Improving Order to Cash Performance with QPR ProcessAnalyzer

Kemira uses QPR ProcessAnalyzer for visualizing their process flow and for identifying key improvement focus areas

QPR Software and Kemira have cooperated for several years in process development and data driven process analysis. This cooperation has resulted in close relationship where layers and layers of data and information has been analyzed to reveal the true reasons behind challenges. Kemira has from very early on had a clear understanding that in addition to having the right tools in place you must have the right people and expertise to analyze what the tools can reveal.

Kemira has many different products and product groups across a variety of global regions and this can lead the processes to look very different. This creates an important setting where the company needs to understand where to focus the analysis and narrow it down to be able to make the correct interpretations and improvements of the process.

Getting a focused view of the process

In 2015, Purchase to Pay and Order to Cash processes became the center of focus for Kemira's process improvement specialists. For the Order to Cash process, the main intention in using QPR ProcessAnalyzer is to get an overview on the whole Order to Cash process and the events occurring in it. One of the key questions Kemira wanted to find an answer to from their process data was the lead time between different processes and the possible factors that might have caused delays in providing timely and efficient service.

"Using QPR ProcessAnalyzer, we are able to get a precise representation of our actual process and activities by using the existing data in our ERP systems. Using QPR ProcessAnalyzer, we are able to see the duration of different process flows and can identify potential issues in the process.", says Capucine Azé, SCM & SD process specialist of Kemira. The process development specialists are also able to see the percentages of the

KEMIRA

Kemira plc
-4800 employees
-2,4 billion € in revenue (2016)
-Publicly listed in Nasdaq Helsinki

Industry
-Chemicals company serving customers in water-intensive industries

Solution
-Analyzing the Order to Cash process and regional performance with QPR ProcessAnalyzer. Findings were used for identifying points of improvement leading to increased business performance.

Business benefits
-Improved lead times in processes
-Clarity in presenting process data
-Enabling further monitoring of the Order to Cash process
-Analysis of different regional sub-units using data profiling enables concentrated improvement efforts
-Improved delivery of service

Kemira's Josep Perez (mid-left) and Capucine Azé (mid-right) with QPR´s Matti Erkheikki (left) and Raul Partida (right)

cases that went through the overall process flow. "QPR ProcessAnalyzer gives us the ability to identify root causes for delays in the Order to Cash Process", Azé continues.

Global analysis via Profiling

Kemira runs various operations worldwide, which each coordinate their own Order to Cash efforts in regions. Using the QPR ProcessAnalyzer tool, the company and their process specialists were able to see each region separately. By using the profiling feature, the company is able to analyze exact process data from the regions they operate in.

"QPR ProcessAnalyzer allows us to analyze the data using different views, which helps us to undertake process improvement actions", Capucine Azé notes. Using these views, Kemira is able to analyze specific instances of the Order to Cash process and to see where we were facing process performance issues. The profiling feature gives Kemira information about regional performance for follow ups in the process improvement process, enabling them to create a more satisfactory customer experience with faster invoicing.
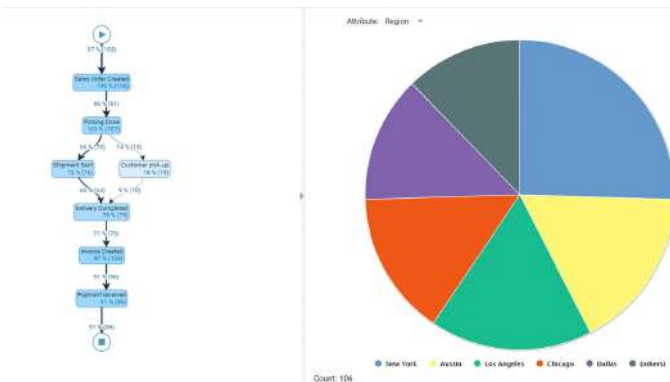
QPR ProcessAnalyzer allows the user to do focused analysis of different events in the process

Making information sharing easier

"The visualization tools provided by QPR ProcessAnalyzer helps us in communicating the process situation to our teams", Azé explains.and continues: "QPR ProcessAnalyzer produces visible flowcharts and is able to present the variations occuring in the process, making identification of the process flow issues easier."

"The visualization makes communicating the process variations and points of improvement clear and precise", Azé adds. Kemira felt that this was a key factor in helping them carry out the necessary process improvements.

Further performance improvement

QPR ProcessAnalyzer helps Kemira to improve their Order to Cash process using data stored in their operational information systems, leading to noticeable improvements in the Order to Cash -process. Capucine Azé continues: "QPR -based Process Mining solution helps us set KPIs that enable the process development initiative to further follow up on the Order to Cash process and how it is carried out. It also provides the sales teams an easy way to discern the concerns that could lead to delays in carrying out the Order-to- Cash process."

Using QPR ProcessAnalyzer enables Kemira to make its processes into more responsive and optimize lead times between events, improving customer satisfaction. "QPR ProcessAnalyzer gives us control over our processes and allows us to further our KPI performance.", Azé concludes.

About QPR Software

QPR Software Plc (Nasdaq Helsinki) provides solutions for strategy execution, performance and process management, process mining and enterprise architecture in over 50 countries. Users of QPR Software gain the insight they need for informed decisions that make a difference. With 25 years of experience, 2 000 customers and over a million licenses sold, QPR's products are highly regarded by industry analysts and customers alike.
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