

Casey's Furniture automates order fulfilment with workflow and content management solution

About Casey's

Casey's Furniture, a family-owned business founded in 1921, is one of the longest-standing furniture retailers in the Ireland, with headquarters and warehouse facilities in Cork and a second store in Limerick. Casey's employs close to 50 personnel who focus on maintaining the company's reputable name for quality and customer service.

The Business Challenge

Walk into a Casey's Furniture store and you'll find helpful sales people and a chic setting in which to choose furniture suites. Like most retail organisations, however, the back office is where things get rather complicated and sometimes cluttered. For Casey's, order fulfilment typically took a day or two to complete involving labour-intensive processes with paper-based orders routed for approval, piling up by fax machines, carried between buildings, and filling shelves. Casey's maintains a customer database of close to 70,000, the store delivers custom furniture suites to approximately 8,000 customers per year.

"Overall, our people did a reasonable job with what they had to cope with. But, all the little issues were becoming big issues and costing us a lot of money. We knew we needed to make some changes." Eamon Holmes, Financial Director, Casey's.

The Solution:

Working with Inpute Technologies, Casey's Furniture digitised and streamlined purchase orders with a complete system comprised of Open Text enterprise content management solutions integrated with the Microsoft Dynamics® NAV (NAVision) ERP application. Orders are now:

- Routed for approval by Microsoft Dynamics NAV and Open Text Workflow Server, .NET edition;
- Electronically faxed to suppliers via Open Text Fax Server, RightFax Edition;
- And, stored in an accessible, digital database with Open Text Document Server, Alchemy Edition.

The new system enabled Casey's to reduce manual processing. Sales staff sent paper order forms to the accounts department for entry into MACH 4, which then generated a purchase order as a text report, data was then managed electronically. Open Text Document Server DataGrabber Module imported and indexed files into Document Server, a custom Inpute application Inpute Document Processor then polled the Server for items and initiated workflow that routed the order for review. Once delivered, orders are archived back into the Document Server via a module developed by Inpute using API integration.

CASEYS FURNITURE

SUMMARY:

- Inpute client since 2007
- Outlets in Limerick & Cork
- 50 employees

THE CHALLENGE:

- Manual order processing led to costly delays and errors
- Employees spent the equivalent of a full day per week on paper-based processing

SOLUTION:

- Open Text Document Server, Alchemy Edition; Open Text Workflow Server, .NET edition; Open Text Fax Server, RightFax® Edition integrated with Microsoft Dynamics® NAV (NAVision) ERP solution, Microsoft Exchange®, and Inpute Document Processor

BENEFITS:

- Automated order processing for substantial cost- and time-savings
- Reduced order management by at least 20 percent, enabling reallocation of employees to more productive roles
- Accelerated delivery of orders and goods by up to eight days and response to customer inquiries by close to two weeks for improved supplier and customer satisfaction

"The only way to get the dockets from the warehouse to the office in Cork was to manually bring the papers over every other day or so. all the little issues were becoming big issues and costing us a lot of money. We knew we needed to make some changes."
Eamon Holmes Financial Director



Case Study

CASEYS FURNITURE

Evolving Relationship

In 2009, Casey's implemented Microsoft Dynamics NAV and completed the integration with Open Text solutions that works "splendidly," according to Holmes. "Now, our sales people input orders directly into the new ERP system; there's no longer the extra approval step because they know they're picking the right item upon entry." Microsoft Dynamics NAV produces a PDF purchase order with a unique filename linked to the order's details in its database. Inpute Document Processor then imports the PDF files into Document Server and initiates a workflow which retrieves indexing information and routes the order to Fax Server for electronic delivery to suppliers. Upon arrival of goods, delivery dockets are scanned in the warehouse to a network location; Inpute Document Processor imports the images and initiates a workflow that routes the files to an employee for indexing dependent on the scan location. To access the order, users simply enter the assigned number and .NET Workflow Server retrieves the information.

Future plans include the automated capture and recognition of supplier invoices.

Relationship

There were other options, but we wanted a full solution," Holmes said. *"Other vendors could only give me standalone products; they couldn't take the order process from 'cradle to grave.' Inpute said they could provide an integrated solution. I was a bit skeptical at the start, but they were very good ... We put it together with a bit of hard work and testing and it is fantastic."*

According to Eamon Holmes *"Our relationship has been excellent. Inpute consultants are very professional and always driving to the next level. They don't look at a problem in isolation, but how we can impact the whole and come up with solutions..."*



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BENEFITS FOR CASEY'S

Top-notch service for customers, suppliers and employees

With the implementation of Open Text solutions integrated with Microsoft Dynamics NAV, Casey's transformed its order fulfillment process from a laborious, error-prone annoyance to an integrated, paper-free, and proactive enterprise content solution. Among other results, the furniture retailer:

- Eliminated fax machines and unessential printing resulting in a reduction in printing and stationery costs of more than 60 percent
- Reduced average time for order delivery to suppliers by up to eight days
- Increased profit margins by meeting discount deadlines and reducing duplicate orders
- Increased quality control and consistency of order-related processes
- Accelerated response time to customer inquiries by up to two weeks
- Minimised redundant tasks across branches with central, integrated management
- Downsized or reallocated employees to more productive roles by reducing order-related processing by close to 20 percent
- Supported distribution efficiency with accurate, accessible information