

Can We Extract More Value from the O2C Cycle?

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The order-to-cash (O2C) cycle is a complex process involving various cross-functional activities. Despite advancements in ERP software and emerging technologies like robotic process automation (RPA) and AI, there is still room for improvement in B2B processes.

Companies can strategically realign their order-to-cash processes and leverage new technologies to optimize their performance and improve the bottom line. Optimization involves integrating data from business customers, automating activities, improving workflow, and analyzing deductions. By treating O2C as a unified challenge and breaking down...

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