Trident Systems

Elanco

Elanco’s AI-Driven Sales Order Revolution

Unlocking Business Value with SAP Business AI and Intelligent Document Processing (IDP)

Your Speakers Today



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Food and Companionship *Enriching Life*



Elanco at a Glance

A Global, Independent Leader Reaching the World's Animals

We provide medicines and services to help veterinarians, and pet owners **improve care for pets** and enable farmers to **raise healthier livestock more sustainably**.

$4.715 B
Revenue

$901 M
Adj. EBITDA[1]

$0.94
Adj. EPS[1]

Diverse, Global Portfolio[2]

5 Core Species
Pet health & farm animals
Dogs, cats, cattle, swine, and poultry

10 Blockbusters
>$100M in annual revenue

200+ brands
sold for pets & farm animals

Balanced Portfolio
Between pet health and livestock products revenue

90+
countries served

53%
Revenue from outside the U.S.

~9,900 Employees worldwide

~1,000
R&D Employees

~1,900
Sales Representatives

16
Manufacturing sites

[1]Non-GAAP financial measure. See Appendix to this presentation for more information, including GAAP to non-GAAP reconciliations.
[2]Facts and figures shown are as of Dec. 31, 2024; excluding contribution from the aqua business which the company divested July 9, 2024.

Elanco



Trident Systems



OUR VISION

We strive to deliver innovative, high-quality solutions that empower our customers to lead their industries through technology-driven transformation.

OUR MISSION

We go beyond customer satisfaction by delivering solutions and services that enable organizations to become industry leaders through innovation in IT.

CORE CAPABILITIES

Trident Systems

TAX COMPLIANCE

End-to-end SAP DRC e-Invoicing expertise as an SAP PartnerEdge partner—delivering compliant solutions even in regions SAP doesn't cover.

Inter-Company Operations

Unified cross-functional solution that seamlessly integrates teams to streamline complex ICO Toll and IMMEX operations.

IDA

Intelligent Document Automation platform that processes different Types of documents with speed and accuracy.

BUSINESS STRATEGY

Process-first consulting that aligns technology with business goals—keeping you a step ahead of the competition.

ERP IMPLEMENTATION

Industry best-practice ERP rollouts that transform operations and give your organization a lasting competitive edge.

AI

Leveraging deep expertise in AI and SAP Joule, we extend Joule agents with custom skills tailored to your unique business needs.

Introduction

Unlocking 10x Productivity: Elanco’s AI-Powered Document Transformation

The vision: Touchless ordering — from customer PO to S/4HANA Sales Order with zero manual intervention.

Unlocking 10x Productivity: Elanco's AI-Powered Document Transformation

- **From Paper to Precision:** Efficiency starts at the point of entry. Elanco has redefined its sales operations by integrating SAP AI into the heart of its document processing.

- **The "Results-First" Approach:** This session explores the technical and strategic journey of automating the conversion of unstructured PDFs into structured S/4HANA data, highlighting the massive productivity gains achieved by eliminating manual intervention in the Sales Order process.

The Context

Understanding the Constraints Before Solving Them



The Challenge

Data Silos

Critical information trapped in PDFs, emails, and scanned images across 50+ logistics partners in more than 90 countries.

Scalability Wall

20% annual document growth means you cannot hire your way out of this problem.



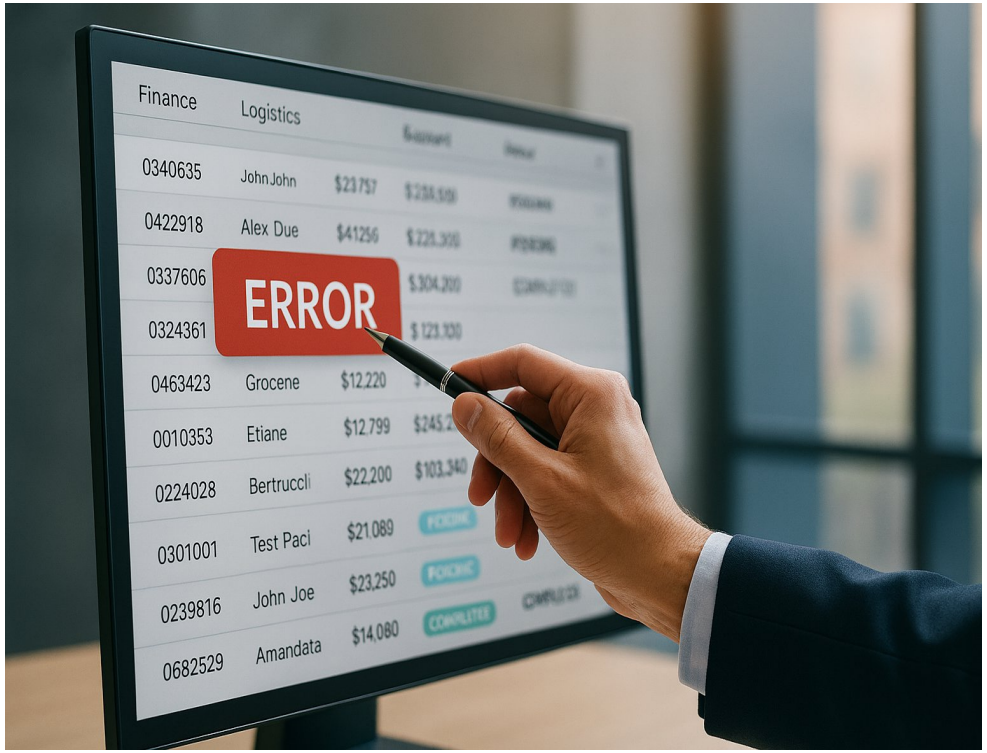
Why Manual Order Entry Doesn't Scale

High Error Rates

Manual entry drives costly downstream mistakes in finance and logistics fulfillment.

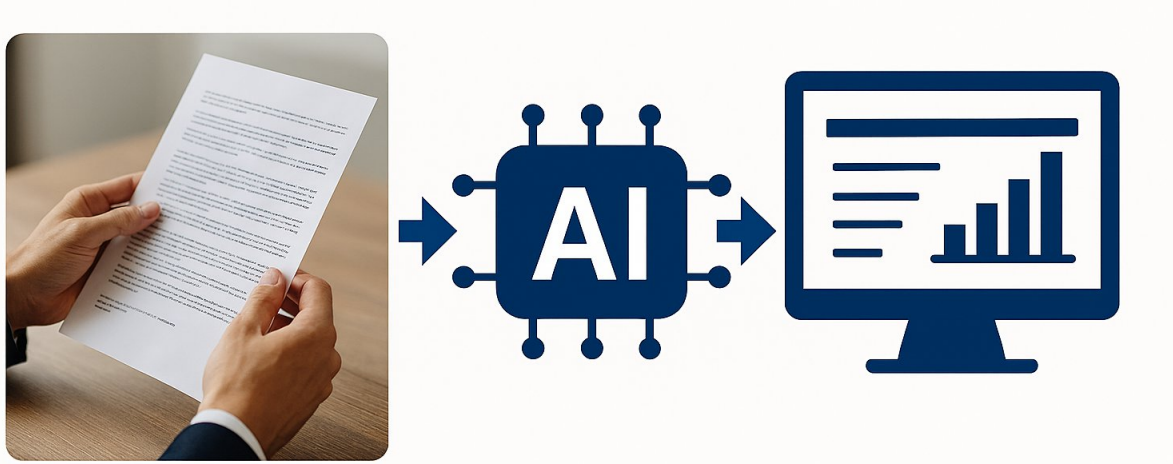
Opportunity Cost

Skilled employees spend 30-40% of their time on data entry instead of customer service.



Section 2: The Solution Architecture

Intelligent Document Processing meets S4 HAN



Why SAP Document AI — Not Standard OCR?

Traditional OCR	SAP Document AI
• Requires templates per customer • Breaks when format changes • No context understanding • Rigid, fragile at scale	• Template-free, ML-driven • Adapts to any PO format • Confidence scoring routes decisions • Pre-trained on global PO patterns • Data stays in SAP ecosystem

Game-changer: Elanco's customers have wildly different PO formats — SAP AI handles them all without custom templates.

Key Design Features



AI + Self-Learning

Design to Fit

Easy to use and Maintain

Supports Multiple Formats

Supports Multiple Languages

Validation Engine with Rules

Simulation with exception Alerts

Capture and resolve Price and Value differences

Approval and Post

Beyond OCR: Intelligent Document Processing

SAP Document AI doesn't just read documents — it understands them.



Extraction

ML-powered understanding of context, not template-dependent OCR. Handles any customer PO format.



Enrichment

Automatic matching of extracted data against SAP Master Data — CMIR cross-references, material lookups.



Validation

Business rules flag discrepancies before they hit the ledger. Confidence scoring drives routing.

The Productivity Force Multipliers



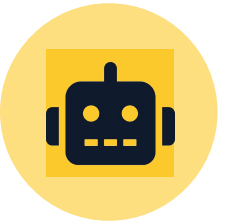
Zero-Shot Learning

AI processes new document formats without custom templates. A customer changes their PO layout — the system adapts.



Human-in-the-Loop

AI handles 95% of work; humans intervene only on exceptions. The user sees the PDF on the right, extracted data on the left.

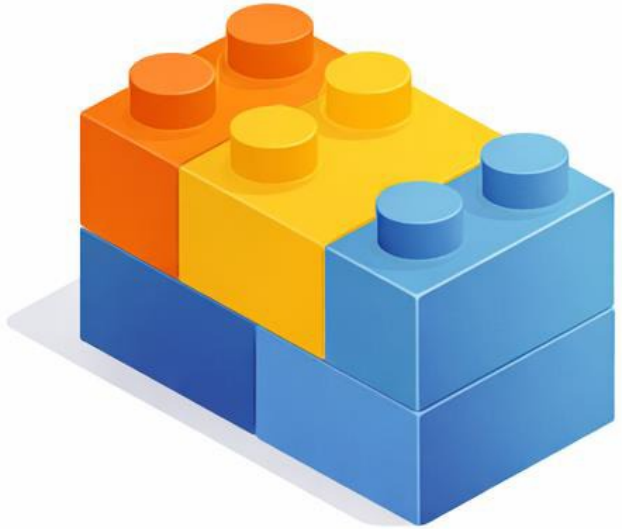


Self-Improving AI

Pattern recognition that improves processing rates after only 3 transactions. No reconfiguration needed.

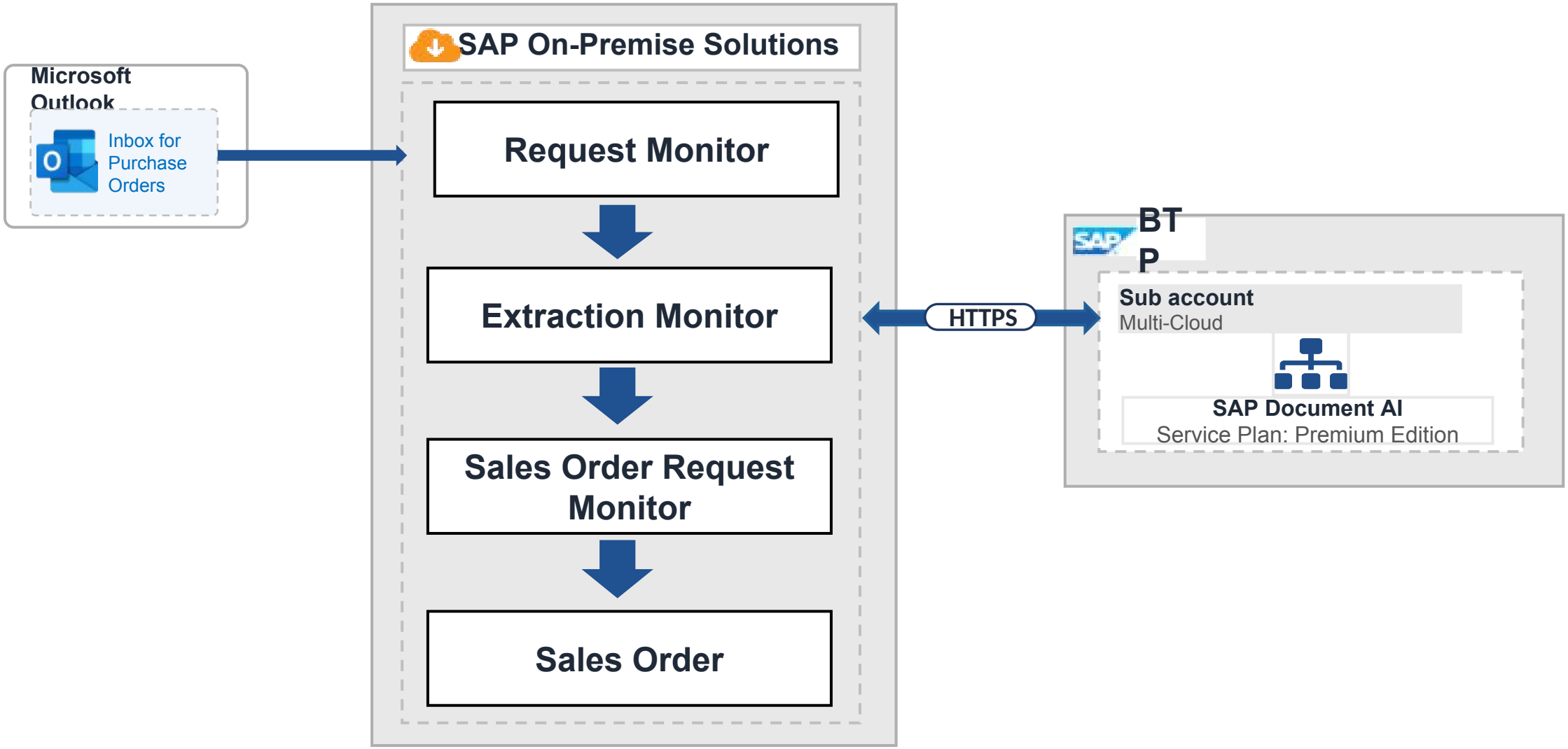
The Technical Architecture & Process Flow

The Building Blocks of the Solution



Solution Architecture

SAP BTP Document AI Integration with Sales Order Automation Tool



End-to-End Process Flow

From customer email to posted Sales Order in a matter of seconds

1

Ingest

Email with PDF arrives in Outlook

2

Register

Request Monitor logs the document

3

Extract

SAP Document AI structures the data

4

Validate

Business rules, simulation, alerts

5

Review

Human-in-the-Loop for exceptions

6

Post

Sales Order created in S/4HANA

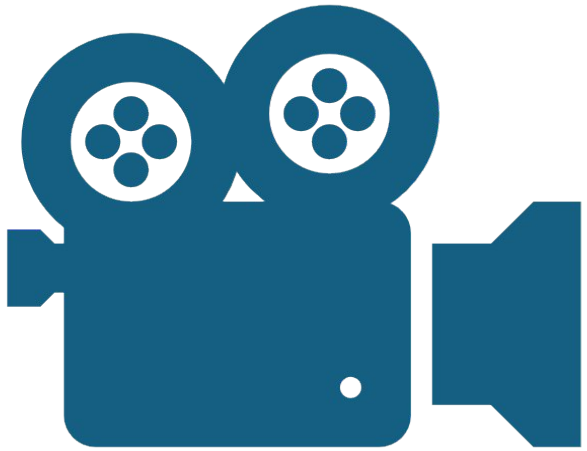
Extraction Monitor → Request Monitor → Sales Order Automation Monitor

Key Decision Factors

Deep SAP-Native Integration	Business-Owned Rules Engine	Multi-Format, Any Customer	Proven at Global Scale
▪ Built entirely within SAP BTP and S/4 HANA, no middleware, no third-party connectors. ▪ Your data never leaves your SAP landscape.	▪ Customer-specific logic is maintained in custom SAP tables by super users. No additional Transport Requests	▪ PDF formats and Excel. ▪ No rigid template required. Generative AI reads any customer's PO format out of the box.	▪ Live across multiple countries for Elanco. ▪ Handling region-specific rules, multi-currency, and multiple scenarios simultaneously.

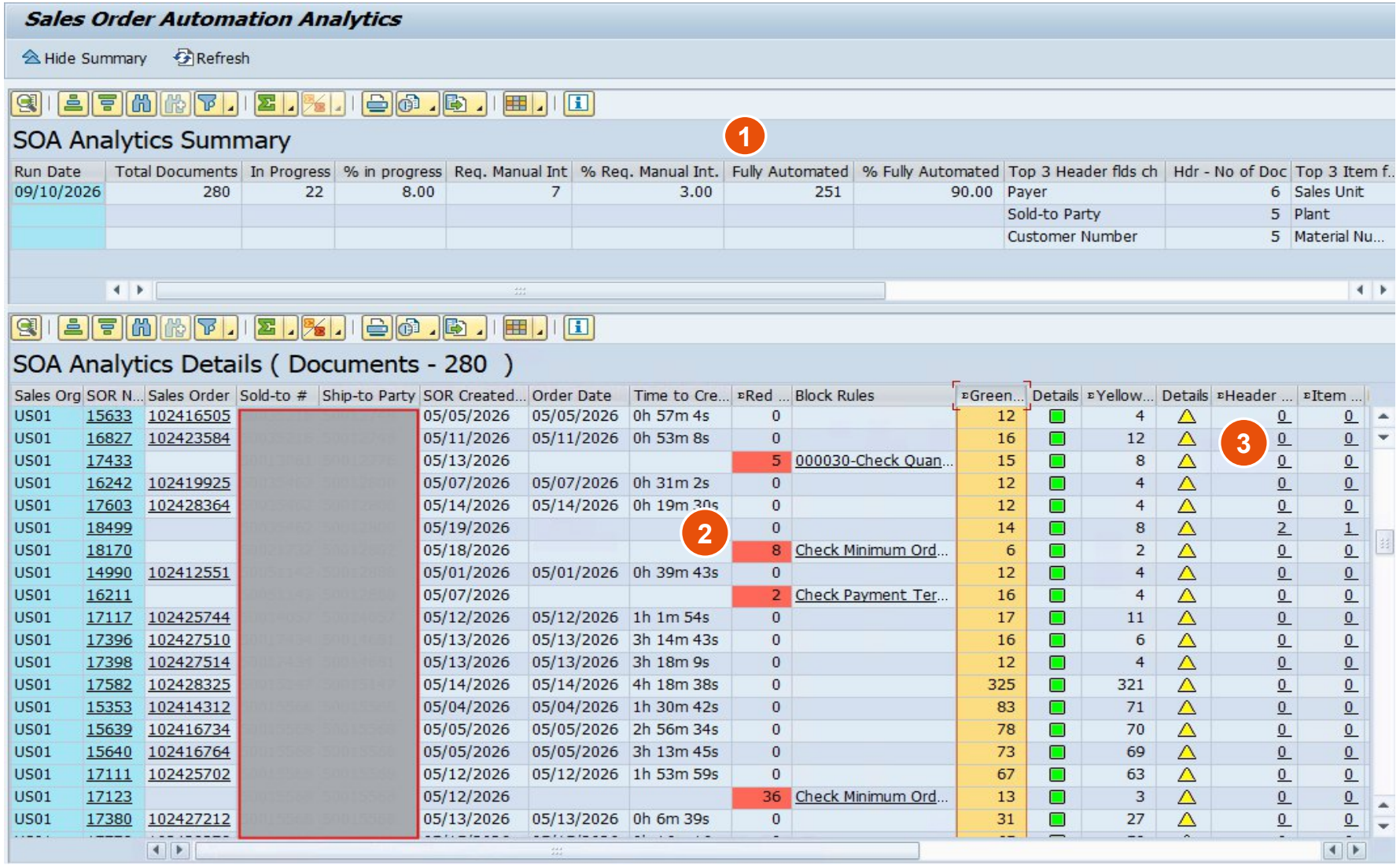
Header & Footer extraction: Catching critical metadata.

Line-item enrichment: Mapping customer material numbers to Elanco material numbers via CMIR.



Demo

Inside the Cockpit: Live in SAP



1 The scoreboard
280 documents in one run. Automation and Manual changed percentage at a glance.

2 Why orders wait
The Red rules rank the blockers per document. One click drills into each fields.

3 What humans fixed
Header and item edits show exactly where manual effort still goes.

Customer identifiers masked. Run of Sept 10, figures vary by period.

The SOA Analytics Dashboard

One Screen, Every Order

- A single run: 280 order requests across all live sales orgs.*
- Live status per order: fully automated, manual touch, or in progress with time-to-create.

Why Orders Wait

- Blocking rules ranked live: Minimum order value, Quantity and UoM checks, Line-item net value.
- The worst offenders surface first.

What Humans Fix

- Fields users correct most:
- Payer - 6
- Customer number - 5
- Sold-to party - 5

Exceptions → Actions

- Every red rule names its fix and its owner: Master data or a Country Specific rule.
- Fix it once the next PO flows untouched.

*Sample analytics run, Sept 10. Figures vary by period; customer identifiers masked.

The Impact

The Power of Three: *Automate. Innovate. Accelerate*

Results That Speak for Themselves

Order Cycle Time: 15-20 min → < 60 sec

- Achieved in live production.
- AI auto-extracts and posts qualifying orders in under 60 seconds end to end.

Hours of Unlocked

- Estimated 22k – 28k productivity hours unlocked annually.
- Shifting manual data entry to high-value customer relations.*

Complex Issues

- Multi-country go-lives.
- Quantity accuracy
- UoM mismatches
- Date-parsing
- Header texts with local language
- CMIR and Material determination.

Self-Learning

- Pattern recognition of historical data that improves processing rates after only 3 transactions, with no reconfiguration needed.

Disclaimer. *The numbers are based on a sample use case. Actual numbers may vary.

The Lessons Learned

What we wish we knew at the start

Four Things We'd Tell Day-1

Master Data is the Foundation

AI extracts perfectly, but dirty customer cross-references mean S/4HANA posting still fails. Clean your data first.

The 80/20 Rule Applies

Focus on the 20% of customers driving 80% of volume first. Don't automate messy tail-end customers on Day 1.

Change Management Is Hardest

The Human-in-the-Loop must feel empowered, not threatened. Involve end-users early in the journey.

Thresholds Are Dynamic

Plan to tune confidence scores for the first 90 days as the model learns your specific document types.

Thank You

“AI isn't replacing our people;
it's giving them their time back to innovate.”



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