

## CASE STUDY

# SNOPAKE REMOVES £15,000 OF ANNUAL EXTERNAL COSTS THROUGH EDI SOFTWARE DEPLOYMENT

### Business Overview



The “Snopake” brand is perhaps best known for its correction fluid. In fact Snopake produced the world’s first ever correction fluid in 1955, which is still going strong 55 years later. In 1988, Snopake began developing filing and presentation products made from polypropylene, launching Snopake Polywally – a colourful and long lasting alternative to the manila folder.

Today, as a market driver, Snopake continues to develop quality and innovation filing and presentation products as well as business office machines and writing instruments, selling their products in the UK and worldwide.

### Challenges

Prior to The Content Group’s involvement, one of the biggest challenges Snopake faced was integrating their invoicing processes with those of its larger customers, many of whom demanded that the two companies exchanged invoices and purchase orders both electronically, and in a prescribed format. Until recently, this format management and transformation was outsourced to an agency who managed the entire process through to sending the document to the end recipient. Although this ensured on time and ‘to specification’ completion, the fixed agency fee proved a costly process and prevented Snopake from developing any in-house expertise.

### Solution

Snopake selected Enterprise Content Management (ECM) solutions provider - The Content Group - to supply an Electronic Data Interface (EDI) from Bottomline Technologies to facilitate an efficient and cost-effective invoicing process. This software deployment will remove the requirement to outsource the process of transforming the invoice formats to meet various clients’ needs and in addition, save the company in the region of £15,000 per year.

John McHugh, Customer Services & Systems Manager explains, “The replacement of outsourced EDI was critical for us as it represented significant financial investment. By choosing to deploy the cost-effective Transform process in-house, we have eliminated the need for, and therefore additional cost, of outsourcing. This move will save us £15,000 a year. Furthermore, we will be able to use the new software to integrate multiple databases and automate and improve standard processes, ensuring better decisions are made, benefiting both us and our customers.”

Bottomline Technologies provides collaborative payment, invoice and document automation solutions to corporations, financial institutions and banks around the world. The company’s solutions are used to streamline, automate and manage processes involving payments, invoicing, global cash management, supply chain finance and transactional documents.

“In the past, if we won business that required us to trade electronically, this would entail additional costs, which was a severe drawback for a business of our size. With the new internal processes in place, we will be able to add new customers to our roster without any additional cost. In short, the new software and resultant processes will dramatically improve our profitability and business value.”

John McHugh, Customer Services & Systems Manager, Snopake

### THE ECM EXPERTS