



“Our LaserNet System is One of The Most Profitable IT Investments we Have Ever Made”

Overview

■ Challenge

To dramatically reduce document printing and distribution costs whilst improving the quality and speed of communication with customers and trading partners.

■ Architecture & Software

Microsoft Business Systems Concorde XAL converted to Axapta
100 Users and 12 printers (to be expanded)
Oracle database hosted on an HP9000
Risc/Unix:
Windows 2003 + 2002, Citrix

■ Solution

LaserNet document design software
LaserNet email document distribution
AutoFORM on-line Archive

■ Why AutoFORM LaserNet?

Invita chose AutoFORM LaserNet as it was easy to use, and would provide email document distribution and online archiving, in addition to electronic form creation.

■ Key Business Benefits

100% payback within three months, on print savings alone.

Documents printed in 3 languages.

Improved communication between the company and their retail customers, with email order confirmations.

Fast online access to document copies.

■ Is it For You?

AutoFORM LaserNet is suitable for all companies using ERP and other IT solutions, where you are need multiple document variations without the expense of pre-printed stationery. Email, fax and xml distribution and online archiving facilities can be added on demand.



“Thanks to our AutoFORM LaserNet system we can now print our business forms on to plain laser stock, eliminating the cost & difficulties associated with pre-printed stationery. What is more LaserNet enables us to distribute documents via email and archive them electronically: saving us 15,000 euro a year on printing costs alone. - more than enough to cost justify the system, but over and above the cost savings the efficiency and productivity gains of email document delivery and online document viewing have repaid the initial software costs many times over.”

These are the words of Thomas Bak Olesen, IT Director of Invita, one of Denmark's largest Kitchen & Bedroom manufacturers. Invita sells its products through 50 retail outlets in Denmark, Norway and Sweden. And it is the tremendous improvement in the exchange of information between the company and the retailers that has delivered the greatest benefits, explains Thomas Bak Olesen:

“When I started this project, I quickly realised that our form system was both expensive and impractical. There were a number of preprinted forms such as order and confirmation documents, and each of these needed to be produced in three languages. We were spending a great deal of money on printed stationery, and when we needed to change a form, for instance to update a telephone number, we had to throw out all the remaining copies and order a new stack from the printers. It was a hopeless system, so we started to look for a smarter solution.”

Output & Document Management

The Solution was AutoFORM

That smarter solution was AutoFORM. However, when Olesen realised that as well as eliminating pre-printed stationery, LaserNet would enable automated email delivery together with online document viewing, he decided to invest a little more to gain even more advantage.

95% Print Savings

As soon as LaserNet had been installed, the team started converting all the forms to an electronic format so they could be printed onto plain laser stock. "This soon produced real benefits," says Thomas Bak Olesen: "We converted the forms one by one as we ran out of the preprinted ones and defined them in LaserNet with layout, fixed texts, variable fields and so on. It wasn't hard to do, even though some of the forms, such as our order confirmation has over 20 fields."

"Within 3-4 months all our preprinted forms except one had been converted into an electronic format so that they could be printed out on normal paper. This saved us a lot of time and money. The system even allows us to print on both sides of the paper at the same time. The one exception was the invoice, because it includes a perforated giro form."

Automated Email Delivery

The new technology eliminated 95% of the company's printing expenses while eliminating many laborious, tedious paper handling tasks. But this was only the first phase. Thomas Bak Olesen continues:

"LaserNet can do a lot more than convert forms into electronic formats. It also makes printing superfluous. So we decided to go further and get rid of printing altogether and thus eliminate the costs of paper, envelopes and postage."

For this reason the company started communicating with its stores by email. Now, LaserNet converts the documents into a protected pdf-format and sends them to the individual stores as attached files. All parties are enthusiastic about this solution, says Thomas Bak Olesen:

"The worst form – our order confirmation form – is often five pages long, and sometimes up to ten. So it saves us a lot of time and money as we no longer have to print them out. We just email them. But there are other advantages. The staff in the stores can now check the order confirmation forms on-screen, via Acrobat Reader and then immediately request an amendment simply by sending us a return email. "In this way we can cut down the approval process by many days, to the benefit of both parties – and of the customers who are waiting for their new kitchens or bathrooms."

**Invita's Order Confirmation
Using LaserNet we save over 15,000 euro a year
just by eliminating pre-printed stationery**

Electronic Archiving

When this phase was completed says Thomas Bak Olesen, the next step was obvious: archiving all documents electronically."

"With EFS at our side we turned the thought into reality in next to no time. LaserNet's complementary document management suite AutoFORM was chosen as it encompassed both COLD archiving with the potential to add scanning, and PC email, & fax import in the future. This phase too had major benefits" explains Thomas Bak Olesen:

We now have a complete end to end document management solution. "The variable data on for example, the invoice or the delivery note comes from the ERP system, which thinks it is sending them to a printer queue. In reality it is sending it to LaserNet which by the way of various codes, inserts them into the right electronic form, converts the finished document into pdf, emails it to the right recipient – and indexes it and sends it to the archive. The whole process is automatic, independent of operator intervention. Not having to manually file several thousand documents per month saves us a great deal of time and money. It also makes them much easier to find – even if they are several years old."

The old paper archives, (subject to various legal limitations), were burned in the factory's incinerator, where wood waste from the production process is also burned. "There was enough paper to keep the whole company warm for several days," remembers Thomas Bak Olesen with a smile, and concludes:

"Basically, we now have a future-proof solution, and we have not encountered anything that AutoFORM LaserNet has not been able to handle. We have received excellent support from EFS Technology, who have been outstanding working partners and very quick to respond to our enquiries."



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