



MEDRAD

Automating the flow of inbound sales orders into SAP applications, while simultaneously reducing costs and improving accuracy



MEDRAD is a worldwide market leader of medical devices and services that enable or enhance diagnostic and therapeutic imaging procedures. The company's expertise is focused in four areas: Angiography, Cardiology, Computed Tomography, and Magnetic Resonance. MEDRAD is a U.S. affiliate of Bayer Schering Pharma AG, Germany, which is a subsidiary of Bayer AG. MEDRAD's headquarters are located 15 miles northeast of Pittsburgh, PA. Products are sold to hospitals and medical imaging centres in over 85 countries. MEDRAD's annual sales surpass \$411 million, and it employs more than 1,500 people based in 15 locations around the world. MEDRAD's computing environment centres around its enterprise resource planning solution, SAP NetWeaver Application Server 6.40. The application was first implemented in 1996. Mike Green is the technical analyst for MEDRAD. Mike has worked at MEDRAD since 1996 first starting on the IT Help Desk.

Challenge

As an organisation that conducts business with about 4500 customers, varying from large distributors to small end users, MEDRAD's customer support team handles large numbers of business transaction documents every day. The company appointed 8 employees responsible solely for processing purchase orders. In all, the team was sending and receiving nearly 6,000 documents each month.

There were several steps taken to process each document. For faxes, the document would be received when an employee would receive it via the fax machine and then manually input the data into the SAP application. Similarly, when a document would be received via email, it would need to be printed and then manually keyed into the SAP application. In Esker DeliveryWare, MEDRAD was able to add additional validation steps for customer support representatives to verify the order via the web interface user form for accuracy. Once the order has been cleansed, the order is then approved, and sent to the SAP application to create the orders. Even after adding these steps, Esker DeliveryWare is still faster than manual entry.

"These manual steps were a tremendous time constraint. Processing orders through Esker Deliveryware is 76% faster than the manual process," said Green. "In addition to the cost of people time, maintaining the infrastructure for printers and fax machines was also very expensive."

The call for change regarding the way in which MEDRAD was handling paper documents was driven by the customer support leadership team.

"The message was loud and clear. They wanted a faster way to get their job done," added Green. "The team looked for IT solutions on the market that would not only make us more efficient, but also not require a revamp of our SAP environment."

Solution: Esker DeliveryWare

Esker DeliveryWare provides a single platform for automating the flow of business transaction documents directly into and out of ERP systems and other enterprise applications, eliminating manual order entry and physical document handling, to save time, reduce costs and improve accuracy.

After an evaluation of the product, MEDRAD selected Esker DeliveryWare for its ease of integration, high scalability and its simple-to-use interface that requires little training of end-user employees. The IT team completed the initial implementation in November 2005. At the start, with support from Esker, MEDRAD had developed a list of 2 general document delivery rules to capture inbound customer correspondence. After those were well established, the team began building additional rules specific to each customer's documents.

"The top reasons we selected Esker DeliveryWare over other document delivery solutions were its ease of use and the seamless integration with our existing SAP infrastructure."

Mike Green ■ Technical Analyst ■ MEDRAD

"Now, over a year later, we have automated close to 40% of all our inbound purchase orders," said Green. "We continue to build about ten rules each month with the goal to achieve 100% capture rate."

"When we first started using Esker DeliveryWare there was initial resistance to how it could dramatically change the flow of day to day activities. Our goal is to become paperless; we are making great strides towards this goal. Our customers have also been quite appreciative in noticing the difference since we started automating our correspondence. We make fewer errors on the documents and are more accurate with shipping our products on time," said Green.



Esker always gets back to us right away. Their technical support team is very responsive."

Mike Green ■ Technical Analyst ■ MEDRAD

Support

Green also noted how easily his team has been able to manage the technology and work with the Esker support team.

"Since Esker DeliveryWare has been up and running, we've never looked back. I continue to work very close with customer support and provide daily support," said Green. "Our focus now is to continue to build rules working with the Esker team. We've established a great relationship so far. We wanted to bring our company to a new level of paperless automation and we've definitely received the support we needed to get it done."

Benefits/future plans

Looking forward, MEDRAD plans to implement Esker DeliveryWare on a global scale to its other international offices. MEDRAD is also looking into using Esker Deliveryware to process invoices and Field Service Reports.

Immediate benefits for MEDRAD included:

- Time and cost savings by eliminating manual touchpoints
- Seamless integration with existing SAP application
- Improved customer satisfaction with quicker and more accurate order processing

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