

Innovative B2B process delivers improved quality of service to suppliers



CASE STUDY: GARADOR

Garador, one of the UK's leading manufacturers of garage doors and accessories, implemented Wesupply's B2B electronic trading platform to enable cost savings across its order cycle and improve quality of service to customers, and now plans to extend this service across its key suppliers.

Background and Challenges

Garador Limited are "the garage door people", manufacturing garage doors and accessories. They are part of Europe's largest garage door manufacturer, and the company's products are available in builders' merchants and specialist garage door stockists across the UK.

Garador had been electronically processing invoices with its customers for over twelve years. Following requests from their major merchants, Garador joined an EDI initiative for the automated exchange of invoices. This was performed by an external software house, but the system had significant limitations, and Garador was challenged with complicated and problematic programming to bring new customers onto the system, often taking months at a time.

A further initiative was launched by a key customer, requiring the electronic transfer of both orders and invoices. This would have been a lengthy and

complicated process for Garador's internal IT team, taking them away from other critical projects.

"To support the growth of our business, and the competitive nature of the industry, we required an easy-to-use and configure electronic trading solution which would enable us to respond quickly to customer requirements and enable scalability for future growth."

Emma Hannam, Commercial Manager at Garador.



THE SOLUTION

Garador implemented Wesupply's fully managed B2B Electronic Trading Service to rapidly integrate its business processes with those of its customers.

As a result, Garador replaced time-intensive order entry and invoice-matching with an integrated solution, to enable an automated and flexible process of exchanging data with its customers.

"Wesupply has enabled Garador to streamline its incoming order and invoicing process, whilst providing full visibility into the order cycle, thus improving invoice matching and ultimately cash flow."

Jerry Quinn, Industry Director at Wesupply

INTELLIGENT BENEFITS

Wesupply initially connected Garador's key customers to the system, and within weeks they were fully engaging with them to electronically exchange orders and invoices.

"Wesupply understands the value of our data and necessary cross referencing of information, whilst providing us with expert support to quickly and effectively onboard new customers to the system." Said Ms Hannam. *"Being responsible for the internal -sales staff, technical staff, and data systems, I need to ensure the efficiency of my team is fully optimised."*

Wesupply's solution is provided as 'software-as-a-service' enabling collaboration between Garador and its key customers without the need to install costly and high-maintenance software.

This delivery model supports Garador's plans to roll the system out to more customers, regardless of their size or technical capabilities. Garador is also using the same system to connect electronically to two of its own key suppliers in the coming months.

"Using Wesupply, we have realised a significant reduction in the number of order and invoice problems to resolve and the time taken to deal with any issues; identifying any problems earlier in the cycle and before they impact performance."

Ms Hannam, Commercial Manager at Garador.

Key business benefits realised so far include:

- Increased order processing volume by 50%
- Reduction in time necessary to resolve order issues
- Significant improvement in invoice matching
- Improvement in cash flow
- 60% reduction in manual order errors and disputes

"Subscribing to Wesupply's fully managed service has enabled us to increase the volume of orders processed by approximately 50%, and undoubtedly reduce the number of man hours required for order entry." said Ms Hannam.

"Improving the quality of service to our customers has resulted in cost savings across the order cycle and provided us with even greater confidence in the service we deliver."

VIEWPOINT

"With the manufacturing industry becoming more competitive and price sensitive, it's not only the quality of products which you must get right, but also the quality of service."

Emma Hannam, Commercial Manager, Garador

"Customer satisfaction is vital to the long term success and growth of Garador, and Wesupply is delighted to continue to support Garador in being able to even better service its customers and manage its suppliers."

John Luscombe, Client Services Director, Wesupply