



BainUltra

Automating the flow of transactional business documents while saving time and money with Esker DeliveryWare



For more than 25 years, BainUltra has been developing the science of hydro-thermo massage with one goal in mind: to improve the consumer's well being. Since 1977, BainUltra has worked tirelessly towards the perfection of hydro-thermo massage. As the first manufacturer to develop and apply air jet technology instead of the traditional water jet, BainUltra has become the standard of excellence in the massage therapy bath industry. It also offers a wide range of care product accessories to compliment these luxurious bathtubs.

With headquarters in Quebec City, Canada, BainUltra has grown from 70 to 250 employees in the past eight years. It sells directly to consumers, boutique showrooms and high-end hotels and spas as well as indirectly through resellers. A majority of its sales are generated from the US market. BainUltra uses Infor SyteLine as its primary ERP software, in order to assemble and distribute invoices and other business documents within the company's IT infrastructure.

Challenge: To reduce time and costs associated with physically mailing invoices by outsourcing the mailroom functions

Over the past several years BainUltra's business has flourished. It has both expanded its customer base and increased the size of its organization. As BainUltra grew, however, it became more apparent that there were significant inefficiencies in the processes the company employed for customer communications. One major source was the high cost of postage associated with mailing customer invoices to the United States. A second resource drain resulted from the massive amount of time BainUltra customer operations employees required to physically assemble, stuff, seal and mail invoices.

Before Esker DeliveryWare, BainUltra customer operations employees would print each invoice from Infor SyteLine, and then stuff, seal and stamp each envelope. The process was very time consuming and prone to human error. In addition, the price to mail invoices from Canada to the United States was almost \$1.00 per envelope. Mailing 1300 envelopes a month with two pieces of paper in each one, mailroom costs were becoming a burden on the business.

As organizations often do, the business leaders first turned to its IT team to determine what technologies it could put in place to address these issues.

"We wanted a solution that would keep things simple for everyone. We didn't want to undergo an overhaul of our existing infrastructure or implement something that would require a lot of ongoing attention. The IT team does not have the bandwidth to deal with those types of issues," said Nicolas Beaumont-Frenette, IT Manager for BainUltra. "We soon came to the conclusion that the best way we could minimize the costs and time spent on delivering invoices was to outsource the entire process."

I am confident that Esker DeliveryWare will do whatever we ask it to do. The job will get done.

Nicolas Beaumont-Frenette ■ IT Manager, BainUltra

Esker allows us to grow faster by focusing on the business. We can put our resources into new projects instead of supporting existing technologies.

Nicolas Beaumont-Frenette ■ IT Manager, BainUltra

Solution: Esker DeliveryWare with Mail on Demand

Working with its consultant, Bell Business Solutions, BainUltra identified Esker DeliveryWare as its chosen solution.

Esker DeliveryWare provides a single platform for automating the flow of transactional business documents directly into and out of ERP systems and other enterprise applications, eliminating manual order entry and physical document handling, resulting in saved time, reduced costs, and improved accuracy. To automate the delivery of physical mail, Esker DeliveryWare sends correspondence to the Esker on Demand Center, an external, outsourced mailroom that provides fast, high-quality, cost-effective mail processing services.

Now with Esker DeliveryWare, invoices for US customers are automatically captured from Infor SyteLine and then sent electronically to a mail facility in the United States. Here the invoices are prepared and mailed to the recipient, and costs an average \$.77 per envelope.

“We are saving an hour of manual labor a day and a significant amount of money on postage by outsourcing the mailroom processes. We can now take these savings and put them towards new projects that will directly enhance our customer service,” said Beaumont-Frenette. “Esker has been able to provide us with the peace of mind that we offer our own customers.”

Support

“We spent one day in training to install the software and set the configurations. Since then we haven’t heard from it. There have been zero problems,” said Beaumont-Frenette. “When we have had questions about how to do something Esker has been quick to respond and the support has been superb. In fact, our team has never experienced better support from a software company.”

Immediate benefits for BainUltra included:

- Reduced postage costs
- Saving time and eliminating errors associated with mailroom processes
- Quicker invoice delivery turnaround
- Increasing resources spent on business matters instead of admin/IT tasks

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