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Why Business Process Automation Matters More in Today's Economy

The benefits derived from a sound process management strategy should be actively sought out in an economic downturn, not deferred.

When addressing today's pressing issues of cost containment and cash flow optimization, it is critical to first automate and then actively manage your most basic business processes, such as financial and sales order activities, as part of a broader business process management (BPM) initiative. The benefits derived from a sound process management strategy – including flexible workflow models, transparency to business-critical information, and the elimination of non-value-added tasks – should be actively sought out in an economic downturn, not deferred.

Too often, however, the wrong budget line item is eliminated. Delaying or canceling process automation projects may seem like a quick cost fix, but it's a decision that can prove damaging over the short and long term. If a project is cost-neutral in a given fiscal year, in that its business benefits outweigh its costs, then why not stick with, or even accelerate, your process management roadmap?

Building the Business Case for Business Process Automation

By standardizing and automating its business processes, a company can better control organizational costs and cycle times and provide significant analytics and intelligence. The challenge is finding project support. Funding is naturally

harder to come by when an organization is under pressure to cut costs, so sponsors must prove project value in terms that all stakeholders can understand and support.

It's hard to argue that optimizing accounts payable (A/P), for instance, is a mission-critical task. But with the right analysis, you can prove that automating A/P directly supports an organization's strategic mission to do more with less, while also conforming to financial directives such as reducing paper or improving throughput. You can also demonstrate that it is incredibly difficult to effectively reduce manpower – a common recession-era approach – when fractured, manual business processes stand in the way.

Demonstrate an Organizational Performance Boost with Dolphin

Dolphin's business process automation suite – Process Tracking Systems (PTS) for Accounts Payable, Accounts Receivable, and Order Management – adds value to your broader BPM initiative, offering complete solutions to automate and optimize your business processes (see **Figure 1**). Our consultants will analyze your entire process and offer multifaceted approaches to help solve basic order-to-cash, invoice-to-pay, or sales order processing challenges by providing insight into the design aspects and anticipated benefits of the undertaking.

Dolphin customers have realized payback on process optimization projects within the first year. The PTS suite's shorter, highly focused implementation cycle enables customers to:

- Contain and reduce costs
- Optimize cash flow
- Mitigate process risk

A business process automation project undertaken now will deliver near-term results while preparing your organization for any future economic condition. Call Dolphin at +1 888 305-9033 or email contact@dolphin-corp.com for more information. ■

FIGURE 1 ▶ Stabilizing and automating business processes enables an organization to move to the upper right quadrant of the process optimization matrix

