

williamslea

Williams Lea is a business process outsourcing company, specialising in corporate information solutions.

Winning its first outsourcing contract in 1988, Williams Lea is firmly established as the market leader in its field. With 5,500 staff world-wide, the company has a strong track record of growth-five year compound growth in turnover has exceeded 30% per annum.

Williams Lea works with some of the world's most demanding organisations a bluechip client base which includes 12 members of the FTSE 100 index and a further 13 members of the Fortune 200 largest global companies. These companies are market leaders, for whom competitive edge depends on the delivery of an effective and consistent message and on optimising the efficiency of their back-office processes.

To facilitate this, many of these organisations are recognising the increasing importance of developing a corporate information strategy and understanding the communication channels that connect the organisation to its customers across the world. Williams Lea determines strategy and reengineers process on an enterprise-wide level, delivering significant benefits to its clients.

The project was conceived to create a single E-Commerce platform to support the purchasing of all the products and services required by Williams Lea and their clients. The company already had in place a number of systems to support these areas, but it was felt that a new solution would support different ways of working and improve processes overall.

The new solution was designed to integrate client-facing activities with back-office finance and management information systems, thereby creating a supply chain system that supports buying, sending orders to suppliers, recording the financial transactions for supplier payments and client billing and providing all the management information around this activity.

The Challenges

Williams Lea required a platform that could support their business processes for the sourcing, commissioning and purchasing of print-related products and services required by the business and their clients. With a number of systems already in place to support these areas, it was felt that a new solution would help support different ways of working and improve cost-effectiveness. In addition to this, the new solution would enable Williams Lea to achieve tight integration with client-facing activities, back-office finance and management information systems. Williams Lea were therefore seeking to put in place a single procurement platform that

could be used to address these improvements and which would be tailored to meet their specific requirements. A team of e-business specialists at Crimsonwing's solution centre was given the task of developing a sophisticated B2B e-procurement platform.

The first stages of the programme are at present in live operation in over 60 sites throughout the UK, and further stages are currently being rolled out to 40 more client sites.

The Solution

Intershop Partner Crimsonwing developed an e-procurement solution called Immedia. This solution is built on the Intershop Infinity Suite 6 platform and Procurement Channel to deliver all forms of procurement practised by Williams Lea in a single solution. Besides the sophisticated standard catalogue-based purchasing which features priced and 'to be priced' items, the solution also allows for the sourcing and commissioning of bespoke marketing print projects. Marketing Print uses a template driven RFQ process to select the optimum combination of bids from suppliers who login and post their bids directly in response to the enquiry.

Also included in the latest release is the online procurement of personalised stationery such as business cards. This required development of a graphics engine was able to interpret a set of rules

Key Business Benefits

- A state-of-the-art web-based E-Commerce supply-chain solution
- The creation of Immedia, a single platform delivering all types of procurement activity
- Huge cost savings
- Enhanced levels of supplier and customer service and an increase in administrative efficiency
- Increased accuracy in business decision making
- Streamlining administrative processes between Head Office and client sites



In October 2005 Intershop Partner Crimsonwing won the Channel Network Award for the E-Commerce Solution category, for its B2B solution Immedia based on Intershop's Enfinity. Organised by BPL Business Media Ltd, the Channel Network Awards recognise the best practices in client solutions. This reseller award was one of six, which focused on specific markets or technologies and rewarded excellence in innovation and implementation. The judges looked for solutions that utilised the Internet to deliver real business benefits to the client.

to create print ready business cards in postscript format. These may be viewed and approved online by the user and collected from the site by the supplier ready for printing. Immedia is also integrated with Williams Lea's warehousing system to allow users to call-off items stored in the warehouse for despatch to clients.

Intershop Enfinity Suite 6 provided the basic platform and through bespoke development on the platform we were able to fulfil all requirements.

All enhancements were met with excellent feedback from site users and the robust architecture is scalable and resilient to failover. All of the functionality is in live daily use and we have received positive feedback from all parties. Williams Lea now has more integrated processes in place and the project is acknowledged as their best implementation ever.

The Results

With its new e-procurement solution up and running, Williams Lea has been able to deliver all of its purchasing activity on a single platform, now integrated to their back-office finance and management information systems.

All of the functionality is in live daily use on over 60 client sites. Besides the procurement gains from focusing all purchases through preferred suppliers,

the administrative processes in reporting and clienting as well as the financial visibility of commitments have also been streamlined and improved. Savings are also expected from reduced systems maintenance by consolidating onto a single platform. One unexpected gain has come from the improvement in information which is allowing the finance team to process period ends much faster than before.

Since the system went live in October 2004, Williams Lea placed over 24,000 orders for goods and services. Their annualised run rate is still only around at about 10% of total spend that they want to push through the system, though this is rising monthly.

Even at this level of activity Williams Lea is seeing purchasing savings. By concentrating spend on preferred suppliers, administration is able to see improvements thanks to the handling of fewer supplier invoices together with a faster period end process. Further savings are anticipated thanks to a reduction in systems maintenance when they will be able to shut down their old systems. Williams Lea is aware that the new system has made life easier for people on their client sites and also procurement and finance. For people on client sites, their built-in approval processes ensure visibility of requisitions

prior to creating purchase orders and all order activity is automatically captured and made available in useful formats for discussion with clients.

Their vendor management team can now see detailed ordering activity down to purchase order line for every supplier and can manipulate this information for themselves to make decisions on suppliers and for negotiations on new contractual agreements. Their finance team has much greater visibility of financial commitments now seeing purchase order and goods received information before supplier invoices arrive. In voice approval is no longer required if it matches the order because managers gave approval before the orders were placed.

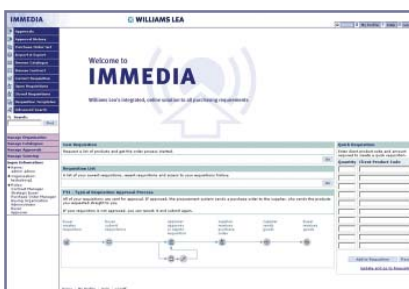
Although intangible, these benefits amount to significant improvements to the way people can do their daily jobs.

Intershop Product:
Enfinity Suite 6

Business Model:
E-Procurement

Industry Segment:
Hightech

Integration Partner:
Crimsonwing



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