICE OR APPLICATION PACKAGE	CONTRIBUTION TO THE PROJECT
1	HANA Cloud	SAP HANA Cloud is used for storing, processing and federating data to run applications within a single cloud solution
2	Cloud Foundry Runtime	Cloud Foundry Runtime is used for development of native applications and use them on BTP platform
3	Identity Authentication Service	Identity Authentication Service is used for authentication in BTP.
4	Destination Service	Destination Service is used to find the information that is required from the on prem ECC.
5	Authorization & Trust Management Service	Authorization & Trust Management Service is used to manage user authorizations and trust to identity providers
6	Connectivity Service	Connectivity Service was used to establish connectivity between your cloud applications and on-premise ECC systems
7	HTML5 Application Repository	HTML5 application repository allows the application developers to manage the complete lifecycle of the UI applications.
8	Application Logging Service	Logging Services used by application to capture old logs in Kibana dashboard for trouble shoot the production issues.
9	Document Management Service	DMS is used to captures all emails(.eml) and purchase orders in PDF format per request wise and send .eml file to ECC while posting PO for SO creation.

Other Packages

 SAP DISCOVERY CENTER MISSION: