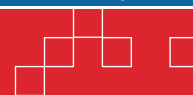




Warburtons

Warburtons toasts success of improved SAP-based purchase order processes using Esker DeliveryWare



When Warburtons, the UK's largest family owned bakery company, started implementing a SAP R/3 system, it sought an integrated purchase order processing solution that offered both fax and email capabilities and could be implemented in weeks, not months. Esker DeliveryWare was the solution of choice.

Implementing SAP R/3

Two years ago, following the company's expansion, it decided to purchase and start implementing a new SAP R/3 ERP (Enterprise Resource Planning) system. The key reasons were to:

- **Replace** largely bespoke IBM AS/400 transaction-based systems
- **Integrate** multiple ad hoc systems
- **Consolidate** on a more robust platform.

In the first phase, Warburtons implemented human resources, payroll, and then materials management on SAP. It was in the latter area that Warburtons wanted to improve its purchase order processes, as Steve Hammond from Warburtons' IT department explained: *"The different bakeries within the company were sending out 500-600 purchase orders per week by manual fax. SAP provided the ideal opportunity to centralise our purchase order processes, so we needed an automated fax solution."*

Seamless integration

It was important to Warburtons that the solution matched the company's existing and planned IT infrastructure. *"We are a large Lotus Notes Domino user and, with the decision to go with SAP, we needed a solution that provided seamless integration with both,"* said Hammond. *"We searched for possible solutions, and talked to our SAP consultants, and came up with Esker DeliveryWare as our preferred solution."*

According to Hammond, Esker's key differentiators were that it is certified for SAP (it comes with a SAP Connector) and the

cost was very favourable. The decision was also helped by the fact that Esker's solution was a development from the Lotus Notes Fax Server which Warburtons had used previously. *"So we felt comfortable with it,"* added Hammond. *"We also gained the possibility of emailing orders using Esker DeliveryWare - some of our suppliers prefer orders by email."*

Rapid implementation

With the materials management aspect of the SAP system moving ahead quickly, the need to implement the purchase order fax/email solution became pressing. *"Time was very much against us and we were after something that could go live within a matter of weeks, rather than months. Esker delivered on our requirement,"* said Hammond.

Successful track record of automation

SAP-certified Esker DeliveryWare integration is seamless and does not require any re-programming or business processes modifications - over 100 customers have achieved successful integration.

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Steve Hammond ▪ IT department ▪ Warburtons

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.

Steve Hammond ■ IT department ■ Warburtons

It enables large organisations like Warburtons to:

- Automate the exchange of critical SAP business documents between customers, business partners, and suppliers regardless of source, format, and destination
- Delivers documents through traditional mail, email, fax, XML, SMS, and more
- Automatically transform documents from SAP systems and deliver business correspondence immediately in any electronic format, with receipt notification returned to the SAP system.

The latter point was important to Warburtons. *With the integration of Esker DeliveryWare with SAP the 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,*" said Hammond.

Benefits of automated output

According to Hammond, automated faxing and emailing wasn't just a nice-to-have. *"It was a business imperative that we have a slicker, faster solution for our purchase order processes,"* he said.

In terms of business benefits, Hammond cites time and cost savings. *"Rather than each site faxing its own orders out, now all of our orders are going through one integrated system,"* he explained.

"We estimate we've saved at least 50 man-days per year, and faxing can be easily fitted in around other tasks. Plus we save the costs of multiple faxes, paper and fax materials."

Solid, reliable solution

Hammond concluded: *"Basically, Esker DeliveryWare is a very solid, reliable solution - it just runs and runs. Like all the best systems, you hardly notice it's there. It's the test of a really good system that everyone uses it and takes its performance for granted."*

About 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 11 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 its business processes.



For more information, please contact:

Esker Ltd. ■ Durham House ■ Wyvern Business Park ■ Stanier Way ■ DE21 6BF Derby ■ Derbyshire ■ UK
 Tel: +44 (0) 1332 54 8181 ■ Fax: +44 (0) 1332 54 8160
 www.esker.co.uk ■ info@esker.co.uk