COST AND BENEFIT STUDY, SCENARIO 5 OF 5

Large food processor

64,200 hours a year of manual order-to-cash work, and what changes when the buyer places the order.

Prepared by **WEGOTRADE** | *Process optimisation and return on investment*

SECTION 1

Introduction

This is a documented study, not an estimate. Every recurring task in the order-to-cash cycle was measured across a full year, then re-costed against a platform where the customer places the order.

Activity	Food processing with direct delivery to customers
Industry	B2B food processing
Customer service agents	21
B2B customer orders	21,400 per month
Estimated annual revenue	$192,600,000 (at a $750 average order value)
Accounting or ERP system	SAP S/4HANA

This study covers order capture, invoice import from SAP S/4HANA, payments and accounts receivable. Delivery is not part of it. It assumes 50% of order capture moves onto the platform. Payments are automated at 60% (online payment only). Remaining processes are covered by the mobile tools and the accounting integration, at 80% effort optimisation, leaving 20% for exception handling.

The net saving and return on investment below describe steady state, once setup and progressive rollout are complete. Only the payback period reflects the real year-one path, including 4 months of setup and 8 months of progressive rollout.

SECTION 2

Executive summary

64,200 h MANUAL EFFORT PER YEAR, BEFORE	38.21 FULL-TIME EQUIVALENTS ABSORBED
$2,254,643 ANNUAL COST OF THAT EFFORT	35,096 h HOURS RELEASED, 20.89 FTE

$950,248 NET ANNUAL SAVING	337% RETURN ON INVESTMENT
5.2 mo PAYBACK PERIOD	80% EFFORT AUTOMATED

Key gains

- → Fewer errors and less rework, because the data is entered at source.
- → Faster payment, because the invoice and the payment move together.
- → Real-time visibility on orders, deliveries and payments.
- → Better customer experience, because ordering stops depending on reaching a person.

SECTION 3

Where the 64,200 hours go

With 21,400 orders a month, customers order mainly by phone and email, and the administrative team keys every one of them into SAP S/4HANA by hand. Payments are processed by hand: the team verifies amounts received and updates each invoice in SAP S/4HANA.

Friction points

Errors and rework
Manual order entry into SAP S/4HANA multiplies transcription errors and omissions.

Operational delay
The full cycle from order to payment to receivables depends on the administrative team being available to process it by hand.

No real-time visibility
Without a central system there is no live view of order, delivery and payment status.

Customer experience
Ordering by phone or email costs the buyer time. They have to reach someone, list every item from memory or their own notes, then wait for confirmation. Invoices arrive late and the balance is opaque.

Validated time assumptions

ACTIVITY	TIME PER ORDER
Order creation	8 min
Payment processing	3 min
Accounts receivable	4 min
Total per order	**15 min**

Reference hourly cost = $59,000 fully loaded salary divided by 1,680 scheduled hours a year (35 h a week across 48 worked weeks) = $35.12/hour.

Current administrative load

SECTION	HOURS / MONTH	HOURS / YEAR
Customer orders	2,853	34,240 h
Payments	1,070	12,840 h
Accounts receivable	1,427	17,120 h
Total	**5,350**	**64,200 h**

That load is the equivalent of **38.21 full-time positions** (64,200 hours divided by 1,680 hours per position), costing **$2,254,643** a year.

SECTION 4

What changes, stage by stage

Annual effort falls from **64,200 hours to 29,104 hours**. The spine of the change is that the customer places the order, on the branded ordering platform, instead of a person re-keying it.

Customer orders

Before. 34,240 hours a year.

After. 50% of orders are placed by the customer, online or from an order template generated for their delivery day. Customer service agents use WEGOSell to enter the remaining 50% for customers not yet ordering themselves.

Released: 13,696 hours a year. The remaining 20,544 hours cover exception handling and the share of orders not yet converted.

Payments

Before. 12,840 hours a year.

After. WEGOPay automates 60% of payments (online payment only), and applies each payment to its invoice automatically. Reminders and statements go out on their own.

Released: 7,704 hours a year. The remaining 5,136 hours cover exception handling.

Accounts receivable

Before. 17,120 hours a year.

After. Payment reminders and monthly statements are automated on the platform, cutting the manual chase on overdue accounts.

Released: 13,696 hours a year. The remaining 3,424 hours cover exception handling.

Invoicing

Before. Invoices are created in SAP S/4HANA by the administrative team.

After. Invoices synchronise automatically between SAP S/4HANA and the platform, so customers always have their invoice history and can pay online.

Released: no administrative time is claimed here. The benefit sits with the customer, and we do not count it as a saving.

Before and after, side by side

DIMENSION	BEFORE	AFTER WEGOTRADE
Error risk	High. Manual transcription into SAP S/4HANA and omissions.	Near zero. Data is entered at source by the customer.
Payment delay	Extended by manual collection and late invoice updates.	Shortened by immediate online payment.
Invoice delivery	Manual and deferred.	Automatic and instant, by platform and email.
Payment status	Long manual entry to apply each payment to its invoice in SAP S/4HANA.	Applied automatically for 60% of payments through the two-way SAP S/4HANA integration.
Customer satisfaction	Disputes from entry errors on returns and payments.	Transparency and real-time access to invoices.
Team productivity	Administrative capacity consumed by repetitive entry.	Room to grow volume without adding administrative headcount.

SECTION 5

The return

ITEM	BEFORE	AFTER	GAIN
Administrative cost	$2,254,643	$1,022,105	**$1,232,538**
Full-time equivalents	38.21	17.32	**20.89 released**

Hours by section

SECTION	BEFORE	AFTER	RELEASED
Customer orders	34,240 h	20,544 h	13,696 h
Payments	12,840 h	5,136 h	7,704 h
Accounts receivable	17,120 h	3,424 h	13,696 h
Total	**64,200 h**	**29,104 h**	**35,096 h**

$950,248 NET ANNUAL SAVING	**337%** RETURN ON INVESTMENT
5.2 mo PAYBACK	**50%** ORDER CAPTURE CONVERTED

What it costs. Your investment depends on order volume, driver and agent counts, and which ERP you run, so we scope it on a call rather than publishing a number that will not match your operation. See how pricing works, or have us run these numbers on your own volumes.

Benefits not counted above

- → Shorter payment delays and stronger cash flow.
- → Fewer bad debts, through automated receivables follow-up.
- → Materially fewer invoicing errors, and less rework behind them.
- → Real-time visibility on orders and payments.
- → Higher customer retention, because the service is more reliable.

SECTION 6

Where this leaves you

Today this operation spends **$2,254,643** a year on administrative work that produces no margin and no customer value. Automating it releases **35,096 hours**, which is **20.89 full-time equivalents**, for a net **$950,248** a year and a **337%** return. Payback lands at 5.2 months once 4 months of setup and 8 months of progressive rollout is accounted for.

Next steps

- → **Validation call.** We check the assumptions against your operation and adjust the model.
- → **Tailored demonstration.** The platform shown against your workflow, not a generic tour.
- → **Detailed proposal.** A full offer and an implementation schedule.

METHOD

1 Effort measured task by task across a full year, at a $750 average order value. Automation is modelled at 80%, leaving 20% for exception handling.

2 Hourly cost of $35.12 = $59,000 fully loaded salary divided by 1,680 scheduled hours (1,680 is 35 h a week across 48 worked weeks, which is the schedule a real position works, not a full calendar year).

3 One of five documented scenarios covering $3.9M to $192.6M in revenue. Payback across all five runs from 4.0 to 7.9 months. See the full 2026 playbook.

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