



CUSTOMER CASE STUDY



CUSTOMER PROFILE

INDUSTRY Food service, distribution

WEB SITE www.conway.es

LOCATION Quer, Spain

EMPLOYEES More than 400

ORGANIZATION Operated in Spain since 1991

SOLUTION SNAPSHOT

CHALLENGE Time-consuming process involved pre-printed forms and manual indexing; access to files was slow, inconvenient

SOLUTION Captaris® Alchemy®

INTEGRATION Ricoh Aficio MP 1100 MFP

RESULTS Immediate, easy access to electronic files and reference numbers; automated indexing via bar codes, OCR ; robust, but affordable, document management features

Food supplier in Spain enhances convenience with Captaris Alchemy

Conway drops pre-printed forms and speeds document access with Alchemy and Ricoh

Conway, a subsidiary of the Lekkerland Group, supplies foods, tobacco goods and other products to restaurants, service stations and convenience stores throughout Spain. Operating since 1991, Conway serves approximately 8,970 clients and achieved sales of 247 million Euros (more than 370 million US dollars) in 2007. Lekkerland, headquartered near Cologne, Germany, employs 7,676 people and operates in 12 countries supplying goods to 140,000 outlets. Lekkerland reached sales of 11.2 billion Euros (more than 16 billion US dollars) in 2007.

The Challenge

Conway needed to make access to vital business information more convenient. Every year, it handles close to three million pages of proof of delivery notices, invoices and other documents. Previously, the process was a mix of paper forms, manual handling and physical storage—a system that was time-consuming and hindered productivity, according to David Santiago, IT Manager for Conway. Employees selected one of a dozen versions of pre-printed forms—from labels to manifests—loaded the paper in one of several printers for completion, then routed the pages before storing them on-site. Since Conway distributes goods from a network of transshipment points including Barcelona, Madrid, Valencia and Seville, documents such as signed proof of delivery receipts were first returned to local platforms, then to the head office for indexing and storage. “For deliveries in Madrid, we would have the documentation the same day,” Santiago said. “For other transshipment points, it could take a week before we would receive the files.” In addition, since papers were hauled to the warehouse to be stored for at least five years, pulling documents to resolve incidents was labor-intensive. “When a customer calls, we may need to look for a document and signature to show delivery,” Santiago explained. “Pulling documents from the archiving room was not a quick way to respond. Sometimes it could cause a problem with the customer.”

The Solution

Conway streamlined the management of critical business documents by integrating their Ricoh networked devices with Alchemy Document Management. The distributor worked with a certified Captaris Platinum Elite product partner, to purchase and install

the systems. "We quickly saw the synergies between the Ricoh printing solution and Captaris Alchemy document management," Santiago explained. To handle invoices, proof of deliveries, credits and other documents, Conway replaced four matrix printers with a laser Ricoh Aficio MP 1100 multi-function device and two small back-up printers. The Ricoh machine supports output of 110 pages per minute with high-volume feeding as well as duplex printing and scanning.

Rather than wasting time placing stacks of pre-printed forms into a handful of printers, Conway scanned all necessary business forms into the Ricoh system. Documents are printed as needed. Once returned, the forms are scanned on the Ricoh machine and, using bar codes and OCR, automatically entered in to the Alchemy system. There is no manual intervention to direct documents to databases and folders. Prior to Ricoh and Alchemy, one full-time employee managed paper-based archival, including indexing and retrieval. "Now that person has changed a lot of his tasks," Santiago said. "The time he spends is the same, but the new tasks are more comfortable than the prior ones." This ease-of-use for both users and IT personnel was recognized early on, according to Santiago. "When we saw the Alchemy demos, we liked the speed of the process that was still easy to use," he explained. "Also, it seemed easy to expand for other uses and facilities according to Conway's needs."

Alchemy efficiency, ease of use and scalability enhance its attractive price/quality ratio, according to Santiago. "One of the reasons we chose Alchemy is the relation between price and quality," he said. "It was a solution that suited our needs and the price was not very high compared to other products we were researching."

The Results

Immediate and convenient access to files is an advantage for both employees and customers. In addition to the headquarters location, other Conway platforms across Spain are investigating Alchemy for scanning documents, Santiago said. "We can find documents quickly ... and customers can see them quickly." As needed, forms are printed and delivered to customers who praise the speed, quality and legibility of hard copies.

To meet current legal requirements, Conway continues to physically store original files. "What we have changed is the way we store physical documents," Santiago said. "Now we maintain them in a non-sorted way, because Alchemy records a sequence of volumes where a document is placed." The employee responsible for archival can easily view any document via Alchemy as well as its corresponding folder number; if a hard copy is required, he retrieves the document with this number. In the mean time, the company has reduced paper use by taking advantage of Ricoh duplex printing and scanning.

While certain details are difficult to calculate, the quick return on investment is clear and the financial efficiency is appreciated. However, the true bottom line is business efficiency, according to Santiago. Conway now delivers information to customers faster. And, in the business of convenience, faster is everything.

For More Information

Captaris sales representatives are eager to answer your questions and recommend solutions that can help meet your specific needs. If you are interested in finding more information about Captaris solutions, locate the product sales representative for your region.

Captaris, Inc. is a leading provider of software products that automate document-centric business processes. Captaris specializes in document capture, recognition, routing, workflow and delivery. Captaris integrated solutions provide interoperability with leading line of business applications and technology platforms. Captaris products include RightFax, Captaris Workflow, Alchemy, FaxPress, DOKuStar, RecoStar, and Single Click Entry which are distributed through a global network of leading technology partners. Captaris customers include the entire Fortune 100 and the majority of Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ Global Market under the symbol CAPA. For more information, please contact at Toll Free 1-800-730-1700 or by email at info@atechnologies.com.