



# Warburtons



## Warburtons toasts success of improved purchase order processes from Esker

### The Company – Warburtons

Warburtons is the largest family-owned bakery company in the UK. Established in 1876 as a small grocery shop, the company has expanded to 14 bakeries and is a nationwide supplier of bread and bakery products with a vision to become 'Britain's favourite baker'. This vision is underpinned by the company's dedication to continued improvement across all areas of the business, not least of all in the IT systems it has deployed to support business processes.

### Supplying The Supermarkets

As a national supplier to the major supermarkets, Warburtons needed to ensure that processes across its multiple sites were consistent. Warburtons opted to implement a new SAP ERP solution to integrate its multiple systems and consolidate these onto a more robust platform. As the solution was rolled out, Warburtons also needed to improve its purchase order processes. Steve Hammond at Warburtons' IT department explains, "The different bakeries within the company were sending out 500-600 purchase orders per week by manual fax. The SAP ERP solution provided the ideal opportunity to centralise our purchase order processes and bring everything together into one consolidated system."

### Rising To The Challenge

In the first phase, Warburtons implemented human resources, payroll, and then materials management onto the SAP enterprise resource planning tool. It was important to Warburtons that a new fax solution matched the company's existing and planned IT infrastructure. "We are a large Lotus Notes Domino user and following the decision to go with SAP, we needed a solution that provided seamless integration with both," adds Hammond.

Following extensive research, Esker DeliveryWare was selected as the chosen solution. "Esker came highly recommended to us and the features of the product fitted perfectly with what we were trying to achieve. As the solution is also SAP-certified, we had complete confidence that it would seamlessly integrate with our new IT systems."

Esker DeliveryWare automates the exchange of critical business documentation regardless of source, format or destination. Hammond continues, "Esker DeliveryWare allows us to be instantaneous with our order and supply management communications. It provides flexibility in terms of converting information from one output format to another, and one that is acceptable and applicable to the recipients."



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## Recipe For Success

Since implementing Esker DeliveryWare, Warburtons has seen numerous benefits to the business.

"Having been implemented in a matter of weeks, Esker DeliveryWare has enabled the company to have a slicker, faster solution for our purchase order processes. Rather than each site faxing its own orders out, now all of our orders are going through one integrated system," Hammond explains. "We estimate we've saved at least 50 man-days per year as well as the costs of multiple faxes, paper and fax materials. Now, faxing can easily fit in around other tasks. Plus, we have the option to email orders using Esker DeliveryWare, which some suppliers prefer."

The integration of Esker DeliveryWare with SAP ERP means users who create and fax the orders receive a notification that it has been sent successfully, so they know that an order hasn't been lost. This ensures that Warburtons can easily track orders and enable staff to provide the best possible service to customers.

"Basically, Esker DeliveryWare is a very solid, reliable solution. Like all the best systems, you hardly notice it's there. There is no delay in orders being received and sent on SAP ERP and staff can concentrate on their core job – rather than being pulled away to send faxes. "

## Add SMS To The Mix

Since adopting DeliveryWare, Warburtons has also implemented Esker's SMS on Demand solution. As email is so important to Warburtons, SMS on Demand enables text messages to be sent through Lotus Notes and DeliveryWare. Hammond explains, "At Warburtons we work on a bake today, deliver tomorrow basis, so ensuring our customers get the products at a certain time is crucial. With SMS on Demand, we are able to send text messages to our staff who are out and about and let them know if there is going to be any issues with a delivery.

"This ensures that our customers are kept informed of any delays or issues with quantities. We pride ourselves on the service we offer, so this solution has proved to be invaluable to provide seamless communication between us and our customers," concludes Hammond.