



Indigo Books & Music Inc.

Integrating seamless, scalable document delivery with an SAP solution for fax communication and more



chapters.indigo.ca

Indigo Books & Music Inc., (TSX: IDG) was created in 1996, and merged with Chapters Inc. in August 2001 to become Canada's largest book retail chain. The company was the first in the book retail space to add music, gifts and licensed cafés to its distinctive store locations, and now has over 260 locations, as well as an online presence.

Challenge: To implement a document delivery solution that will integrate seamlessly with SAP applications and automatically send large volumes of business communications via fax

The IT team at Indigo Books & Music (Indigo) estimated that 8,000 of its 8,800 vendors processed faxes during a calendar year. It was running both SAP R/3 Enterprise 4.7 and SAP BW 3.5 on Oracle 9.2.0.6. While Indigo's warehouse management relied upon the SAP solution to process the bulk of its purchase orders, the book retailer also received a large number of purchase orders from smaller publishers. The basic needs of these three to four-person shops did not call for sophisticated EDI implementations to carry out business operations; thus, many of their orders needed to be received via fax. As a result, Indigo dedicated an employee entirely to manually processing faxed purchase order requests. A total of 520 faxes per day were processed.

In December 2005, Indigo began looking for a best-of-breed solution that would interact with SAP applications and automatically send faxes. SAP advised Indigo to consider two leading solutions; one from Esker and another from TOPCALL. After some initial research, Indigo issued an RFP, specifically asking for a live demo. Indigo selected Esker DeliveryWare to automate its faxed delivery of purchase orders, based on its ability to quickly integrate with existing infrastructure.

"Esker presented its solution in an excellent manner with its live demo," said Christine Botham, Purchasing Manager for Indigo Books & Music. *"Our decision was guided by two questions: Does it plug in and take off running, and can we build on it?"*

160 of the company's vendors receive their purchase orders via email, and the IT team hoped to find a solution with options to add more functionality down the road, such as the ability to send PDF purchase orders via email.

Solution: Esker DeliveryWare

Esker DeliveryWare automates the exchange of critical SAP application business documents between customers, business partners, and suppliers regardless of source, format, and destination. By automating the flow of documents into, within and outside the organisation, Esker DeliveryWare streamlines manual, paper-intensive processes — such as faxing.

Chief among a range of business and IT factors driving Indigo Books & Music's selection of Esker DeliveryWare were two key concerns — ease of integration and scalability.

"On the IT side, we were looking for how well the solution meshed with our current systems, at the overall ease of installation and of course, the cost," noted Botham. *"Similarly, on the business side we were looking for a solution that was scalable and easy to use, and met our requirement to eventually allow us the ability to send PDF purchase orders."*

Thanks to Esker DeliveryWare, Indigo Books & Music now can automate the delivery of its purchase orders directly into and out of SAP applications through fax and email.

Support

Indigo Books & Music has been running Esker DeliveryWare since August 2006. The company was extremely pleased with the implementation process. *"Everything was set up within two days. It wasn't too complex to understand and was very easy to test,"* said Oliver Dixon, Lead Basis Administrator for Indigo Books & Music.



We didn't expect the implementation to be that fast. We were able to grasp it in a short period of time."

Oliver Dixon ■ Lead Basis Administrator
■ Indigo Books & Music Inc.



It allows for a quicker turnaround in getting orders out the door."

Christine Botham ■ Purchasing Manager ■ Indigo Books & Music Inc.

Benefits/Future Plans

"Esker DeliveryWare has increased our confidence level in our communications with vendors," said Dixon. "Before, using our SAP solution alone, orders were printed but we had no way of knowing if they had been sent unless we rummaged through fax messages looking for errors. Esker DeliveryWare allowed us to receive error messages from only one source, rather than relying on manual intervention. Even our vendors have benefited from our use of Esker DeliveryWare. Purchase orders are now sent out first thing in the morning as opposed to late in the day."

Currently, Indigo Books & Music uses Esker DeliveryWare to fax purchase orders. In the future it hopes to use Esker DeliveryWare to roll out PDF purchase orders to send via email.

Immediate benefits for Indigo Books & Music included:

- Time savings over manual processes
- Flexibility and scalability
- Improved customer service
- Increased confidence in business processes

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