Athletic footwear leader speeds orders and cuts costs with Pega

- **Cut process lead time from 200 hours to 18 minutes**

- **Improved customer engagement and satisfaction**

- **Reduced time spent changing and checking orders**

The business issue

Faced with competition and a drive to extend market dominance, this global leader in athletic footwear and apparel needed to overhaul its business processes. Legacy order management processes were manual, leading to errors and inconsistent customer, supplier, and staff experiences.

The system's existing electronic data interchange (EDI) had a low throughput rate, with manual reviews needed for over 25% of the company's three million annual commercial orders. Being able to accept orders in multiple formats, including Excel spreadsheets, would go a long way in eliminating costly manual reviews.

The company needed end-to-end visibility to streamline and modernize how orders were captured, maintained, allocated, and delivered.

The solution

This market leader chose digital process automation (DPA) to transform its disjointed, clunky order management processes. With DPA, global order management benefitted from automation of new orders, shipping request changes, and logistics management.

As part of the automation solution, the company incorporated a dedicated application to manage incoming orders, requiring an order validation unique to each customer prior to transferring final orders into existing systems.

Pega Platform™ enabled journey-centric, rapid iteration of successful automations, building the company's operational muscle and increasing the brand's value.

The results

Using DPA in the unified Pega Platform, this market-leading organization boosted reuse and innovation. Applications now roll out to new customers and regions in a visually-driven, rapid delivery development model, and the company reaps the benefits of:

- **Simplified and streamlined customer and employee experiences through faster order fulfillment**

- **Increased productivity for both operations and IT**

- **More than 99% reduction in process lead time**

- **Projected top-line revenue boost of 1%, just from cutting employee paperwork**