



## Redeal

Telecommunications products leader boosts time, system and cost efficiencies with Esker DeliveryWare



Redeal, along with Ideal Electrical and Rexel, forms Redeal New Zealand, the local operating arm of REXEL Group, the world's largest distributor and supplier of electrical, data and telecommunications products. Faced with the dilemma of how to improve its supplier and customer communications, MPA offered Redeal the perfect secure, unassisted e-document delivery solution. Esker DeliveryWare has proven its worth to Redeal, by improving time and process efficiencies by 20%, raising productivity and offering a higher level of service to its blue chip customers like Telecom New Zealand, TelstraClear and their contractors.

### Configuration

- **Server:** Intel® Pentium® III servers, SAP platform
- **Clients:** 500 Microsoft Windows-based PC workstations
- **Esker DeliveryWare system:** Esker DeliveryWare for SAP and Lotus Notes

Redeal Ltd supports businesses in the electrical wholesale and telecommunications and utilities industry. It has over 500 staff and a distributed branch network of 75 sites.

Each month the company generates over 1500 purchasing documents, sent and received to and from suppliers and customers to its head office in Auckland. This had been largely a manual process.

Each member of the procurement team had to print off purchasing documents as they were generated from their desktop and fax them individually through. Not only was this a cumbersome and timely exercise, but more importantly manually sending these documents at an average of 7 minutes per fax was calculated to cost Redeal 175 hours per month in labour alone.

There were delays in waiting for confirmations that orders had been received. Further, it left the organisation open to inaccuracies in delivery and added a time lag onto the delivery cycle for international orders sent to wholesalers.

### Challenge

On deciding to integrate the systems of the importing arm of the company, Redeal inherited an information delivery system that was limited in its capacity to be used throughout the rest of the business.

Redeal saw this as an opportune time to look into an e-document delivery solution to deploy enterprise wide. It would aim to automate and speed up their purchasing process and better meet the communication methods of their suppliers and customers.

### Customer Requirements

Aside from Redeal looking to implement an e-document delivery solution to automate their purchase order process, it had some specific criteria the ideal solution should meet.

Firstly, it should be platform independent to integrate with existing systems. Documents had to be sent directly from its SAP ERP system, Lotus Notes messaging platform and consequently any other applications the business should use.

Secondly, to contain costs and become self-sufficient Redeal needed a solution that would avoid any modifications to its SAP system in any way. It also had to be easy to configure to enable staff to automate other processes in the future.

Last of all, Redeal's business is constantly evolving. To meet current needs as well as offer future capabilities, the solution needed to be scalable, to handle a large volume of documents as well as various document types. Redeal's business partner MPA, recognised that Esker DeliveryWare met those criteria best.



**DeliveryWare has definitely increased efficiency and improved the working environment."**

Darrin Hughes ▪ Business Development Manager  
▪ Redeal Limited

### Solution

Esker DeliveryWare is set-up as a core communication platform recognised by SAP on Redeal's network. Unlike other solutions, no modifications to SAP were required and Esker DeliveryWare was easy to configure. Each user can easily capture information to create a purchasing document and deliver it automatically from any desktop.

The speed of delivery of orders to vendors has been impressive. When testing the system, by the time Redeal picked up the phone to an international supplier to confirm an order had been sent, it had already arrived at its destination.

*"Within two days we had Esker DeliveryWare running, with only one hour of training required for our business users," says Jameson. "The high level of support we received from MPA makes us look forward to working with them to look at further ways we can gain new efficiencies from Esker DeliveryWare ."*



Since establishing Redeal, our focus has been on improving the business infrastructure and consolidating systems. Now we are at a point where we recognise that our business success and sustained performance rests on improving our methodologies and gaining incremental efficiencies. This is through solutions like Esker DeliveryWare."

Peter Jameson ■ IT Manager ■ Redeal Limited

## Benefits

Esker DeliveryWare plays a key part in Redeal's strategy to improve its business processes. Rapid payback period is expected within 12 months but already Redeal has begun to note the improvement to its system, service and costs.

Manual processes are removed so staff can focus on improved efficiency and response times leading to a higher level of customer service. An example of a key efficiency, is that delivery confirmation can easily be set up to email the sender, thereby removing the need to wait for fax confirmation and check page numbers.

The minutes taken off each transaction have added up to an estimated 20% timesaving. Further savings are in document delivery costs with office supplies such as pre-printed paper, toner, fax machines and phone lines.

Through speeding up order fulfilment and collection payment time, there are also perceived cashflow benefits to the organisation.

## Future

Esker DeliveryWare 's capability to capture information from any application provides Redeal with the opportunity to use it within other business units on other systems. Redeal's head office also looks to benefit from Esker DeliveryWare with invoice and internal report delivery.

The multi channel set-up of Esker DeliveryWare also easily enables documents and communications to be delivered via email, wireless message and archive, that can be considered in the future by Redeal.

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