



NVIDIA SUCCESS STORY

Reducing Order Processing from 5 Minutes to 5 Seconds

BACKGROUND

By the mid-2000s, NVIDIA Corporation’s graphics processing unit (GPU) hardware was widely accepted to have set the standard for digital content creation in product design, movie special effects and gaming. NVIDIA’s relentless pursuit of innovation also brought diversification. From 2008 to 2018, NVIDIA expanded into additional markets (e.g., auto) and became a major player in system-on-a-chip (SoC) technology, parallel processing and Artificial Intelligence (AI).

But growth is almost always accompanied by growing pains – especially when businesses aren’t fully prepared to scale. While NVIDIA’s quarterly revenue tripled from \$1 billion to \$3 billion from 2016 to 2017, timely fulfillment became a challenge. On average, NVIDIA team members spent five minutes processing each order.

Tasked with optimising NVIDIA’s order-to-cash (O2C) performance, Angela Garceau, Senior Director of Business Operations, investigated the standard solutions: sub-contracting and adding headcount. “But we were convinced there was a better way to achieve efficiency,” she says, “which, for us, meant processing orders in a timelier fashion while maximising the talents and skills of the people in whom we’d already invested.” So, she turned her attention to order management automation instead.

SOLUTION

Initially, Garceau was not completely satisfied with the order management automation platforms offered by the vendors she contacted. Her main concerns centered around data normalisation, measurable reductions of manual touchpoints and keystrokes, and customer support. In short, NVIDIA needed a solution that would integrate seamlessly with their existing ERP (SAP®), facilitate one-click order approval and grow along with their business.

After months of unproductive vetting, a member of NVIDIA’s IT department approached Garceau and suggested Esker based on his familiarity with Esker’s automation expertise as leveraged by one of his former employers.



I’VE ALWAYS BELIEVED IN FINDING MORE EFFICIENT WAYS TO PERFORM THE TASK IN FRONT OF US. HAVING WORKED WITH ESKER, I KNOW THEY SHARE THAT BELIEF.

ANGELA GARCEAU | SENIOR DIRECTOR OF OPERATIONS



ABOUT NVIDIA

Industry: Manufacturing
ERP: SAP®
Solution: Order Management

NVIDIA Corporation, founded in 1993 and commonly known as NVIDIA, is headquartered in Santa Clara, CA, and designs graphics processing units for gaming and other professional markets. It also provides solutions for HPC, mobile computing, automotive, and robotics industries.

BENEFITS AT A GLANCE



Tripled quarterly revenue without adding headcount



Touchless processing of repeat orders in seconds



Eliminated manual processing for 50% of all orders

One product demonstration convinced Garceau of the power of Esker's platform, particularly its use of machine learning to capture and extract new customer data. A follow-up presentation by a representative from Esker's implementation team sold her.

"The implementation the other vendors described was really more like installation," she explains. "But Esker offered to set us up in the system and then put our employees through multiple rounds of training. We wanted a partner that would allow for more user testing in a quality environment; more opportunities for our operators to give feedback, suggest improvements and help implement customisations designed to meet our business' specific needs."

In Garceau's opinion, Esker has proven to be more than a vendor. "I came into this relationship with high expectations," she admits. "Esker has met them. We're now processing half of the direct orders we receive through their solution. We've also been able to leverage Esker's algorithms and slash the processing time for repeat orders from five minutes to five seconds. And our employees feel more empowered and productive than ever."

WITH ESKER'S ORDER MANAGEMENT SOLUTION, OUR TEAM IS MORE PROACTIVE AND CAPABLE OF HANDLING CHANGE THAN THEY WERE BEFORE.

ANGELA GARCEAU | SENIOR DIRECTOR OF OPERATIONS

BENEFITS

Since implementing Esker's Order Management automation solution, NVIDIA has:

REDUCED REPEAT ORDER PROCESSING TIME BY 98%,

from five minutes to approximately five seconds



ELIMINATED MANUAL PROCESSING

of approximately 50% of all customer orders



REALLOCATED HUMAN RESOURCES,

giving employees more freedom to manage administrative responsibilities and identify additional opportunities for process optimisation



REDUCED TRAINING TIME

as employees began preliminary, limited use of Esker's Order Management solution during implementation



COMPLETED CUSTOMISATIONS

to meet NVIDIA's specific requirements via employee feedback as shared with Esker technicians during installation



SCALED THE SYSTEM

to meet NVIDIA's expanding company needs



In addition to the benefits experienced around order management, Esker has supported NVIDIA's growth on an even larger scale than the company originally anticipated. The automation and innovation that NVIDIA has experienced with Esker has played a role in the company's acquisition strategy by making partnerships with NVIDIA more appealing and streamlining the integrations that an acquisition requires.

"NVIDIA is currently acquiring a new partner, and its employees have been 'wowed' by everything Esker has done for us," says Garceau. "With Esker's platform, we've achieved things they've only attempted. That makes me proud of what NVIDIA has accomplished through Esker."

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