PELICAN PRODUCTS, INC.
STREAMLINING THE PROCESSES INVOLVED IN PROTECTING & DELIVERING LIFE-SAVING, TEMPERATURE-SENSITIVE PRODUCTS

BACKGROUND

Pelican Products, Inc. is the global leader in the design and manufacture of high performance protective cases, temperature-controlled packaging solutions, advanced portable light systems and rugged gear. Its customers span the most demanding markets, including fire/safety, law enforcement, life sciences, defence/military, aerospace, entertainment, industrial and consumer. The company has rapidly expanded globally with 22 international sales offices and six manufacturing locations in the Americas, EMEA and APAC.

Pelican implemented SAP to support business expansion and help better serve the diverse markets to which the company sells. The business quickly realised that in order to optimise the supply chain and drive efficiency across critical business cycles, further process improvement was required. Multi-channel engagement with customers and suppliers across all markets meant that significant opportunities existed for efficiency gains, cycle time reductions and improved visibility across the supply chain.

SOLUTION

Partnering with Esker has helped Pelican take advantage of these opportunities and maximise its SAP investment. Esker's cloud-based Accounts Payable and Order Processing solutions help Pelican to streamline its processes, fill gaps in productivity, provide higher levels of visibility and allow for scalability within its business. Thanks to SAP-certified integration, orders and invoices are now electronically processed with machine-learning technology and automatically entered into the system.

ORDER PROCESSING

Esker's Order Processing solution has allowed Pelican to effectively manage fax, email and EDI orders with greater speed, accuracy and transparency. Order entry cycle times have been reduced as much as 80% for complex orders.

"Esker gave us the most bang for the buck," said Paul Sohn, Director of Business Applications at Pelican Products. "It provides a greater level of visibility over both the number of orders that are in the queue, as well as those entered into SAP. Our goal is same-day order entry, which Esker helps us achieve on a consistent basis."

EDI order integration

With Esker's solution, Pelican's Customer Service Representatives (CSRs) are now able to process EDI orders in the same workflow as fax and email orders — even those containing exceptions — without needing the IT department to correct issues. This newfound efficiency allows EDI exceptions to be processed directly by customer service, eliminating the need for IT stakeholders to be involved in supporting the process.

Delays due to EDI exceptions could result in financial penalties for late shipments, as well as reduced productivity for IT staff being pulled away to help fix errors. Pelican now benefits from streamlined processing of EDI orders, reducing processing time from what used to be days to just minutes.

> "Using Esker, everything is so much **easier**. We now have **visibility** over every document received, which allows us to monitor our processes and ensure things are being done **correctly and efficiently**."
>
> **Paul Sohn | Director of Business Applications**

ACCOUNTS PAYABLE

Esker's Accounts Payable solution has eliminated manual touch points in Pelican's accounts payable (AP) process and centralised invoice approvals. The solution provides accountability for every authorisation, a far cry from the previous method of emailing approvals.

"We can accrue invoices entered into Esker and see what's been approved and what's still pending," said Sohn. "The visibility it has brought to AP has made approvals easier and payments faster. It's expedited the entire process — a major time-savings tool."

BENEFITS

With Esker's solutions streamlining AP and order processing activities, Pelican has experienced numerous benefits, such as:

Maintained headcount; not having to add staff to manage growing order volumes

Accelerated delivery time; orders are entered rapidly, accelerating delivery by up to one day

Reduced average order entry time by over 80%; from 30 minutes for large complex orders, down to five minutes

Decreased late fees; faster order processing avoids late delivery and payment fees

Streamlined processing; all orders and invoices are processed and routed through a central workflow

Greater visibility; documents are tracked and available in a single interface, and custom reports and KPIs are displayed in Pelican's dashboard

*"Our managers **love** the new system. It gives them the tools needed to effectively lead, while allowing team members to **respond more quickly** to customers and handle problems directly."*

Paul Sohn | Director of Business Applications

ABOUT PELICAN PRODUCTS

Pelican Products, Inc. is the global leader in the design and manufacture of high performance protective cases, temperature controlled packaging solutions, advanced portable lighting systems and rugged gear for professionals and outdoor enthusiasts. Its products are used by professionals in the most demanding markets including fire/safety, law enforcement, defence / military, aerospace, entertainment, industrial and consumer. The company operates in 21 countries, with 22 international sales offices and six manufacturing facilities around the globe. In Europe, the company does business under the name Peli Products, S.L.U.