

Modernizing Order Operations: Real-Time Fulfillment; Eliminating Order Rework

BUSINESS

A leading U.S. beverage distributor manages 3,500 field reps across diverse markets, requiring efficient, large-scale order execution to serve hundreds of thousands of customer locations.

ZERO

Delivery miscommitments

15mins

Order pipeline refresh

1 Flow

Field to fulfillment - no rework

ZERO

Orders against blocked accounts

CHALLENGE

The operations and finance teams had **no upstream controls**. Every order that arrived from the field was a potential rework item and every rework item was a delay in the order-to-cash cycle:

- **Systemic delivery miscommitments:** Lack of factory calendar visibility led to unrealistic promises to customers by reps
- **Conflicting multi-rep streams:** Multiple reps for single accounts created conflicting delivery requests
- **Delayed data:** Poor propagation of credit blocks caused wasted warehouse efforts
- **Manual controlled-state re-entry:** Government systems required manual re-keying, causing errors and delays
- **Invoice delayed by field errors:** Required corrections extended order-to-cash cycles and bloated AR aging

ACTION

Liquid Analytics delivered **Liquid Sales**, a bespoke, mobile-first OMS and CRM architecture leveraging Liquid Decisions™, providing a purpose-built commercial foundation available via AWS Marketplace. For operations, the outcome was a clean pipeline. For finance, a faster one.

- **Delivery Accuracy:** Factory calendars ensure feasible delivery commitments.
- **SAP Validation:** Blocks invalid orders at the source.
- **Direct Processing:** Bypasses manual intervention for immediate fulfillment.
- **Market Exceptions:** Isolates complex, regulated orders to protect standard flows.

Intraday Pipeline Visibility: From Batch to Real Time

- 15-minute syncs provide real-time pipeline views, enabling proactive fulfillment staging and faster invoicing.

Multi-Rep Account Coordination

- Consolidates multi-rep orders into single delivery windows, eliminating the need for manual reconciliation.

AWS Architecture Highlights

- **Customer AWS account deployment:** ensures data ownership and consumption credits
- **Seamless migration:** on-premise to AWS Marketplace with zero disruption
- **3 load-balanced application servers - horizontal scalability,** no architectural change to scale
- **SQS queues (Item, Permission, Transaction)** decouple ingestion from processing
- **High availability:** multi-AZ PostgreSQL and RF3 Cassandra across six nodes

From Field to Fulfillment - Without the Friction

The platform moved error prevention upstream. Delivery conflicts, blocked-account orders, and pipeline gaps are resolved before ops ever sees them, turning a team that spent its day correcting field mistakes into a team that ships.

RESULT	
Metric	Impact Delivered
Delivery accuracy	Real-time factory calendars for 3,500 reps ensure accurate delivery commitments. Operations receives immediately fulfillable orders, eliminating manual corrections, callbacks, and resets. Zero miscommitments by design.
Pipeline cleanliness	Upstream SAP validation rejects orders for blocked/dormant accounts, eliminating wasted warehouse picks and order voids.
Intraday visibility	15-minute syncs provide live pipeline visibility, enabling intraday staging and eliminating end-of-batch scrambles.
Multi-rep account coordination	Consolidates multi-rep orders into shared delivery windows, replacing fragmented submissions with account-consolidated sets.
Market compliance	Isolates controlled-state market exceptions, containing re-entry burdens and protecting the standard fulfillment flow.

We have factory calendar delivery days for our customers.. it's not like you can just ship something that afternoon. It would go out tomorrow or Tuesday, whatever their next available delivery is. Having that built into the order creation flow means our customers get the right date and our ops team isn't managing the fallout from a bad commitment.

Sr. Manager, Sales Enablement Platform

ABOUT LIQUID ANALYTICS

The Liquid Decisions Platform is a **sophisticated goal-based signal-to-decision system** that enables users to execute complex decision flows at scale.

Contact connect@liquidanalytics.com or contact a trusted Liquid Analytics AWS SI partner.

Hybrid architecture powered by:

- agentic AI, ML,
- signal processing, and
- high-performance computing.

A Build, Operate, Transfer (BOT) framework for your purpose-built commercial architecture delivery.