



# 6 Misconceptions About Sales Order Automation

And why they're wrong.

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# Overview

Is it really wise to insert a whole new technology into this key business process?  
Won't this introduce unexpected budget pressures? Won't the onboarding take months, and require expertise I don't have?  
Won't realizing ROI take even longer?

Every year, in the US, more than \$8.4 trillion dollars of business-to-business sales orders are processed manually. The approach is the same as it was in the 1980s: Customer service representatives (CSRs) take an order, and manually key it in, doing their best not to make a mistake. On top of this, they squeeze in as much real customer service as they can.

Many business leaders know that this is a dated, cumbersome process. They know it is rife with inefficiency and error. They want their CSRs to be able to focus on customer service, not mundane data entry.


They are under pressure to do more with less, and they want their people to be able to focus on value-add activities.

Despite these pressures, decision-makers can be wary about sales order automation. The way they process orders may not be perfect, but it does the job. It took years to build. It's fragile. The skepticism is real, and understandable.

Such worries are understandable – but they are unfounded. Read on to discover how and why sales order automation is a seamless comprehensive, IT-light, and rapid ROI technology.

“Our CSR team used to spend 80% of their time on order entry, and 20% of their time on customers. Now, it's 80% on customers and 20% on order entry. And no need to backfill former employees.”  
- Genpak



A photograph of two men in a warehouse setting. They are sitting on a blue pallet, facing each other and talking. Both are wearing blue plaid shirts and dark blue overalls. The man on the left is holding a white coffee cup, and the man on the right is holding a brown coffee cup. The background shows stacks of wooden pallets and the industrial structure of the warehouse.

“I can’t afford to invest a load of money into an automation solution. Our budget was cut back, and we don’t have any excess. Plus, the budget is already allocated for the year.”

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## Myth #1: “I can’t afford Sales Order Automation.”

### The Good News

Conexiom’s touchless sales order automation operates on a SaaS (software as a service) model. This is an affordable alternative to the big upfront costs that come with expensive hardware or software licenses.

Sales Order Automation is already configured and hosted in the cloud, so there’s no need for large initial capital expenditures, or even any upgrades to your existing infrastructure. You simply order the customer pack that fits your needs, based on the number of customers you’re ready to automate. Over time, you can add more customers as you get comfortable.





“I just don’t have the time to launch a complex IT project that requires months of configuration and testing with a team of experts. Our IT team is already beyond capacity.”

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## **Myth #2: “I don’t have the time to implement Sales Order Automation.”**

### **The Good News**

Conexiom is quick and easy to implement. Typically, it is up and running in less than 30 days, with no burden to IT. The setup tasks can usually be scheduled into a regular work week.

In a matter of hours, most users have their first customer up and running. Our team of experts do the more technical work, and guide you through our proven onboarding process. During this process, we accurately map your current customer purchase orders into your existing ERP system.



“I’d love to automate my sales order processing. But if I do this, I’ll have to ask my customers to alter their processes and workflows. I can’t burden them with an ask like that.”

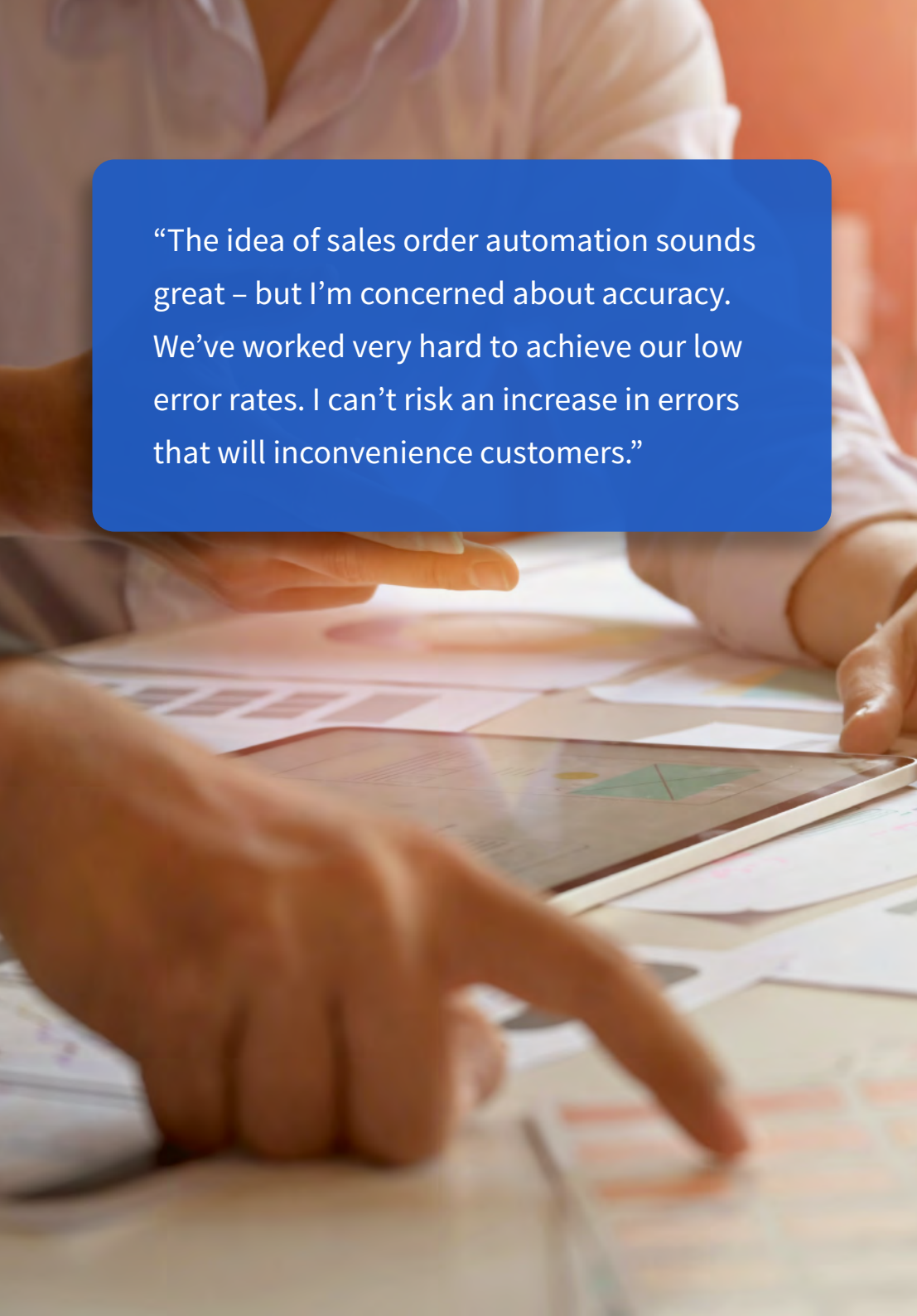
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## Myth #3: “My customers will have to change the way they do business with us.”

### The Good News

When you onboard Conexiom, your customers won't even notice. We know how important it is to never negatively impact customers. Touchless sales order automation works with your existing business practices, rather than requiring new ones.

During the onboarding, we follow this process: You select a specific customer, and grab a collection of their unique purchase orders. Then we work with you to carefully map the business logic, ensuring it's accurately captured and automatically transformed into sales orders in your existing ERP system. Your customers can continue to send orders as they always have without changing a thing about how they currently order from you.



“The idea of sales order automation sounds great – but I’m concerned about accuracy. We’ve worked very hard to achieve our low error rates. I can’t risk an increase in errors that will inconvenience customers.”

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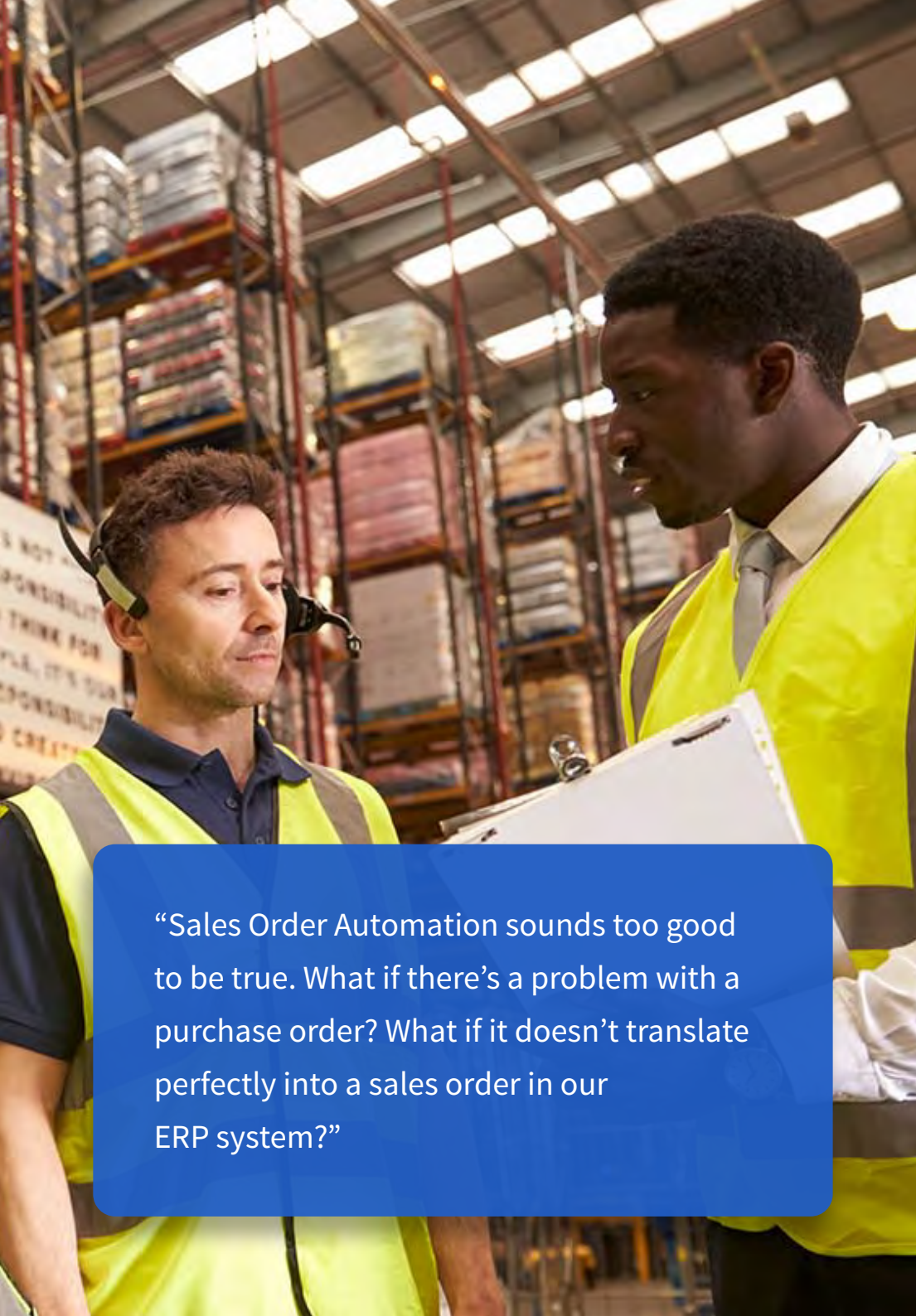
## **Myth #4: “Automating my sales order processing will introduce new data inaccuracies.”**

### **The Good News**

Touchless Sales Order Automation is built specifically to cut out errors. Unlike workflow solutions that leverage OCR, the Conexiom platform is 100% data-accurate, regardless of the purchase order format. Unlike with manual processing, once Sales Order Automation is onboarded, there is no longer any need for a CSR to double- or triple-check orders.

We work with you to define each customer’s purchase order format, and then understand, define, and apply the complex business logic that determines how that data should be mapped into a sales order. This ensures orders are processed accurately every single time.





“Sales Order Automation sounds too good to be true. What if there’s a problem with a purchase order? What if it doesn’t translate perfectly into a sales order in our ERP system?”

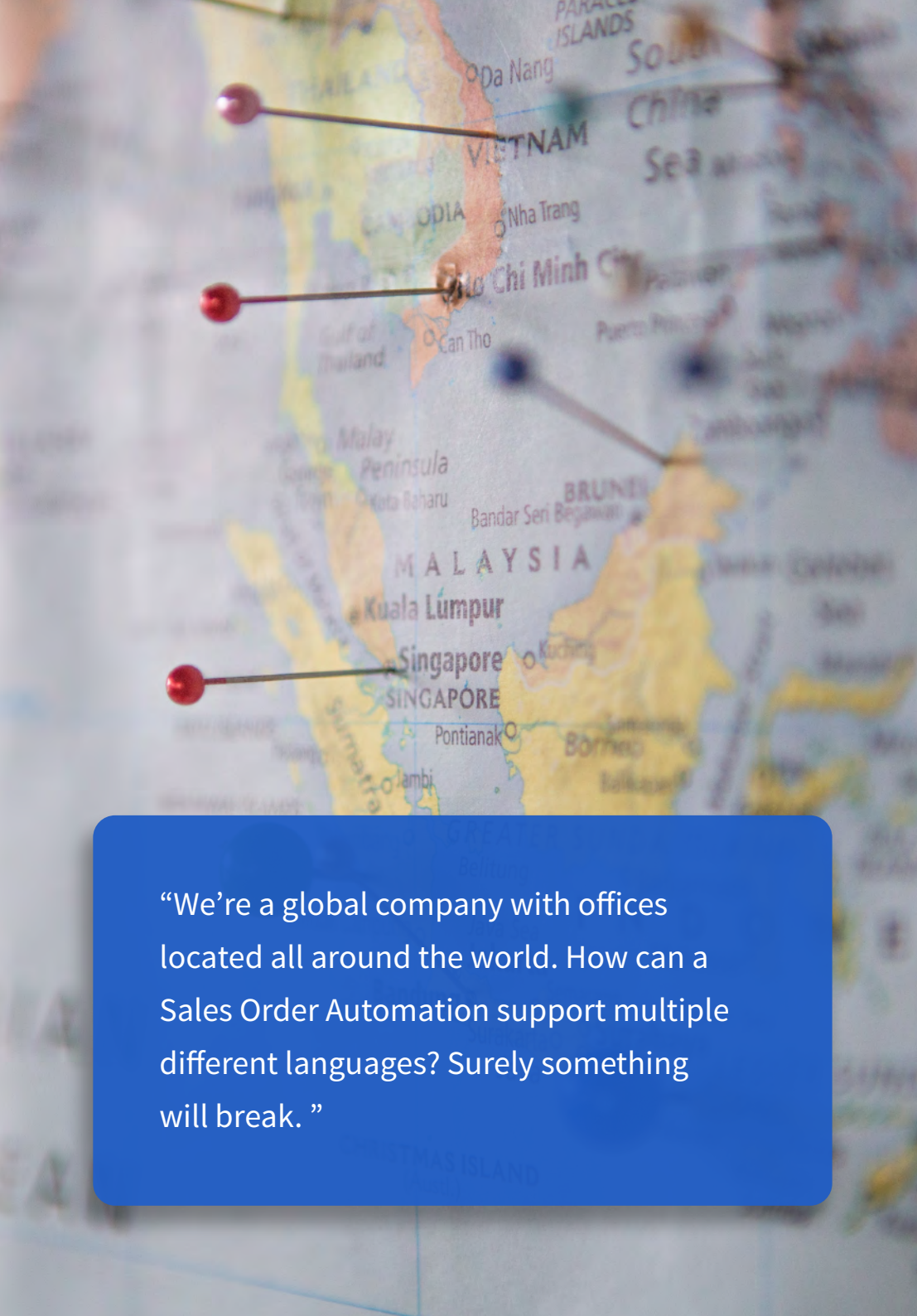
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## Myth #5: “Orders will still fall through the cracks.”

### The Good News

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“We’re a global company with offices located all around the world. How can a Sales Order Automation support multiple different languages? Surely something will break. ”

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## Myth #6: “Sales Order Automation can’t handle multiple locations and languages.”

### The Good News

At Conexiom, we serve international organizations – including multiple Fortune 10 and Fortune 100 companies – within dozens of countries. Every day, thousands of orders are successfully converted via the platform, despite language barriers.

Conexiom supports double-byte character sets such as those found in Arabic and Asian languages. In case of unforeseen challenges, we also offer 24/7 service availability and a robust support line.



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# Getting Started With Conexiom

New technologies – especially new technologies that tie to core business processes – can make people way. At Conexiom, we've built Sales Order Automation to be onboarded and experienced in clear stages.

Our team has converted our domain knowledge of wholesale manufacturing and distribution into a proven methodology that's successfully enrolled thousands of customers.

Once the initial group of customers is successfully enrolled and the mapping process is mastered, it's easy to expand the deployment to include additional customers, and to realize the full potential of Sales Order Automation.

To accelerate this process, we assign new customers a dedicated Onboarding Specialist, to simplify implementation and ensure that results are seen as soon as possible. The process occurs in six key stages, where the customer is taken through a number of action steps:

- Select a small group of customers to get started – usually five to ten.
- Receive training on how to manage customer accounts and on-going support.
- Create accounts for each customer in the Conexiom System.
- Gather and submit a collection of recent purchase orders (POs) for each customer.
- Map relevant PO information to where you expect to see it in your ERP system.
- Define business rules for notifications and exception handling.





## About Conexiom



Conexiom is a SaaS platform that delivers a sales order automation solution that eliminates manual order processing. Manufacturers and distributors across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen, trust Conexiom to deliver touchless order processing with 100% data accuracy to eliminate unnecessary cost and resource burdens, and to redeploy human capital to provide the highest levels of customer service. Conexiom is based in Vancouver, BC, and has offices in Kitchener, ON, London, England and Chicago, IL.

For more information visit [www.conexiom.com](http://www.conexiom.com)

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