Jigsaw technology

Success Story

> **Suntory (Aust) Pty Ltd Increases Productivity & Customer Satisfaction with Introduction of a Flexible e-Business Solution.**

Premium liquor distributor, Suntory Australia, is focused on remaining responsive to the needs of its trade partners while continually improving business operations. Working with Jigsaw, a Microsoft Gold Certified Partner, and leveraging its existing IT infrastructure, the company implemented a flexible e-business solution based on the latest Microsoft Dynamics technologies. This implementation has enabled Suntory to improve efficiency and productivity, increase customer and partner satisfaction and connect people with the information they need.

Situation

Suntory (Aust) Pty Ltd is part of the International Liquor division of the global Suntory group. The company distributes and exports its extensive portfolio of branded liquors and spirits, such as Midori, Jagermeister, Cointreau, Frangelico, and Glenfiddich, to customers around the country and in select international markets.

Locally, Suntory's Australia-wide distribution reach is enabled by extensive supply chain networks, including long-standing relationships with many of the country's major retailers and independent wholesalers.

Its success in this competitive market is due in part to its focus on remaining responsive to, and often anticipating, the changing needs of its customers and other trade partners, while continually improving business operations. Suntory identifies technology as having a critical role to play in supporting this commitment.

Managing a vast number of transactions with numerous partners through a (then) manual and costly order and invoice management process, Suntory recognised the opportunity to introduce business efficiencies and improve customer interactions.

"In automating the order management process, our goal was to increase accuracy and reduce paperwork and order processing time, while retaining flexibility to meet the unique requirements of our trade partners and providing better visibility and control for all stakeholders" says Cristiana Samfirescu, Business Applications Manager, Suntory Australia.

Solution

Suntory began investigating e-business solutions enabling Electronic Data Interchange (EDI), the globally accepted method for exchanging standard business documents, and a seamless integration with its existing Enterprise Resource Planning (ERP) system – Microsoft Dynamics NAV. In doing so, they turned to Jigsaw, a Sydney based Information Technology and Communication solutions company. With a longstanding business relationship dating back to 2000, Jigsaw is one of Suntory's trusted IT business partners.

"Jigsaw is our solution provider for Microsoft Dynamics NAV. Our consistently positive experience with them over the years has resulted in a sound business relationship and made them a natural choice for our e-business implementation", says Ms Samfirescu

Jigsaw quickly grasped Suntory's vision for its e-business system and the unique challenge it faced to create a solution which provided the efficiency of automation while remaining highly flexible and completely configurable to the unique and changing needs of its customers and other trade partners. Each organisation with whom the Suntory system interfaces for electronic exchange of documents has different processes, forms, document formats and standards.

Jigsaw's solution was scoped in close collaboration with Suntory and designed to leverage Suntory's existing IT investments while allowing for the flexibility which it required. Commencing with Jigsaw's initial installation and configuration of a Microsoft Dynamics NAV Commerce Gateway, BizTalk server, SQL server and Visual Studio, each individual integration project involved detailed scoping and system customisation to specific customer or partner requirements.

Suntory completed each integration project through a comprehensive testing and accreditation process with each of its new e-business trade partners. To date, the solution has been implemented with three major retail customers and a key partner and, with a flexible system in place; Suntory is ready to expand its e-business model throughout its supply networks.

Case Study Highlights

Business Situation:

Suntory wanted to reduce order processing time and provide better visibility into the order management process, while maintaining flexibility to meet the specific needs of its various trade partners.

Solution:

Suntory worked with Jigsaw, a Microsoft Gold Certified Partner, to introduce a flexible e-business solution enabling a seamless integration with key customers and partners.

Key Benefits:

- Automated process deliver greater efficiency and productivity

- Streamlined interactions with customers and partners drive increased satisfaction.

- People are connected with the information they need.

Business benefits

For Suntory, implementing the e-business solution has enabled the company to improve efficiency and productivity, increase customer and partner satisfaction and connect people with the information they need.

Automated processes deliver greater efficiency and productivity.

The previous manual order and invoice management process was both time consuming and prone to inevitable human error. Today, Suntory is able to electronically receive Purchase Orders and automatically turn them into Sales Orders and then into Invoices. Further, it is able to automatically confirm orders and, directly via the system, issue electronic Purchase Order Confirmations, Advance Shipping Notifications and eInvoices to its customers.

The magnitude of actual productivity improvement and cost saving is illustrated by the reduction of time in the processing of orders from one particular customer. A process which used to absorb 10 person hours to complete today takes less than two person hours – an increase in efficiency of over 500%.

The above productivity improvements have also contributed to a reduction in the number of days in the order-delivery-invoice-payment cycle. This has a further positive impact on cash flow within the business.

Streamlined interactions with customers and partners result in increased satisfaction.

The customers and partners with whom Suntory is now transacting electronically, are also realising the benefits of efficiency gains resulting from streamlined business interactions with Suntory.

"Our trade partners value the reduced order processing time, the increased accuracy of order related documentation, and the integration of these documents with their own automated systems. The e-business integration has also significantly reduced the workload for our partners while reducing time spent in verbal communication and follow up.", Ms Samfirescu said.

The productivity improvements and reductions in data entry errors have enabled Suntory customer service teams to spend more time on value-added activities rather than managing a manual process. While customers are also able to track progress within their own system, when queries do arise, the Suntory team is able to provide a greater level of insight to its stakeholders.

The inherent flexibility of Suntory's e-business solution further enables it to quickly accommodate the changing needs of customers and partners as dictated by their own processes and systems, thus also directly contributing to a positive business experience.

People are connected to the information they need.

The e-business system implemented at Suntory enables real-time visibility of the status of an order or invoice at any stage of the process. Individuals or groups can be automatically kept informed of events and milestones. For example, an email notification being sent to a State Sales Manager advising him when a purchase order is received from a particular customer.

Customers and partners receiving automatic order confirmations and advance shipping notices are kept up-to-date with the progress of their order and are proactively advised of any issues, ensuring that an efficient supply chain cycle can be achieved.

A Word from Jigsaw

"This project is a great example of the huge productivity gains that can be made by automating core business processes like order management, and the use of Microsoft technologies to integrate EDI with core business systems," said Steve McGrath, Managing Director, Jigsaw.

"We look forward to continuing to help Suntory improve its business operations through technology."

About Jigsaw

Established in 1992, Jigsaw is an Information Technology & Communication solution company specialising in planning, building, auditing and maintaining the IT&C needs of its customers. A Microsoft Gold Certified partner, Jigsaw offers a comprehensive range of solutions including Microsoft Dynamics NAV, e-Commerce Gateway and CRM; all further supported by its core IT consulting services.

For more information visit www.jigsaw.com.au or call the Jigsaw team on (02) 9672 4222.