

“FormScape solutions have *revolutionized* the way we do business. We are now able to make our core financial processes more efficient while boosting employee productivity and improving responsiveness to customers and suppliers.”

– David Rowling
CIO
Punch Taverns

C A S E S T U D Y



Problem

- > Manual entry of documents into mainframe business systems was time consuming and error prone
- > Paper documents (POs, Invoices, and so on) were time consuming to access, making it difficult to address supplier issues efficiently
- > Inefficient, costly process for sending out invoices
- > Needed an IT infrastructure that could support company growth strategy

Solution

Punch Taverns integrated FormScape® solutions into its PeopleSoft® EnterpriseOne® ERP system to streamline its procure-to-pay and order-to-cash processes

- > Imaging and OCR capabilities automate document entry into the ERP system
- > Document storage enables easy, transparent document access through the PeopleSoft user interface
- > Integrated information from different PeopleSoft applications creates consolidated invoices
- > Document formatting capabilities output documents in the desired format and distribute them via print, email or the Web

Results

- > Significantly reduces paper and the need for manual data entry, thereby reducing errors and improving processing speed
- > Managers can view documents online, anytime, anywhere to quickly resolve supplier issues and improve customer service
- > Consolidated invoices reduce printing and postage costs
- > Retaining existing document format minimizes impact of new system on suppliers and retailers
- > Customized or personalized output to print (as well as fax and email in the future) improves service to retailers and suppliers
- > Online problem resolution reduces pub refurbishment timescales and efficiency
- > Increased efficiency enabled Punch Pubs to double the number of pubs owned and efficiently incorporate them into its operations in three months, without major increases in back office resources



COMPANY

Based in Burton upon Trent, Punch Taverns is one of the leading pub management companies in the U.K.

NUMBER OF PAGES PRINTED

15,000 documents per week

NUMBER OF PUBS

7,500

ANNUAL REVENUES

£428 M in 2003

FormScape Helps Punch Taverns Meet Aggressive Growth Objectives

Punch Taverns is one of the leading pub companies in the U.K.. The company owns and leases pubs to self-employed retailers who operate the retail business of the pub, basing rents on expected revenues. It supports these retailers with training, by helping determine the most profitable mix of product and services for their local market, and by supplying wholesale beer and food.

Punch Taverns' business strategy focuses heavily on growth – both by helping retailers maximize revenues for each pub and by aggressively acquiring new pubs. Indeed, the company has expanded from 1,400 pubs when it was founded in 1997 to nearly 7,500 today. To support this growth, Punch Taverns needed a highly scalable and flexible IT infrastructure. In 2003, therefore, the company replaced its legacy mainframe financial and business systems, which it had inherited from one of its significant acquisitions, with the more flexible PeopleSoft EnterpriseOne ERP solution. Punch integrated FormScape Document Process Automation solutions into its PeopleSoft solution to streamline and improve the efficiency of its Procure-to-Pay and Order-to-Cash document processes.

STREAMLINING DOCUMENT PROCESSES

Before implementing FormScape solutions and PeopleSoft EnterpriseOne, many of Punch Tavern's core business processes relied on paper transaction documents from customers and suppliers, including invoices for goods, purchase orders, remittances, checks and reports. The company manually entered more than 15,000 such paper documents per week into the mainframe system. The company used an external print bureau to print and manually store outbound documents such as purchase orders, management reports, project updates, EDI reports, rent invoices, cylinder invoices, goods invoices, statements, BACS remittances, and checks at an offsite print bureau.

Manual document processes made it difficult and time consuming to locate documents, approve purchase orders, and resolve disputes with customers. For example, a manager who had questions about a customer invoice would need to request a paper copy of the associated invoice from the print bureau, then wait for up to four days for the document to be delivered, a process that slowed response to customer queries.

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The FormScape Document Process Automation solution streamlines Punch Taverns' document processes as follows:

- > Imaging capabilities efficiently capture images of all inbound documents – including supplier invoices and checks – into the ERP environment. OCR capabilities automatically extract key information such as customer payments and project updates, for entry into the appropriate PeopleSoft application. This process eliminates paper and manual data entry; reducing errors and improving processing speed.
- > With FormScape solutions' document storage capabilities, geographically dispersed employees can use the PeopleSoft Web interface to access and view any data along with images of any financial document scanned into the system. For example, managers can now view scanned invoices online over the Web from any location or instantly verify checks against invoices and purchase orders.
- > FormScape solutions can extract information from different PeopleSoft applications to consolidate communications with suppliers or retailers. For example, prior to installing FormScape, Punch would send up to six separate invoices and statements a week to each pub manager in its capacity as landlord and beer wholesaler. FormScape allows Punch to send all of this information in a single invoice, reducing printing fees and postage.
- > FormScape solutions' formatting capabilities have allowed Punch Taverns to recreate its existing invoices and other documents to minimize confusion among its suppliers and retailers.
- > FormScape solutions can output documents to print (and will be used to fax and email documents in the future) to quickly provide retailers and suppliers with documents in the most convenient format.

FormScape Helps Punch Taverns Meet Aggressive Growth Objectives

IMPROVED EFFICIENCY AND PRODUCTIVITY, GREATER RESPONSIVENESS

All of these capabilities have dramatically improved the efficiency of Punch Taverns' business document processes, enabling the company to meet its objectives for maximizing revenues for each pub. As just one example, says Rowling, "When Punch buys a new pub, we often renovate that pub. Prompt payment to suppliers is necessary to ensure that construction work is completed on time. So keeping suppliers happy is critical. By providing instant, easy access to documents and information, FormScape solutions now help us quickly identify problems with suppliers and payments, resolve problems before they become issues, and make our entire supply chain more efficient."

SUPPORTING RAPID GROWTH

Combined, these efficiencies have also supported Punch Taverns' strategic growth initiatives by enabling the company to more quickly and effectively incorporate new acquisitions. Says Rowling, "In January, we purchased a competitor and doubled the number of pubs we own to 7,500. The combined PeopleSoft/FormScape solution and its ability to streamline our business and document processes have enabled us to integrate these new pubs within three months, without major increases in back office resources such as infrastructure and employees. Without these solutions, we would never have been able to integrate these new pubs so quickly."

Just as important, says David Rowling, CIO, Punch Taverns: "FormScape solutions have revolutionized the way we do business. We are now able to make our core financial processes more efficient while boosting employee productivity and improving responsiveness to customers and suppliers."



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ABOUT FORMSCAPE

FormScape is dedicated to helping companies target operational inefficiencies and communication barriers through Document Process Automation solutions. By uniquely integrating documents, processes and business systems, FormScape enterprise software solutions deliver faster action through real-time information. FormScape is the single-source for expertise spanning pre-packaged processes and ERP interface integration with document imaging, storage and output. Companies of all sizes use FormScape solutions to cut costs, improve working capital management and profitability, advance customer-supplier service, and ensure better control.

With more than 7000 customers, 50 partners, and offices across the globe, FormScape delivers in banking, finance, insurance, distribution, manufacturing, and healthcare industries. The company's clients include BP, CitiGroup, Blockbuster, DaimlerChrysler, Johnson & Johnson, Ingram Micro, Medtronic, Deutsche Bank, Wal-Mart, La-Z-Boy, Wells Fargo, Phillips, and Fujitsu.

Workers are more
productive

Suppliers are more
responsive

Customers are more
satisfied

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