



## BainUltra

Stimulating invoice efficiency and IT consolidation



For more than 30 years BainUltra has been developing the science of hydrothermo massage with one goal in mind: to improve the consumer's well-being. Since 1977, BainUltra has worked tirelessly towards the perfection of hydro-thermo massage. As the first manufacturer to develop and apply air jet technology instead of the traditional water jet, BainUltra has become the standard of excellence in the massage therapy bath industry. BainUltra also offers a wide range of care product accessories to compliment these luxurious bathtubs.

### Initial challenge: Reduce the time and cost associated with mailing invoices

As BainUltra's business has flourished, the company has both expanded its customer base and increased the size of its organization. With this growth it became apparent that there were significant inefficiencies in the processes the company employed for customer communications. One major source was the high cost of postage associated with mailing customer invoices to the United States. A second resource drain resulted from the massive amount of time BainUltra customer operations employees required to physically assemble, stuff, seal and mail invoices.

Before Esker DeliveryWare, BainUltra customer operations employees would print each invoice from Infor SyteLine, and then stuff, seal and stamp each envelope. The process was very time consuming and prone to human error. In addition, the price to mail invoices from Canada to the United States was almost \$1.00 per envelope. Mailing 1,300 envelopes a month with two pieces of paper in each one, mailroom costs were becoming a burden on the business.

Business leaders at BainUltra first turned to their IT team to determine what technologies it could put in place to address these issues.

"We wanted a solution that would keep things simple for everyone. We didn't want to undergo an overhaul of our existing infrastructure or implement something that would require a lot of ongoing attention. The IT team does not have the bandwidth to deal with those types of issues," said Nicolas Beaumont-Frenette, IT Manager for BainUltra. "We soon came to the conclusion that the best way we could minimize the costs and time spent on delivering invoices was to outsource the entire process."

### Solution: Esker DeliveryWare and Mail on Demand

Working with its consultant, Bell ICT Solutions, a division of Bell Canada, BainUltra identified Esker DeliveryWare as its chosen solution. Esker DeliveryWare provides a single platform for automating the flow of transactional business documents directly into and out of ERP systems and other enterprise applications, eliminating manual order entry and physical document handling to save time, reduce costs and improve accuracy. To automate the delivery of physical mail, Esker DeliveryWare sends billing documents to Esker-hosted production facilities that provide fast, high-quality, cost-effective mail processing.

Now with Esker DeliveryWare, invoices for U.S. customers are automatically captured from Infor SyteLine and then sent electronically to a mail facility in the United States. Here the invoices are prepared and mailed to the recipient, and costs an average \$.77 per envelope.

"We are saving an hour of manual labor a day and a significant amount of money on postage by outsourcing the mailroom processes. We can now take these savings and put them towards new projects that will directly enhance our customer service," said Beaumont-Frenette. "Esker has been able to provide us with the peace of mind that we offer our own customers."



Esker DeliveryWare allows us to grow faster by focusing on the business. We can put our resources into new projects instead of supporting existing technologies.

Nicolas Beaumont-Frenette ■ IT Manager ■ BainUltra

“After implementing the Esker solution specifically to save on sending invoices and to reduce DSO, I was thrilled to realize that I could replace two old software products with a solution that was already in house — so I didn't need to buy new hardware and new software and train the IT staff.

Nicolas Beaumont-Frenette ■ IT Manager ■ BainUltra

## Expanding use of Esker DeliveryWare

Next, Beaumont-Frenette faced the challenge of consolidation to reduce the number of technologies in-house at BainUltra. As part of this effort he needed to replace two outdated systems — a JetForm forms printing server that had reached end of life, and an Omtool Fax Sr. fax server that was no longer supported.

## Fax on Demand

BainUltra now uses the fax counterpart of the Esker DeliveryWare postal mail service option to automate delivery of order acknowledgements, shipping confirmations and purchase orders. And because it came with Crystal Reports built in, Esker DeliveryWare was able to take over and improve upon the process of transforming plain text feed into well-formatted documents.

## Benefits

With Esker DeliveryWare at the heart of its document processes, BainUltra has realized immediate benefits.

### Performance improvement

- Significant postage cost savings
- Quicker invoice turnaround
- Days Sales Outstanding (DSO) rate reduction
- Fewer errors associated with manual processes
- Less resources allocated to IT/admin tasks and more time for core business activities

### Reliability and stability

“The old fax server was not very reliable, and it was sometimes very hard to follow how the messages were processed by the server,” said Philippe Delarosbyl, Programmer-Analyst at BainUltra. “I haven't had any problems working with the Esker platform. As an administrator I can see what's happening with the server and the queues. With Esker it's much easier for me to give information to my customers who want to know the status of their faxes.”

## Internal and external customer satisfaction

BainUltra's credit department also appreciates the Esker solution. “Customers get their invoices faster and those who want to take advantage of our early payment discount love it!” said Beaumont-Frenette.

With the migration from JetForm to Esker DeliveryWare, BainUltra re-created some forms and enhanced their layout. “We've heard positive comments about the look of our new documents,” said Delarosbyl. “They are more appealing than what we had before.”

## Support

“We spent one day in training to install the software and set the configurations. Since then there have been no problems,” said Beaumont-Frenette. “When we have had questions about how to do something, Esker has been quick to respond and the support has been superb. In fact, our team has never experienced better support from a software company.”

## Future Plans

“We have several other processes that we know are good candidates for automation with Esker DeliveryWare,” noted Delarosbyl. “We're convinced that we can optimize the order entry part of the business and save a lot of time there, and eliminate a lot of the difficulty with printing a fax and entering it into the system, and then finding the fax and trying to find it again when we need a copy.”

BainUltra has also begun exploring the use of Esker DeliveryWare to process incoming checks from customers. “We've done some tests using the Dynamic Document Capture functionality to automate the entering of payments into our system, using the OCR capabilities for basic workflow,” said Delarosbyl. “We did a proof of concept to make sure that Dynamic Document Capture was really as good as Esker said, and it turned out that it was.”

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