



# Ahlers Solutions Beyond Logistics

## ORDER-TO-CASH PROCESS

### How Ahlers can help

The order-to-cash process improves almost every aspect of the customer journey. This process is deeply rooted in different aspects of the business — sales, pricing, contracting, collections, warehousing, finance, and, of course, customer service.

Companies entering emerging markets such as Russia should strive to optimize the order-to-cash cycle, as one of the organization's most critical and complex processes, to achieve optimal control and compliance throughout the end-to-end order-to-cash cycle.

Having a reliable partner helps you to transform and to boost sales, improve customer satisfaction, reduce costs, and make life easier.



## Order-To-Cash Process

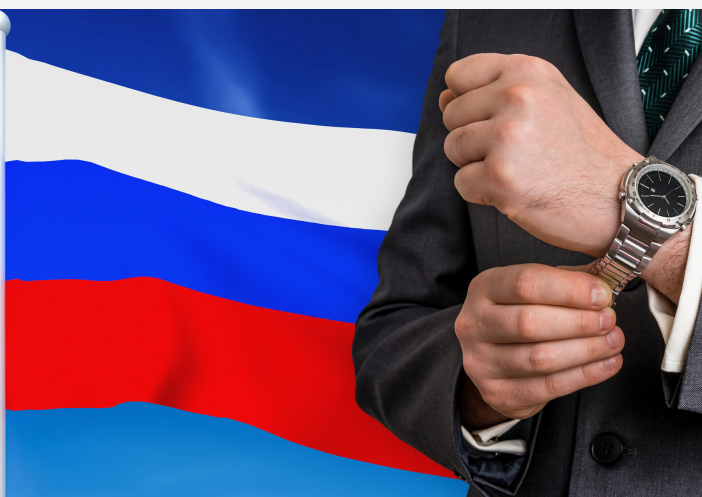
### Improve the customer journey



As the importance of customer experience continues to grow, companies must do everything possible to make their order-to-cash processes run smoothly, ensuring that they are paid as quickly as possible whilst keeping loyal customers.

The order-to-cash process is usually supported by siloed systems that are owned by different functions. Finance manages the invoicing, billing, and collections; operations are accountable for distribution and shipping, and customer service handles order processing.

To manage the process well, Ahlers facilitates all of the exchanges between the relevant functions for every transaction. Doing this in Russia when you do not have a legal entity, you will need a partner to act on your behalf as your order-to-cash partner.



### Ahlers Trading Platform

The Ahlers' trading platform manages your complete order-to-cash process including your ERP and EDI needs. This allows you to sell your goods with local Russian invoices without the need to have your own legal entity in Russia.

## 8 Steps Ahlers takes to remove the complexity in the order-to-cash process when doing business in Russia







## CONTRACT FULFILLMENT PROCESS

### Contract fulfillment according to Russian regulation compliance.

- Creation, continuous follow-up, and amendment of contracts with local clients (key accounts, distributors, wholesalers, SME's).
- 3rd parties for promotional activities and incentive models.
- 3rd parties for recruiting, office rental, courier services, lease agreements, etc.

**Claims management** – processing unpaid debts, debt disputes, Russian court representation.

**Trademark support** - registration, online and offline protection of a trademark.

**Legal advisory services** - analyzing legal, operational & tax risks, designing the legal and transactional structure for your business.



## Ahlers your Order-To-Cash Partner for Russia

Ahlers started operating in Russia in 1993.

The head office of Russia is in St. Petersburg.

- Customs clearance.
- Own bonded warehouse facilities.
- Delivery and customs clearance services.
- Certification and registration services.
- Warehousing and value-added services.
- Local distribution to distributors and retailers.
- After-sales services return of goods (RMA).
- Legal support.
- 25 years+ experience in Russia and CIS.

### CONTACT US

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