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WYNURA WHITE PAPER · MANUFACTURING

Where the Week Goes: Operations Automation for Manufacturers

The four jobs that consume a manufacturer's week — priced from published benchmarks, and the stack that hands the hours back.

By Sashi Maruvada · November 13, 2026

White paper · Operations Stack

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THE PROBLEM

1 · The week nobody was hired for

Nobody in a growing manufacturer was hired to chase. The buyer was hired to buy well; the office manager to run the office; the senior salesperson to sell. Yet a week spent alongside any of them shows the same pattern: a startling share of the day goes to work that is simple, endless and nobody's actual job — emailing suppliers for delivery dates, checking invoices line by line, rebuilding quotes in spreadsheets, and answering the phone to say where an order is. This paper audits those four jobs, prices them from published benchmarks, and sets out the operating pattern that gives the hours back.

2 · The cost of the status quo

The chase. Every open purchase order carries an unanswered question — when will it actually arrive? — and until a supplier answers, production plans and customer promises carry an asterisk. At six hours a week of chasing, an ordinary reference case, the business spends 312 hours a year — nearly eight working weeks of a skilled person's time — asking a question a machine can ask on a schedule.

The match. Processing one supplier invoice by hand costs $10–22 on published benchmarks (APQC median $21.40), against $0.50–$1.00 fully automated. Worse than the processing cost is the late-found variance: the invoice paid at the wrong price because the check was rushed, the short delivery paid in full because nobody matched it against the receipt.

> **Example — labelled as one.** Wynura's published calculator, at 300 supplier invoices a month and 6 hours a week spent chasing suppliers, computes **$32,400–$77,400 a year** of invoice-processing cost saved and **312 hours a year** of chasing handed back. Benchmarks: hand-processing $10–22 per invoice (APQC median $21.40); fully automated $0.50–$1.00. Your volumes will move the number; the calculator at wynura.com runs the same arithmetic on any inputs, and the POC replaces benchmarks with your actuals.

The quote. Distributor and manufacturer quotes that take 15 to 45 minutes by hand are assembled from price lists, stock positions and margin judgement living in three places — and then die unanswered, because the follow-up depends on the same busy person remembering on day three.

The answer. "Where is my order?" is roughly 18–50% of all customer support tickets on published data. The information exists in the order record; the cost is the interruption, dozens of times a week, always landing on a human because the customer has no other door to knock on.

THE WYNURA APPROACH

3 · The Operations Stack, module by module

The stack is sequenced by proven demand — ranked, sourced, and stated with its limits on wynura.com — and every module reads and writes one shared record, so the quote, the PO, the invoice and the delivery can never disagree with each other. It sits on four layers: Intelligence (what to sell, to whom), Automation (the auto-run machine), Integration (your existing systems), and Data & trust (one guarded record).

MODULE 1 OF 6

Product, Market & Customer Analysis

Reads your catalogue, order history and market: what you sell, who buys it, on what cycle, at what margin — then sequences the rest of the stack around the demand that actually exists, refreshing as orders flow.

Who it's for: Manufacturers and distributors whose growth decisions currently run on habit and last year's orders.

What it replaces: Gut-feel product pushes, static market spreadsheets, and one-off reports that age out the month they are written.

MODULE 2 OF 6

Purchase Order Chase & Tracking

Chases every open PO over plain email on a set cadence, reads replies back onto the shared record, and keeps confirmation state live — so every order has a date, or a visible reason it doesn't.

Who it's for: Buyers and operations leads carrying dozens of open POs across many suppliers.

What it replaces: Mornings spent emailing suppliers for dates, spreadsheet trackers, and late deliveries discovered on the day they were due.

MODULE 3 OF 6

Invoice Checking & 3-Way Match

Checks every supplier invoice three ways — against the purchase order and the goods receipt. Clean matches clear forward for approval; price variances and short deliveries stop and wait for a named human.

Who it's for: Any business processing supplier invoices against its own PO record — the reference case is 300 invoices a month.

What it replaces: Manual invoice-to-PO eyeballing, pay-first-argue-later, and generic bill-pay that has never seen your purchase orders.

MODULE 4 OF 6

Stock Alerts & Reorder

Watches on-hand levels against reorder points with lead time and safety stock already in the number. Demand forecasting ships inside this module — never sold on its own. Alerts fire at the point, not after the stockout.

Who it's for: Businesses whose stockouts are discovered at the pick face or by an unhappy customer.

What it replaces: Cycle-count surprises, reorder-by-memory, and stockouts found when the shelf is already empty.

MODULE 5 OF 6

Quotes & Follow-Up

Drafts quotes from the live price and stock record in 60–90 seconds — against 15–45 minutes by hand — and schedules the follow-up the moment the quote is sent, stopping when the customer replies.

Who it's for: Sales teams whose quotes die unanswered in inboxes for want of a day-three reminder.

What it replaces: Hand-built spreadsheet quotes and follow-ups that depend on someone remembering.

MODULE 6 OF 6

“Where Is My Order?” Answers

Answers order-status questions instantly from the shared record — the question that makes up roughly 18–50% of support tickets — while your team sees the conversation, not a ticket queue.

Who it's for: Distributors and manufacturers fielding daily order-status calls and emails.

What it replaces: Ticket queues of status questions, phone interruptions, and customer portals nobody logs into.

4 · Integration — including your CRM

- **Accounting, inventory, email:** the systems you already run feed the shared record; suppliers and customers are reached over plain email — no accounts, no portals.
- **Your CRM, where you require it:** if you already run a CRM and want the stack connected to it, that integration is arranged during the proof of concept and deployment, so customer and order history stay in step with the shared record.

- **No CRM? No gap:** the stack works standalone on its own shared record. No rip-and-replace, no migration project.

Security — the six points

Every deployment, including the proof of concept, runs under the same six stated controls (SEC-01–06 on wynura.com):

- **SEC-01 — Encrypted end to end.** Data encrypted in transit and at rest; never sold, never shared, never used to train models for anyone else.
- **SEC-02 — Yours, and in your country.** United States or Canada data residency; export or delete everything at any time.
- **SEC-03 — Strict access controls.** Role-based access, least-privilege by default, a full audit log of every bot action.
- **SEC-04 — Built to a public standard.** Controls aligned to SOC 2, with a public trust page your customers and bank can check.
- **SEC-05 — Suppliers get no login.** The chase works over plain email — one less door into your data.
- **SEC-06 — Humans at the money points.** Bots prepare, check and chase; a person approves payments and outbound prices. Automation never moves money on its own.

The 14-day proof of concept

Everything in this paper is testable in fourteen days. The POC runs the stack on your real data — scoped to the modules you pick, every action in the audit log, every money point still human-approved — and ends with measured results you decide on. **Start at wynura.com/poc** or write to info@wynura.com. The reply comes from info@wynura.com with the scoping call and the data checklist for day one of the fourteen.

Sources and limits: APQC invoice-processing benchmarks (median $21.40 by hand); invoice cost ranges via published benchmark compilations; order-status ticket share from Gorgias data via Redo; quote drafting times vendor-reported. The $21,000 median stockout figure circulating in vendor studies is modelled, not audited, and exact market sizing for this niche does not exist in published form — Wynura's full evidence page states each figure with its caveat: wynura.com/#evidence.