


# White Paper – Stop Buying Customer Satisfaction with Your Profits

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**15/10/2020** The Order-to-Delivery (O2D) process is an essential, cross-functional core process for the business success of manufacturing companies. It encompasses all activities required to fulfill customer demands - from the customer's order to production and delivery of the product.

By strategically designing the O2D process, companies can reconcile customer satisfaction and business success and solve a supposed dilemma: How can tomorrow's customers be served quickly and flexibly with tailored products and services while at the same time enabling stable and reliable planning for operations? However, this requires managers to change their thinking from a function-oriented perspective to a true end-to-end understanding of business processes. The Porsche Consulting white

paper shows the central importance of the O2D process for achieving business objectives, and provides insights into proven design principles for the transformation towards a consistently implemented end-to-end process from customer to customer.

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