



## Innovia Films



Innovia Films is a major producer of speciality Biaxially Oriented Polypropylene (BOPP) and Cellose films with production sites in the UK, USA, Belgium and Australia.

### The Company – Innovia Films

They hold a leading global position in the markets for labels and security films, coated packaging, overwrap and biodegradable and compostable films, employing some 1,400 people worldwide. The portfolio of brands includes Propafilm™, Cellophane™, Rayoface™, Rayoart™ and a relatively recent introduction to the overall product range; NatureFlex™

The NatureFlex™ films are based strongly on renewable resources and are fully certified to the European (EN13432) and American (ASTM D6400) norms for compostable packaging. In addition they have been proven to be suitable for Home Composting and will also biodegrade in a waste-water environment.

Research and Development is at the heart of their business and they work closely with customers, suppliers, academics and commercial partners to ensure speed of delivery of new ideas and products.

### The Challenge

Innovia Films is one of only a handful of innovative companies within the films industry and prides itself on being a specialty producer within the high end of market. Having this market-led, customer-oriented focus meant that they wished to further this commitment by meeting and exceeding customer expectations in every area. One of these particular areas was within customer facing communications in the form of outbound documentation delivered to customers and suppliers.

Jonathan Ridley, Integration System Manager, Innovia Films commented; “We wanted to make it really easy for our customers to do business with us. However, we realised that all of our customer correspondence was currently being delivered through either the post or by manual fax and not giving our customers the choice of how they received these documents”.

Ridley continued; “We wanted to provide our customers with this information in whatever format they required in order for them to work with us in the best way that suited them. We needed some way of improving this customer service offering”.

When looking at the current processes it was soon identified that all documentation pertaining to sales orders, purchase orders, invoices and shipping were all delivered to customers and suppliers through conventional post, fax or scanned first then emailed. For example, within the sales department the CSR’s (Customer Services Representatives) would either manually fax orders or scan the printed document first and then e-mail it to the customer.

Within the procurement department the buyers would manually fax purchase orders and then archive paper copies and the finance department would send out invoices through the post.

Also international customers would sometimes receive goods prior to the documentation arriving so as a work around the users would scan and then e-mail documentation to the customers; this restricted the amount of time available for users to concentrate on core job functions such as raising sales orders



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Johnathan Ridley ▪ Integration Systems Manager ▪ Innovia Films



Customers and vendors now receive their documentation instantly helping to achieve faster cycle times throughout the organisation”

John Hutton, Business Systems Coordinator, Innovia Films explained “The costs associated with the manual delivery of the documents such as paper, postage, envelopes, fax transmissions, were all having a negative impact on the business. The processes were overly complicated and very time consuming plus the visibility of knowing what documents had been produced, delivered and in what formats were difficult to ascertain. For example, trying to report on the number of outputs produced for any given month along with the ratio of post/fax/e-mail was not easily calculated”.

There was no standardised way to send the documentation and no defined processes had been established for customer services to gain maximum efficiency.

### The Solution

Innovia Films required a solution that would allow them to replace all of their major manual paper-based document outputs with an automated process in order to help build upon a strong customer service offering.

As well as the need to remove paper-based document delivery processes, the decision was made to upgrade from an old version of SAP to the latest release. This was of particular importance as the new version of SAP would not enable the programs that had been written in the older version to be used to e-mail documents such as the purchase orders and invoices directly out of SAP.

Ridley comments; “The Esker DeliveryWare solution not only enabled the removal of the manual paper-based processes but also had the capability to

John Hutton, Business Systems Coordinator, Innovia Films

produce the documentation directly from SAP without any additional programming required. So the options of reengineering the outputs to Smart Forms or rewriting the SAPscripts were no longer considered on the basis of limited in-house resource and the cost of external SAP resource”.

“Also other electronic output options were available with the Esker solution to enhance processes further by introducing EDI, reporting, and archiving” continued Ridley.

“Furthermore, the solution managed to address the problem of reporting on document delivery information. Having the visibility of what outputs have been produced and what the chosen transmission medium was, made it easy to report on and track” added Hutton.

Ridley explained; “Fast implementation of the solution meant we were up and running in a matter of days and found the support from Esker to be a high level with many individuals able to offer in-depth technical advice. This was especially noted with regards to the provision of example rules and techniques which could then be tailored to suit our own configuration”.



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## Monthly reports can now be produced easily to provide managers with better visibility”

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### The Benefits:

Ridley said; “Individual workloads have now been considerably reduced by eliminating outbound paper-based documentation leaving them more time to concentrate on executing core job functions, adding value and better serving the customer”. For example, CSR’s no longer need to manually fax or scan (then e-mail) sales order acknowledgements to customers. This is now undertaken by a fully automated process.

Hutton comments; “Monthly reports can now be produced easily to provide managers with better visibility over the outputs that have been triggered, thus giving a full breakdown of the number of documents that have been sent and by what delivery method i.e. post, fax or email. Managers can also receive statistics at a level that is relevant to them i.e. at a user level, vendor/customer level, or document level”.

“Certain documents such as Purchase Orders are now electronically archived allowing for easy retrieval by the purchasing team which has dramatically improved procurement efficiency while saving costs. Customers and vendors now receive their documentation instantly helping to achieve faster cycle times throughout the organisation” adds Hutton.

Overall the simplification and streamlining of output processes has allowed significant reductions in costs attributed to paper, postage, faxing, storage etc as well as improving customer services with full order confirmation and processing notifications. The main focus of employees has now shifted from paperwork to productivity. “The success of our Esker implementation has increased end-user confidence

in working with new technologies and electronic communication in general. Where management would previously suggest ways of enhancing business processes end users now also suggest and request new ways of dealing with customers by electronic means” Ridley concludes.

### The Future:

Innovia Films have recently begun exploring EDI. Having used Esker to successfully map SAP invoices (RDI format) into EDIFACT outputs they are looking to further strengthen their skills in this area and promote the EDI offering to customers.

They deal with a number of customers over ‘portals’ whereby users are required to log onto customer websites and key in order/invoice details. The majority of these customers are said to accept EDI as an alternative so there may be both operational and cost savings to be made.

They are also starting to look at exploring features such as Esker Document Manager which is a web based environment to allow end users to view outputs and forward or re-send as necessary. Esker Document Manager should also improve the retrieval of archived documents and may also lead to exploring the possibility of introducing work flow.

“This is in response to the fact that our users are now comfortable with the concept of Esker and are happy to embrace it and our future developments surrounding it” Hutton concludes.