

# A market-oriented perspective on order-to-cash solutions for specialized industries

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## INTRODUCTION:

Industries such as Pulp, Paper, Board, Packaging, Tissue, and Non-Woven materials face unique operational challenges that require tailored approaches to managing the Order-to-Cash process. Addressing these challenges requires a comprehensive platform designed to align with the specific workflows and demands of these markets. Advanced technologies—including artificial intelligence (AI)—and industry-specific features will enable businesses to optimize their operations, improve efficiency, and respond effectively to evolving market demands.

### Market trends are driving the need for transformation

Broader industry trends justify increasing adoption of AI in Order-to-Cash solutions. AI-powered analytics enable businesses to pivot rapidly in response to supply chain disruptions and shifting market conditions, thereby meeting increased demand for agility.

Technologies like AI, IoT, and cloud platforms – in other words, Digital Transformation – are becoming essential tools for staying competitive in a digitized economy.

By automating labour-intensive processes and reducing errors, AI helps businesses optimize operational costs while maintaining high performance.

### The role of an AI-driven order-to-cash platform in today's market

Artificial intelligence is a game-changer in addressing the complexities of the Order-to-Cash process for any manufacturing company. By integrating AI into a company's IT system landscape, businesses in specialized industries can:

- **Harness Predictive Analytics:** AI enhances forecasting by analysing historical and real-time data to predict demand patterns, show potential bottlenecks, and optimize production schedules and logistics planning.
- **Automate Repetitive Processes:** Tasks such as order validation, invoice matching, and payment reconciliation are streamlined, reducing manual workloads and minimizing errors.

- **Improve Employee Efficiency:** Use of AI assistants and Generative AI to save significant time with work tasks, ad-hoc reporting and knowledge support regarding internal processes.
- **Optimize Cash Flow:** AI algorithms analyse payment behaviours to predict overdue payments, enabling proactive interventions to improve cash collection and liquidity management.
- **Enable Dynamic Pricing Strategies:** AI supports real-time adjustments in pricing models based on market trends, inventory levels, and customer preferences, ensuring competitiveness and profitability.
- **Ease Language Barriers:** For international companies with personnel working in multiple languages, generative AI's large language models can help to bridge communication gaps.
- **Enhance Customer Experience:** AI-powered tools like chatbots and natural language interfaces ensure swift and correct communication, fostering stronger customer relationships and satisfaction.

### Productivity as a competitive edge

AI-driven automation not only simplifies complex workflows but also enhances overall productivity. By freeing up resources from repetitive tasks, businesses can allocate more effort to strategic initiatives. In industries characterized by tight margins, these gains in efficiency and productivity translate directly into competitive advantages.



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