karini

CASE STUDY

Transforming Order Processing with GenAI

Executive summary

Swagelok Southeast Texas, a distributor of fluid systems, partnered with Karini AI and AWS to transform manual order processing with generative AI. The solution delivered a 1,544% ROI, over $1M in annual savings, and reduced order processing time to under five hours. Deployed in just 18 days with a payback period of 20 days, it enabled CSRs to focus on building customer relationships instead of data entry.

Peter Hory, CFO and CIO of Swagelok Southeast Texas, says, "Our objective was clear: to process orders in less than five hours to meet the growing demands of our customers. Karini AI's solution not only helped us achieve this goal but also created a much more agile and customer-centric business model."

The challenge

⟩ **Manual Order Processing Constraints**

Swagelok Southeast Texas struggled with a slow, error-prone manual order-to-cash process. Customer service representatives spent excessive time entering data instead of interacting with customers. This hindered responsiveness, making the goal of processing orders within five hours appear unattainable. **Peter Hory** adds, "Our old systems were holding us back. We needed a solution that could improve accuracy and speed but also align with our core values of delivering superior customer experiences."

⟩ **Inefficiency in Existing Automation Solutions**

Previous automation attempts had failed to integrate well with existing systems, leading to cumbersome and inaccurate results. These outdated systems made it difficult to collect, analyze, and process data quickly, ultimately slowing down order processing.

⟩ **Lack of Focus on High-Value Activities**

With the majority of CSRs' time spent on manual data entry, high-value tasks such as proactive customer outreach, upselling, and relationship-building were neglected, which directly impacted customer satisfaction and business growth.

About Karini AI

Karini AI is a leader in enterprise Generative AI, offering the no-code GenAIFoundation platform. It enables enterprises to quickly build and deploy production-grade Agentic GenAI applications within secure, enterprise-controlled VPCs. By reducing implementation timelines from months to days, Karini AI empowers organizations to harness GenAI's potential while ensuring compliance and avoiding technical debt.

Swagelok Southeast Texas

A leading provider of high-performance fluid system solutions in Southeast Texas, offering reliable products and services to industries like petrochemical, oil and gas, and biopharmaceutical. Established in 1985, it focuses on reducing procurement, installation, and operational costs while ensuring customer satisfaction.

Swagelok Southeast Texas

Peter Hory reflects, "With Karini AI, the speed of deployment and the simplicity of the no-code platform were game-changers. We could immediately see the results and, within days, were operational."

karini

The solution

Karini AI: The Ideal Partner for Transformation
Karini AI, with its GenAIFoundation platform, transformed Swagelok Southeast Texas's order processing by automating key tasks through a sophisticated multi-agent workflow. The platform integrates seamlessly with Microsoft Teams, SST's primary communication tool, reducing disruption while improving system usability.

Unlike traditional automation, Karini AI's no-code approach enabled deployment within 18 days, offering ease of management without requiring technical expertise. By leveraging AWS's secure cloud environment, the solution enhanced data processing with powerful tools like Amazon Textract, Amazon OpenSearch, and Amazon Bedrock.

A Seamless, Automated Workflow
Karini AI's solution automates the conversion of purchase orders into SAP orders, meeting Swagelok's goal of processing within five hours. With 97% of orders processing without human intervention, customer service representatives now focus on customer relationships rather than data entry, allowing for greater customer engagement and increased revenue.

V03202025j

karini
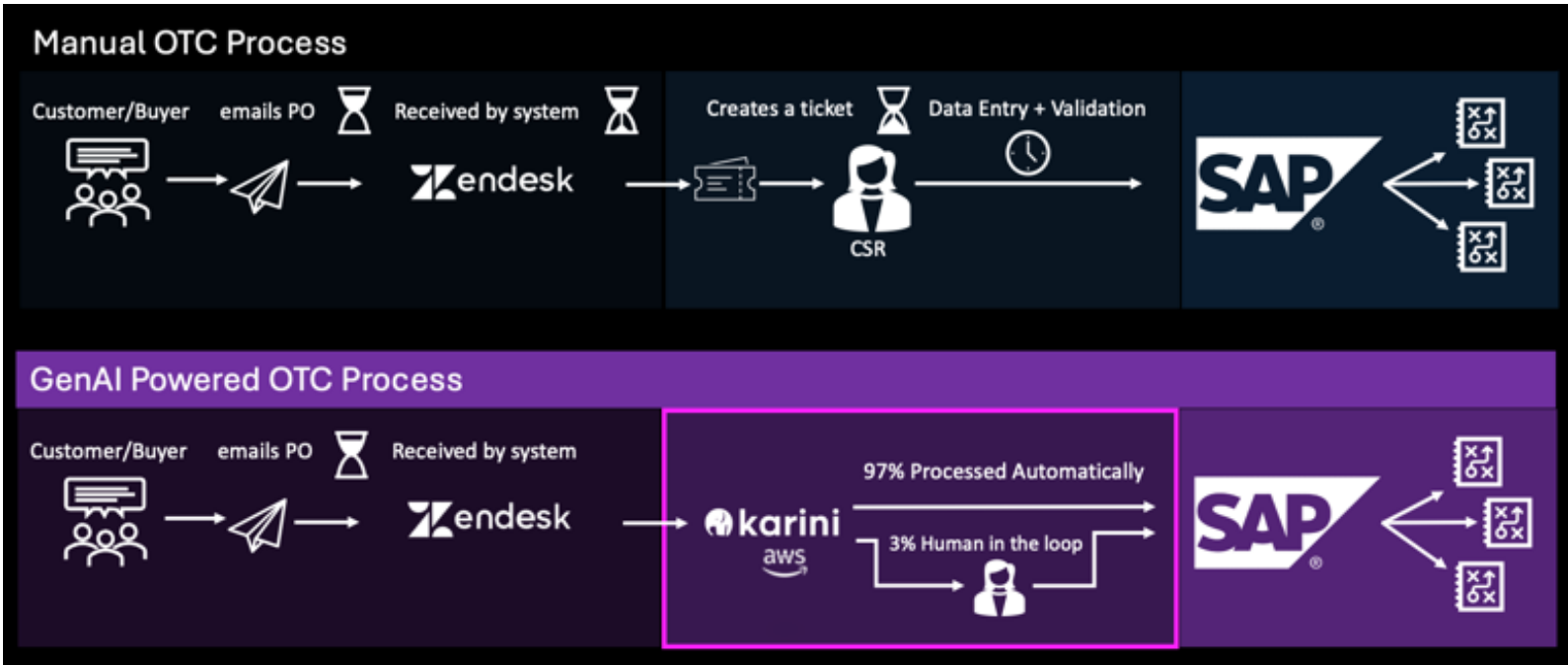
Results & Benefits

Immediate ROI & Savings

The implementation was completed in just 18 days, far faster than traditional systems integrations, which typically take months. Within 20 days, Swagelok recouped its initial investment, achieving a 1,544% ROI and generating over $1 million in annual savings. Previously, manual processing had cost the company $96,000 monthly, and the new system vastly reduced operational expenses.

Error Reduction & Efficiency Gains

The transition to automation resulted in a 90% reduction in reconciliation errors, as manual data entry was eliminated. By automating 97% of order processing, the business now operates with greater accuracy and speed, while CSRs have more time for high-value activities like customer outreach and upselling.

Empowering CSRs & Enhancing Customer Engagement

By automating time-consuming tasks, CSRs shifted from administrative duties to high-touch activities, improving the customer experience. This transformation not only boosted operational efficiency but also enabled Swagelok to strengthen customer relationships, driving increased orders and revenue.

Swagelok Southeast Texas

Peter Hory emphasizes, "The speed at which we saw ROI was incredible. Our investment was paid back in just 20 days—something that typically takes months in traditional systems integration projects."

Peter Hory shares, "The biggest benefit was how quickly our team adapted. In just four hours, our business users were proficient with the system, and now they're focused on what really matters—building stronger relationships with our customers."

---

18 Days	1544%	$1M	20 Days	90%
TTV Time to Value	**ROI** Expected	**Savings** Vs. Manual Process	**Payback** Expected	**Time Savings** Per Quarter

---

V03202025j

karini

Conclusion & Strategic Vision

Swagelok Southeast Texas's partnership with Karini AI has transformed their order processing from a slow, manual task into an automated, efficient workflow. The immediate financial impact was clear, with over $1 million in savings, a 1,544% ROI, and dramatically improved order processing times.

Looking ahead, Swagelok plans to expand Karini AI's capabilities across additional business processes. Future projects include deeper integration with SAP and Salesforce to enhance customer insights, as well as further streamlining the procure-to-pay process. This strategic vision will continue to drive innovation, efficiency, and customer satisfaction as Swagelok Southeast Texas embraces a more agile, AI-driven approach to business operations.

Peter Hory concludes, "This transformation isn't just about technology; it's about a new way of doing business. We're now more agile, responsive, and better equipped to meet the needs of our customers. The future is bright as we continue this journey with Karini AI."

Key Highlights

Rapid Deployment and ROI

The solution was operational in just 18 days, achieving a remarkable 1,544% ROI with over $1 million in annual savings. The initial investment was recouped in only 20 days based on monthly savings.

Efficiency and Error Reduction

The automation resulted in a 90% reduction in reconciliation errors by eliminating manual data entry. Currently, 97% of orders process without human intervention, significantly enhancing operational efficiency.

Enhanced Customer Experience and CSR Roles

By automating manual tasks, customer service representatives (CSRs) were empowered to focus on higher-value activities such as proactive customer outreach, upselling, and relationship building, leading to improved customer satisfaction and increased orders.

About Karini AI

Karini AI is a leader in enterprise generative AI solutions. The company's **GenAIFoundation** platform allows businesses to rapidly deploy production-grade AI applications in secure, enterprise-controlled environments. With a focus on speed, ease of use, and compliance, Karini AI empowers organizations to unlock the full potential of AI while ensuring smooth integration and minimal technical debt.

aws
PARTNER
Generative AI
Software
Competency

- GenAI Competency
- Global Startup
- Public Sector
- Marketplace Seller
- ISV Accelerate