



COCA-COLA DISTRIBUTOR POURS LESS TIME AND MONEY INTO INVOICING—THANKS TO WEBMETHODS BPMS

Challenge

Since 1952, distributor Casbega has focused on the flow of Coca-Cola products in Spain. Recently, the company took a closer look at the flow of its processes—starting with accounting. Specifically, Casbega wanted to speed up invoice administration and reduce related costs. Document flow between branch offices and departments was too excessive, and e-mail was proving inadequate in driving workflow and managing files.

Solution

Casbega identified the need for best practices in its departments and a Business Process Management (BPM) solution to automate and optimize tasks and monitor processes. The company decided to take its Service-Oriented Architecture (SOA) strategy to the next level by using Software AG's webMethods Business Process Management Suite (BPMS).

Benefits

- 20 percent less time spent on invoicing
- 10 percent less internal cost spent on invoicing
- Standardized invoice approval rights, increasing consistency
- Greater visibility—digitized invoices and transmission can be viewed online, anytime
- Less “paper pushing” and fewer phone calls between offices and departments
- Optimized cash flow



Castellana de Bebidas Gaseosas S.A. (Casbega), established in 1952, produces, markets and distributes beverages registered under The Coca-Cola Company trademark. Casbega produces some 700 million liters, or 100 million cases, of carbonated and non-carbonated soft drinks, juice and mineral water a year and accounts for 23 percent of the total volume of Coca-Cola in Spain. The company has 15 regional offices, including an industrial complex in Madrid, and employs 900 people.

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“With SOA we will be able to make modifications and expand into the future in a simpler way and according to our business needs. We estimate that, with respect to invoice administration, for example, we will speed up the process by 20 percent and cut costs by 10 percent.”

Javier Goyeneche | Systems Director | Casbega

Why webMethods BPMS?

In 2006, Casbega began using a BPM tool to improve its communication infrastructure at a lower cost than a rip-and-replace approach. The solution offered significantly greater potential for process automation and optimization.

Casbega opted for Software AG’s webMethods BPMS Quick Start Edition 7.1 in 2008 because it offered functionality based on models, rules, metadata and composition as well as a solid architecture. In addition, webMethods BPMS integrated with the company’s existing IT infrastructure, specifically with its SAP systems. The solution also would provide global control and the ability to effectively track processes, explained Systems Director Javier Goyeneche.

“With the implementation of this BPM solution, our goal is to find out exactly what is taking place in our company,” Goyeneche said. “In other words, we want to learn about the processes, initially in the finance department, to then be able to optimize them as quickly as possible.”

Less paper, more control

webMethods BPMS offered Casbega a comprehensive process integration platform, meeting the requirements of all process stakeholders and working with any process type: document-centric, system-centric or human-centric. Business analysts and IT can collaborate on designing, testing, deploying and monitoring processes based on a single process model throughout the entire process lifecycle.

Additionally, with the suite:

- A simulation feature allows the calculation of process performance and optimization of resource requirements under real-world conditions, prior to deployment
- Process model functionality can be monitored and analyzed in real-time
- Task analysis shows the extent that human resources are contributing to process effectiveness, which helps in defining priorities when assigning tasks
- Human workflow is automated via user-friendly task routers

Optimizing processes—first in accounting

The goal of a BPM solution is to increase the efficiency of an organization’s internal processes, optimizing the relationship between internal and external tasks. To achieve this, an organization must structure its activities based on processes. Only then can they be automated and made more efficient so a company can adapt—faster—to market changes and be more competitive, which is vital in today’s business climate.

Casbega chose to begin using BPM by reorganizing and optimizing accounting processes. This meant having to modify the structures and roles in this department as well as those in the IT department.

Several project players teamed up to deliver the best solution. Casbega’s management played a part in the project leadership because BPM is a process of change that extends beyond technology and IT. Partner company tEnEntia, experienced in this type of project, collaborated with Software AG in the development and implementation.

The opinions of process “workers” and “owners” also helped define and implement the solution. In other words, those who conduct the processes as well as those who make it possible were included. BPM enables process owners and workers to implement change. Therefore, it’s necessary to provide them with support in the form of policies, rewards and recognition.

Handling 40,000 invoices more efficiently

Any BPM project must start by defining process characteristics according to possible selection criteria. So Casbega identified two criteria:

- First, processes that affect current spending with the goal of minimizing and optimizing these expenditures
- Second, processes that affect current income to maximize and optimize income

Following an initial evaluation, the company chose to improve and automate its process of handling invoices from service providers.

Every year, Casbega's accounting department processes 40,000 invoices from other departments and regional offices. The invoice approval process varies depending on the office and department. Invoices advance to different levels of approval, enabling the delegation of tasks and the automatic generation of reminders to the responsible employees at each level. All employees who process invoices keep a copy of each invoice as a record. The process is integrated with an accounting system controlled by SAP technology.

Adding up the results

Since implementing Software AG's webMethods BPMS, Casbega has optimized its cash flow, spent 20 percent less time on invoicing and reduced internal invoicing costs by 10 percent.

There's now one standard way to approve invoices—and digitized invoices can be viewed at any time online, reducing a reliance on paper. Feedback from users is very positive since there's less "paper pushing" between regional offices and departments and less time spent on the phone.

Because the webMethods BPMS is based on SOA, the suite enables modifications and future-oriented growth in a simple manner and according to business needs. So, looking ahead, Casbega plans to continue using BPM to optimize:

- Asset investment
- Customer entry and management
- Administration of applications for vending machines

KEY COMPONENTS

webMethods BPMS unites leading BPM and SOA capabilities to offer a comprehensive set of fully integrated tools for automating and managing processes. Business and IT can work together to design, simulate, test and deploy processes—then in real-time monitor those processes. They can optimize processes by integrating whatever resource is required across an enterprise—people, systems and documents.

Take the next step to get there – faster.

ABOUT SOFTWARE AG

Software AG's 4,000 global customers use our software to improve business processes and drive an agile IT infrastructure. Our customers' goals are to reduce costs and increase flexibility and efficiency. We help them do this by optimizing and governing their operations and aligning IT with the business goals.

Our leading Business Infrastructure Software portfolio is used for data and system integration and modernization. It fosters new levels of IT agility through SOA and allows the rapid creation of new business processes with BPM.

Our forty-year history of success ensures our customers have a reliable platform for driving future business results – faster.

Software AG – Get There Faster

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