opentext™

Success story

Benders Sverige AB

Industry
• Manufacturing

Solution
• OpenText™ Communications Center Enterprise

Partner support
• Swedwise

Results

⟳ **Improved agility** through reduced document change times

$ **Lowered costs** with no need to involve IT for document changes/composition

⚙ **Improved customer and supplier relationships** with document personalization

Benders

Benders builds better communications with OpenText

OpenText™ Communications Center Enterprise delivers agile, personalized and cost-effective document output

"The ease with which we can produce documents and personalize them helps us stand out from our competitors. In today's increasingly digital workplace, where personal contact with customers and suppliers is decreasing, OpenText Communications Center Enterprise provides a means for us to maintain a personal edge and closeness."

Mathias Olsson
Operations Manager
Benders Sverige

Founded in 1960 by Karl-Erik Bender, and still family owned today, Benders Sverige AB is one of the leading manufacturers of roofing, landscaping, natural stone, insulation, walling and infrastructure products in the Nordic countries. Headquartered in Edsvära, just outside Kvänum in the Västergötland region of Sweden, the firm has multiple production facilities throughout Europe and about 30 warehouses, sales locations and distributors. Benders produces 12,000m^2 of paving each day, uses 130 million kg of cement each year, and makes enough roof tiles to cover 250 detached homes every day.

The construction sector is changing, from the basic ways of working from the past to the digital era. This is eroding the traditional model of close, personal contact with the customer. Increasingly, customers place orders using tools such as Electronic Data Interchange (EDI), via web portals or email, rather than over the phone, face to face or by fax. The electronic exchange of documents such as invoices, quotations and purchase orders has resulted in fewer opportunities to inform customers of new products, influence the products they buy, special offers or to include personal messages.

As part of the implementation of a new ERP platform, M3 ERP platform by Infor®, Benders decided to include the improvement of document composition and output as one of its strategic goals.

Mathias Olsson, Operations Manager at Benders Sverige expands, *"When we initially implemented M3, we effectively just lifted our document templates from the previous system. This meant that whenever we needed to implement a new document template, or even modify an existing one, the line of business concerned had to involve the IT department. This took time, sometimes many weeks, was prone to errors and affected our ability to make changes quickly."*

Selecting an enterprise class solution – Communications Center Enterprise

Benders turned to OpenText partner Swedwise who had been involved in the otherwise highly successful implementation of M3.

"While we did look at a number of suppliers, we were so impressed with the knowledge and professionalism of Swedwise, that when they recommended we look at OpenText Communications Center Enterprise (CCE), formerly StreamServe, we decided that it was the right solution for our needs," says Olsson.
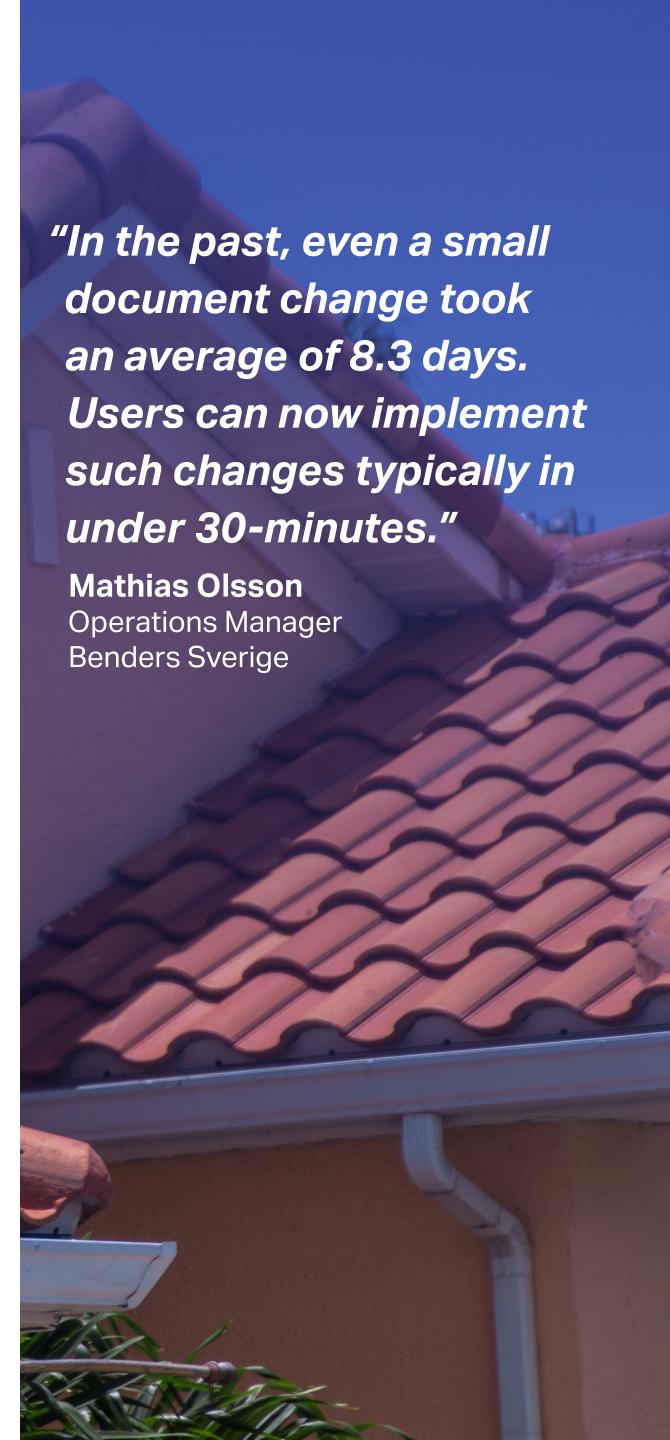
M3 ERP platform by Infor uses CCE for certain document output needs. However, for the extended, interactive needs of Benders, a project to implement the full capabilities of CCE was launched.

"Using Scrum agile development methodology, we quickly implemented the core framework of CCE and rapidly went live with our first document type, purchase orders. Working closely with Swedwise, the implementation of OpenText was entirely out of the box, i.e. no custom code development was required, hugely aiding the ability to quickly deploy the solution," says Olsson.

During the two-month period of the initial deployment, Benders also made a strategic acquisition of another business. It quickly adopted the necessary changes to the purchase order process into the solution, highlighting the agile and flexible nature of CCE.

Personalization and professional document presentation impresses

With numerous user roles now using the solution, including Channel Managers, Logistics, Purchasing and Sales, feedback has been very positive.

"In the past, even a small document change took an average of 8.3 days. Users can now implement such changes typically in under 30-minutes."

Mathias Olsson
Operations Manager
Benders Sverige

"Our account managers have received numerous compliments on the professional look and feel of documents, regardless of the form they are delivered in," says Olsson.

A wide and growing range of business documents are now produced by CCE including purchase orders, quotations, invoices, delivery notes, order acknowledgements and picking lists. Depending on the customer's preference of document type, it is straightforward for users to select to attach documents, such as PDFs, to an email or to have the document printed or prepared for other electronic delivery mechanisms, making the solution truly multichannel.

"The ease with which we can produce documents and personalize them helps us stand out from our competitors. In today's increasingly digital workplace, where personal contact with customers and suppliers is decreasing, OpenText CCE provides a means for us to maintain a personal edge and closeness," says Olsson.

Benders personalizes its quotations, for example, with details of the customer's account manager, including a photograph. The easy document composition capabilities of CCE allows additional products related to the quotation to be included too. Documents are quickly composed, customized and can be previewed by users, with no need to involve anyone else in the process. This speeds the time to deliver documents and reduces costs.

Business benefits of cost reduction and agility coupled with motivated users

With faster composition and delivery of documents, without the need to involve IT or a third party, Benders has not just reduced its costs.

"Feedback from our staff has been hugely positive. They feel much more involved and engaged, they can self-serve to meet their document needs, which in turn motivates them. This too has a positive impact on cost, efficiency and staff morale," says Olsson.
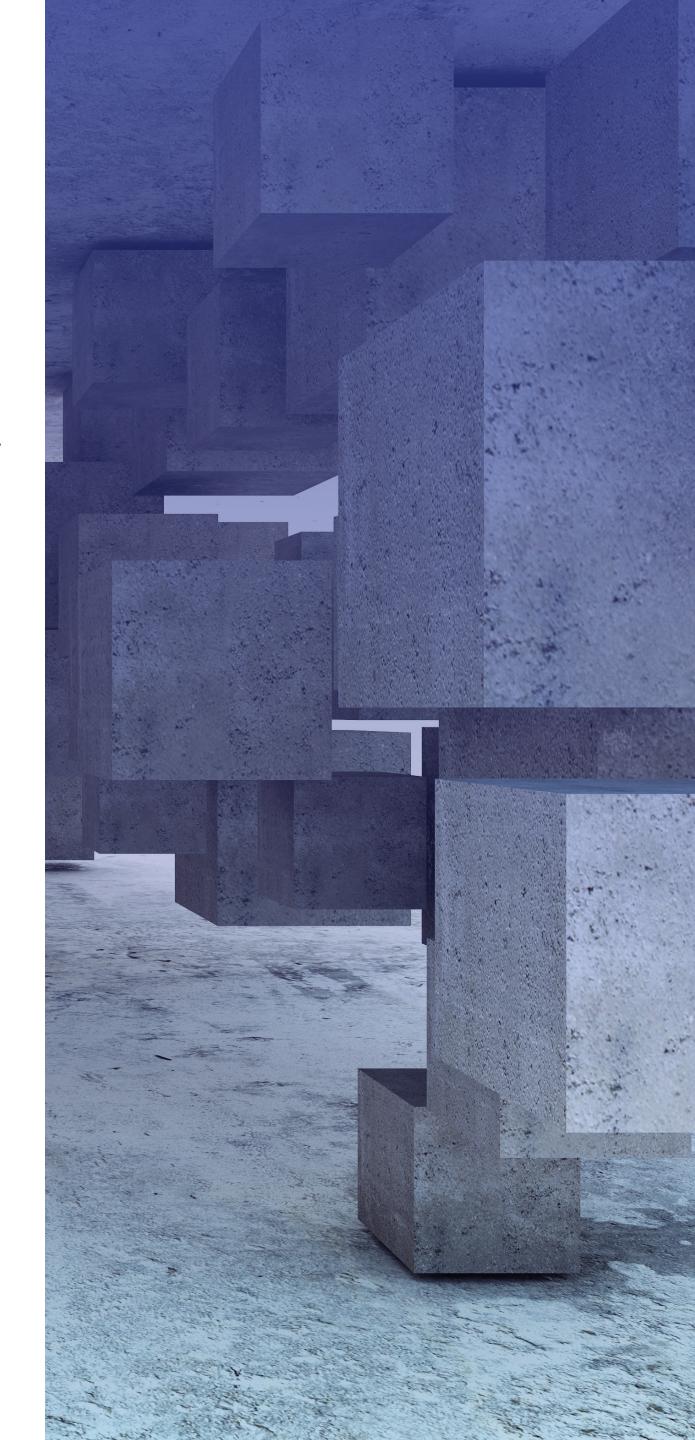
Benders can now seamlessly add information relevant to a customer quotation or a purchase order to a supplier, such as contact information, branch location and opening times.

The reduction in time to make even the simplest of changes has resulted in a much shorter lead time for new or amended documents to be available to users.

"Recently, we had to implement a change of head office phone numbers, including all individual direct-dial numbers. In the past, even a small document change like this took an average of 8.3 days. Users can now implement such changes typically in under 30 minutes," says Olsson.

Opportunities for future applications

With many core business documents now implemented and live using CCE, thoughts have turned to other potential applications. For example, Benders wants to implement a self-service portal for customers to access documents such as quotations, invoices, delivery notes and order acknowledgements. In addition, safety sheets for specialist glues and chemicals will automatically be printed with delivery notes, ensuring compliance with the latest regulations.

"OpenText Communications Center Enterprise has proved to be very easy to use, just one day of training and users are productive," says Olsson. *"The interface is intuitive and easy to use, and we are looking at implementing many other document types to further streamline and improve efficiency in our process."*

About Swedwise

Swedwise is an independent consultancy and solutions provider head-quartered in Karlstad, Sweden. Operating in the Customer Communications and Enterprise Information Management space, Swedwise is specialized in helping both commercial and public organizations in the automation and digitization of information-intensive processes.

www.swedwise.com

SWEDWISE Ⓢ

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

Customer stories ⬈

opentext.com/contact

Twitter | LinkedIn