



Starbucks

Starbucks brews a better solution with Esker DeliveryWare



Best known for supplying fine coffees, the Starbucks Coffee Company prides itself on being an early adopter of emerging technologies in order to drive its business forward. Starbucks Coffee Company Australia, a joint venture between Australian businessmen Markus Hofer and Starbucks International, served its first coffee to Australia in July 2000 and has been opening stores here in quick succession ever since. Rapid growth, coupled with the need for a new financial system prompted the company's search for ways of automating the delivery of information, in particular to increase the efficiency of delivering financial documents. Esker DeliveryWare offered a unique solution to Starbucks' immediate and future needs.

Challenge

Starbucks' IT Manager, Aram Dayeian recalls, "Within 16 months we went from three partners to more than 500 employees, and one Sydney store to 26 stores throughout NSW, QLD, VIC and ACT. Such rapid growth necessitated vital improvements in our IT systems."

With Esker DeliveryWare our payback period is well within the estimated six months, which is great news for us."

Aram Dayeian ■ IT Manager ■ Starbucks Coffee Company (Australia) Pty Ltd

Specific issues faced

Starbucks was deploying Oracle 11i Financials when Esker DeliveryWare was installed. Aram explains, "Our stated criterias for the task were:

- Compatibility with our ERP system
- Superior customer service from the vendor
- Good technical support
- Meet budgetary requirements."

Starbucks has since changed their ERP system to Great Plains. Esker DeliveryWare is platform independent and continues to work seamlessly with Great Plains.

Finding an effective business solution

Aram continues, "We received a call from Esker in Sydney while we were considering our options. When the Esker team demonstrated the solution, we instantly recognised that here was a document delivery solution full of opportunities for the future.

The possibilities beyond automated faxing with Esker DeliveryWare are significant, as it retrieves text from any application and intelligently converts it into fax, email, SMS (short message service) or XML (extensible markup language). Documents reach their destination instantly and Esker DeliveryWare gives automatic confirmation of the outcome.

I knew this could transform communications within our stores and to suppliers. Esker's solution clearly offered the best long term solution and it worked within our budget!

Any new and innovative technology carries some risk, but we read the local case studies and liked the way Esker operated. We are very open to new technology, for example our stores in the US were among the first to offer customers wireless Internet access via their laptops as they drink their lattes."

The solution

Aram explains, "Esker's technical specialist installed Esker DeliveryWare in a day." He continues, "our Accounting Department sends 5,200 remittance advices, purchase orders and financial documents per week to a network of 100 suppliers throughout Australia automatically through Oracle before and now through Great Plains. Esker's solution seamlessly integrated with our systems."

Esker DeliveryWare allows our Accounts Payable team to get their job done quicker and customers receive their invoices with record speed."

Aram Dayeian ■ IT Manager ■ Starbucks Coffee Company (Australia) Pty Ltd

Automating the relationship with staff and stores

Aram outlines the next phase of the project, "We are gradually implementing Esker DeliveryWare across the business to automate the entire relationship with stores, replacing post and manual fax and closing the gap between stores and support centre."

Areas will include:

- **Purchasing:** Purchase Orders will be faxed and emailed.
- **Reporting:** A vast range of reports will be emailed such as P&L statements, labour reports, sales statistics and stock and inventory reports.
- **Bulletins:** Menu, price changes and product news will be automatically bulk delivered instead of individually emailed.



Esker DeliveryWare saves us half a day every week, boosting productivity, not to mention the morale of our staff who used to be tied to the fax machine all afternoon!"

Aram Dayeian ■ IT Manager ■ Starbucks Coffee Company (Australia) Pty Ltd

Delivering on ROI

Measurement benefits:

- A long term solution beyond mere faxing
- Flexibility
- Faster communication with suppliers
- Proven technology
- Payback period under 6 months
- Long term savings on paper, ink and postage
- Maintenance plan guarantees future versions
- Reduces paper and print in line with Starbucks' environmental objectives.

Working with Esker Australia

Aram explains, "Initially, we had a shortlist of five vendors but their promised support was disappointing. On the other hand, nothing was too much trouble for Esker."

Part of the Starbucks mission statement is 'to develop enthusiastically satisfied customers all of the time' and in Esker we have found a team who share the same attitude."

© 2008 Esker S.A. All rights reserved. Esker and the Esker logo are registered trademarks of Esker S.A. in the U.S. and other countries. All other trademarks are the property of their respective owners.