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SEAMLESS ORDER-TO-CASH (O2C) INTEGRATION A STRATEGIC FRAMEWORK FOR LINKING A B2C E- COMMERCE PLATFORM WITH A CORE ERP SYSTEM

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Abstract

The proliferation of manual, error-prone workarounds represents both a symptom and a cause of deeper systemic failure. To bridge gaps between non-communicative systems, organizations develop a shadow infrastructure composed of spreadsheets, email-based approval chains, and manual data-entry tasks. Order exception queues, often managed through shared inboxes or physical printouts, require dedicated clerks to function as human middleware, interpreting errors, reconciling discrepancies between systems, and manually entering corrected data into the ERP. This approach is labor-intensive and costly, while simultaneously introducing a high probability of human error and inconsistent policy enforcement. For example, a clerk may approve a marginal credit risk to avoid losing a sale or arbitrarily assign a substitute product for an out- of-stock item, decisions made under time pressure and without systemic governance.

Keywords: Order-to-Cash (O2C)[1], E-Commerce[2], ERP Integration[3], Automation[4], Digital Transformation[5], Business Process Efficiency[6].