



Afibel Tailors Automic Dollar Universe to Manage Invoicing Processes

Founded in 1954, Afibel specialises in providing women over the age of 50 with off-the-rail, high quality, classic, elegant, feminine clothing that looks stylish on all occasions. Over 1.5 million active customers make their purchases using mail order and the Afibel.fr web site. Afibel's growing online presence is being used to offer more personalised services, increased levels of interaction as well as tighter security controls to its customers.

Business Challenges

With business operations in France, UK and Belgium, Afibel has centralized IT Systems in France where invoicing systems executing on behalf of each brand and country run. Each business unit generates a significant amount of retail and merchandising data that needs to be processed. The faster data is uploaded, retail and finance systems are updated and reports distributed, the better informed Afibel management is when making business decisions. If Afibel could successfully schedule the uploading, updating and reporting using this data, it would increase the speed of its invoicing processes.

"We have a huge number of scheduled processes, the most important of which concerns invoicing," explained Frédéric Vast, Director of IT systems at Afibel. "There are far-reaching consequences for production if they don't function. If there is even the slightest problem, the entire chain of warehouses will be paralysed."

BUSINESS CHALLENGES

- Daily mass order management
- Decentralized organization and manual coordination
- Continuous operations

AUTOMIC SOLUTION

- Full automation of the invoicing system
- Centralized control and management of business processes
- Integration of both internal and external data flow

CUSTOMER BENEFITS

- Invoicing processing time reduced by 75%
- Enhanced productivity and increased levels of customer satisfaction
- Warehouse processes optimization
- No more delays in delivery

"Reusable objects, parameters and templates mean you don't need to reinvent the wheel when creating new workflows"

Frédéric Vast
Director of IT systems

Afibel carried out internal reviews in order to determine which product in the marketplace would best meet its complex needs. The IT team within Afibel was tasked with finding a provider that would develop, install and configure a product as well as the training needed to get internal users up to speed. Afibel selected Automic's Dollar Universe to automate and manage its application processing flows.

Automic Solution

"There are very few providers on the market who can fulfill all of our criteria," said Vast. "We were looking for a supplier who could help us automate our company-wide invoicing system, and Automic did just that. They were able to come on site to install and test updates and train us to on how to use the new features. There was no need for us to go through an external service provider."

Before implementing Automic Dollar Universe, Afibel reviewed its internal IT processes. Jobs that were previously controlled manually have been fully automated. Dollar Universe has since been completely integrated into business processes and forms the cornerstone of the IT system.

There are two main teams within Afibel that regularly work with and manage Dollar Universe. The Production team is responsible for integrating, launching and executing application processes, while the Research and Development team is responsible for developing new applications, as well as designing scheduled processes which support the ongoing maintenance and upgrade of the overall IT system. Together, the two teams work cohesively to optimally manage IT workload across the Afibel landscape.

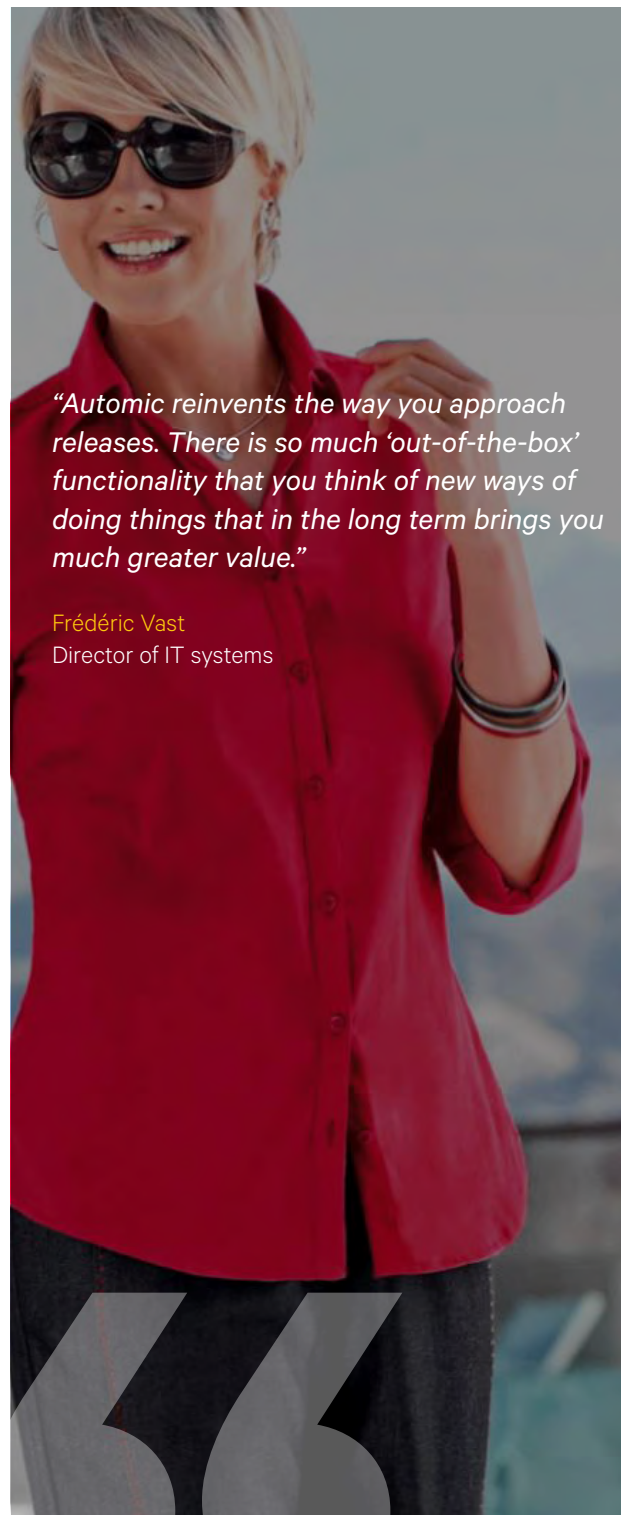
“Automic Dollar Universe was fully implemented in just six months. It has been integrated into the entire group of brands while taking into account exchanges between our Production department and our Partners. While we have regularly updated our workflows, today 80% of the original structure is still the same - proof that this product was the best solution for our requirements,” said Vast.

“We now have a tool that allows us to efficiently manage, schedule, monitor and control all of these processes,” added Vast. “With Automic we have a partner that is focused on innovation and continual improvement of their products with features that are best matched to the needs of its customers.”

Afibel Benefits

For Afibel, the return on investment was rapid, despite process complexity, due in part to the multitude of brands and countries. Launching processes to run in parallel has reduced the time invoicing takes from four hours to just one – a 75% reduction. In addition, the company has seen an increase in productivity thanks to faster turnaround times for its invoicing systems, resulting in streamlined business processes.

“With Dollar Universe, we have seen a real improvement in the management of our applications. As a result, we have optimized processing in our warehouses, which means we no longer see delays in deliveries. For us the return on investment is principally qualitative rather than financial, notably with regards to enhanced company productivity and increased levels in customer satisfaction.” concluded Frédéric Vast



“Automic reinvents the way you approach releases. There is so much ‘out-of-the-box’ functionality that you think of new ways of doing things that in the long term brings you much greater value.”

Frédéric Vast
Director of IT systems