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BUSINESS CHALLENGE

To drive down costs, improve customer communications, and reduce business risk, Orio sought to streamline and modernize its invoicing, delivery and customs documentation systems.

TRANSFORMATION

Orio worked with Macro 4 and its Nordic partner, C-Net Systems, to implement the Columbus enterprise information management system. Orio chose the solution because it was straightforward to implement, offered immediate benefits to the business, and could scale up over time to meet the company's growing strategic priorities.

> We have an excellent working relationship both with C-Net and with the Macro 4 team. This has developed from a responsive and supportive one to much more of a strategic partnership which is a really important part of why we continue to expand our use of the Columbus system.

Leif Karlsson, Manager IT System Development & Support, Orio

ORIO AB GROUP

Delivering cost savings, a faster speed of response to customers, and regulatory compliance with Columbus enterprise information management

When Saab Automobile Parts was renamed Orio in November 2013, the company decided to build on 70 years of experience and expand the business to cover the best quality spare parts, not just for Saab vehicles but for most other popular car models on the market. Orio has a presence in ten markets around the world and additionally works with 40 importers serving 2,200 affiliated workshops globally.

Orio also operates a full-service third-party (3PL) logistics service to e-commerce organizations both in the automotive and other industry sectors. Flexible warehousing, smart add-on services such as integration of customers' order systems with Orio's own logistics system, and fast delivery times are all part of this offering.

BUSINESS BENEFITS

90% DECREASE IN COST of printing, paper and postage by switching to eInvoicing

IMPROVED CUSTOMER SERVICE through faster resolution of invoice-related inquiries

ENHANCED CUSTOMER COMMUNICATIONS and brand image with modern, dynamic templates for invoices, credit notes and delivery notes

LOWERED BUSINESS RISK by introducing a new export documentation system

DRIVING DOWN COSTS WITH EINVOICING

"In the past, our copy invoices – which we are legally required to keep for ten years – took a lot of physical storage space. Some of these invoices weren't even kept here on site so you can imagine how much that slowed us down in responding to customer inquiries and providing copies when requested by our auditors," said Leif Karlsson, Manager IT System Development & Support, Orio.

"Not only that, when you think that we generate more than 40,000 multi-page invoices every year, the cost of printing, paper and postage alone was becoming a huge financial burden," continued Karlsson.

The time had come for Orio to take a strategic view of their processes and costs and make some radical changes. And that's where C-Net Systems and Macro 4 came in – with the introduction of a new eInvoicing system, part of the Columbus suite.

Columbus includes a central repository which automatically captures the invoices and delivery notes generated daily by Orio's ERP system. Columbus turns the invoices into PDF documents and sends them to Orio's customers by email. Delivery notes are routed by the system to the correct printer in the warehouse ready to be packed with the orders.

Customer service staff can now instantly call up these documents on screen, enabling them to quickly deal with customer inquiries. Requests from auditors are also easily met.

"Now that we send out invoices by email, they reach our customers faster, and often before the goods arrive. Customers can easily match goods received against the invoice as part of their cash allocation process which means happier customers – and a better chance of prompt payment too," said Karlsson.

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Although it wasn't part of the initial business requirement, we're finding real value in the ease with which we can now extract and analyze the data in Columbus to support our business decision-making.

Leif Karlsson, Manager IT System Development & Support, Orio

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IMPROVING CUSTOMER SERVICE AND ENHANCING CUSTOMER COMMUNICATIONS

Karlsson was able to set up the initial implementation of Columbus in-house himself after attending a workshop at Macro 4. Supported by Macro 4 and C-Net Systems, he and his team have since grown Orio's use of Columbus using the document composition software which is part of the suite.

Alongside the introduction of the eInvoicing system, Orio wanted to improve its customer communications by creating new templates for invoices, credit notes and delivery notes.

"The documents we produced before just didn't look very professional; the layout was static and difficult to change," said Karlsson. "And we used to print the delivery notes on old line printers in the warehouse so you can probably picture how basic these looked."

The document composition element of the Columbus system enables Orio to dynamically insert commercial and other marketing messages into the documents to make the most of this important customer touchpoint.

"The Columbus system is so easy to use that our own marketing team can design and implement promotional offers themselves which are added into the delivery notes," said Karlsson. And to cater for their logistics business, Orio can now create individually branded delivery notes, incorporating their customers' own logos and graphics.

LOWERING BUSINESS RISK WITH NEW EXPORT DOCUMENTATION SYSTEM

Something that sets Orio apart from its competitors is the automated system it uses to produce export documentation, which is essential for all shipments to clear customs when crossing international borders. Many of Orio's competitors outsource this process – or do it manually – which increases the lead time for dispatching customer orders.

Using the Columbus document composition software, Orio's IT team were able to quickly and easily create the 20 different formats of export documentation required by customs authorities.

"Accurate export documentation is crucial to our business, enabling us to meet our compliance obligations for cross-border shipments. Before we got Columbus, we had been relying on an unsupported PC application to produce our export documents," said Karlsson. "This was a real problem for us because if the application had stopped working or experienced disruption, it would have presented a significant risk to our business and delayed our whole shipping process."

With Columbus, Orio now has a robust, modern and reliable system which enables them to meet the varying regulations from the authorities in the different countries where they ship.

The solution has also delivered a number of additional benefits.

"Although it wasn't part of the initial business requirement, we're finding real value in the ease with which we can now extract and analyze the data in Columbus to support our business decision–making," said Karlsson.

"We have been working together for more than ten years so the relationship we have with C–Net and Macro 4 has been elevated from just 'supplier status' – it's now much more of a strategic business partnership, which is a really important part of why we continue to expand our use of the Columbus system."

THE NEXT STEP

Read about other companies who have used Macro 4 software solutions to transform their organizations **www.macro4.com/resources** or contact us to learn more.

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