

CASE STUDY

Remittance Processing in Dell EMEA



SUMMARY

Dell Computer Corporation is one of the world's largest suppliers of PC's and computer equipment. In 2006 Dell's revenues were \$56 billion, placing it 28th in the Fortune 500 list of the world's largest companies.

Dell maintains its leading position in the market through a well-established direct sales model. By dealing directly with end-customers, Dell avoids the additional costs of distribution channels and retailers. The result of this strategy has been continuing success and eminence in the market, allowing Dell to expand rapidly into new international sectors.

Software

b-Wize MAIL – leading edge software from Captiva for the processing of mixed customer remittances and associated paperwork. The software combines scanning, data capture, validation and export to Oracle Workflow and Oracle Financials.

Processed Documents

Customer remittances

Volumes

Up to 50,000 per day

Configuration

Windows 2000 Server
10 Kodak i260 scanners
10 Scanner workstations
1 Processing Image Server
30 Workstations for validation of automatic recognition
Oracle database

GOALS

Customers order Dell products via the Web or dedicated phone lines. When a purchase order without credit card is placed, Dell holds the order until confirmation of payment is made. This confirmation of payment is usually a remittance document from the customer's Accounts department. When the purchase order has been matched up to the remittance and payment confirmed, the order is then processed. Remittances may arrive several days after an order has been placed and, given that up to 5000 arrive per day at each site, matching each remittance back to the original order was a time-consuming and labour-intensive activity which seriously impacted on Dell's delivery schedules. Dell's goals were to cut down the manual work being done and to speed up the matching process, by using automated recognition.

SOLUTION

Dell has built its business systems exclusively around its Oracle software platform. Based on success in previous projects and compatibility with Oracle, Oracle recommended b-Wize from Informed Imaging as the scanning system to 'front' the Workflow and Oracle Financials systems.

To make the improvements it sought, Dell needed to automate the remittance/order matching system. However, given the unstructured layout of the incoming remittances and given that, in many cases, Dell is dealing with a new customer (about whom it holds no prior information), creating an automated system would be complex. The system enables 10 separate business units across Europe and the Middle East to scan remittances on a daily basis. All are linked to the Oracle database in Texas and, using full page OCR and language specific business rules, the system automatically locates and extracts key pieces of information from the images. This information is then used to match the remittances to the corresponding purchase orders. Finally, the information is checked by data validation clerks in the Far East and routed to an Oracle Workflow for production.



CASE STUDY

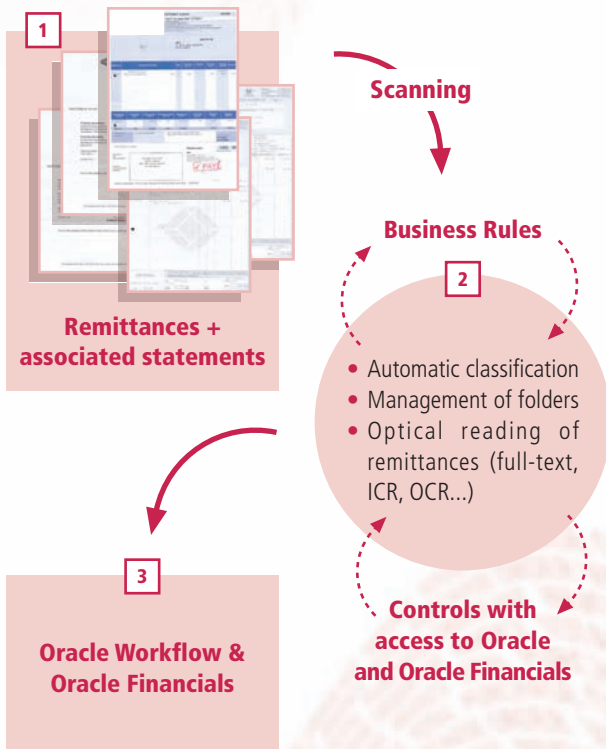
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BENEFITS

Implementing the remittance scanning and recognition system, the following benefits are achieved:

- Streamlines processes and speeds up the placement of orders
- Cuts labour costs
- Improves customer services
- Over 80% of remittances are now automatically matched to the correct order
- Allows Dell the flexibility to move its processing centres to any location in the world

b-WiZe PRODUCTION FLOW



Steps 2 & 3 - Business approval workflow

COMMENT

Mr T McCarthy, Project Manager, Dell

With the benefit of hindsight what is your view of the project?

'It has been a long hard road from our initial pilot in early 2005 through to establishing a global planning platform in 2006. The assistance and support of Informed Imaging has been appreciated and certainly pivotal in getting us to this phase of our global initiatives. We look forward to your continued involvement and support going forward.'

What benefits have you gained by automating your remittance processing?

The Informed Imaging system is distributed across the Dell network with scanning sites, servers, and data completion stations being located in different countries. This dispersion allows Dell to route work to the most cost effective locations; for example, workers in Asia carry out the manual remittance matching in cases when the system is unable to provide a reliable automatic match. This flexibility is highly important to Dell as it continues to review its business processes to achieve ever greater market competitiveness and cost savings.

'We are delighted to commend Informed Imaging to other large organisations that, like DELL, have a need to improve the efficiency and cost-effectiveness of core business processes.'

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