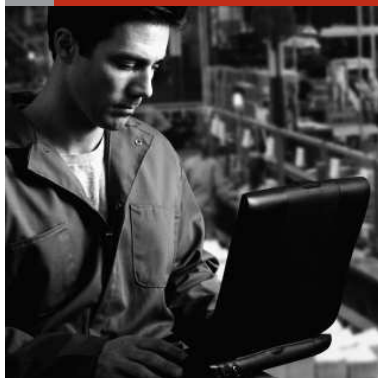


SAP Customer Success Story

“We’ve made a corporate investment in SAP as our base enterprise functionality. If you look at total cost of ownership, you’ll find that an integrated, customizable solution like SAP is the way to go.”

Craig Braunschweiger,
Director of Internal Delivery Systems, Reynolds and Reynolds Company



REYNOLDS AND REYNOLDS COMPANY

REYNOLDS STREAMLINES ITS INVOICING PROCESSES AND SATISFIES ITS CUSTOMERS WITH mySAP™ ERP

Headquartered in Dayton, Ohio, Reynolds and Reynolds Company (Reynolds) provides business forms and integrated technology solutions and services to automotive retailers and OEMs across North America. A recent winner of an American Business Award for excellence in technical support, Reynolds’ customer service organization is dedicated to raising the bar in every facet of customer interaction. But its accounts receivables processes weren’t sufficiently aligned with the company’s high service standards. To improve customer service and make its invoice-to-cash process faster and more efficient, Reynolds turned to the SAP® Biller Direct and SAP Dispute Management applications of mySAP™ ERP.

SIMPLIFYING COMPLEX AND DYNAMIC INVOICES

Reynolds has the highest level of customer satisfaction in its markets. But because of the wide variety of products and services offered to its customers, complex and dynamic invoices sometimes negatively impacted customer perceptions of Reynolds. The invoices were generated at different times of the month and in a variety of formats based on what was sold. These practices led to customer dissatisfaction, costly credit memos, and numerous calls to customer service, slowing the invoice-to-cash process.

AT A GLANCE

Company Name

Reynolds and Reynolds Company,
United States
www.reyrey.com

Industry

Business forms and technology

Key Challenges

- Improve customer service by making invoices more transparent
- Streamline the invoice-to-cash process

Implementation Partner

SAP Consulting, part of SAP Customer Services Network

Solution and Services

- mySAP™ ERP (SAP® Biller Direct and SAP Dispute Management)

Existing Environment

- mySAP Customer Relationship Management (billing engine)
- mySAP ERP Financials
- mySAP ERP Human Capital Management

Implementation Highlights

- Implemented SAP Biller Direct and SAP Dispute Management in five months
- Integrated both solutions with legacy billing systems, mySAP CRM, and accounts receivable
- SAP Biller Direct will serve 700 internal users and be available to over 10,000 customers

Key Benefits

- Eliminated more than half of account billing inquiries from the sales staff
- Obtained three solutions for less than half the price of developing one in-house
- Increased customer satisfaction and reduced the number of accounts receivable questions
- Improved the billing dispute process with an ultimate goal of reducing credit memos

Hardware

Hewlett-Packard, Compaq

Operating System

Unix with an Oracle database

Dispute management activities extended beyond customer service and accounts receivable. Customers often called their sales reps for explanations, reducing the productivity of the company's sales force by forcing them to waste time on routine accounting issues. "The message from customers was loud

"Our original plan was to build an online billing solution ourselves, but SAP Biller Direct was designed to do everything we needed and more. For less than the price of developing one solution in-house, we were able to purchase SAP Biller Direct and SAP Dispute Management to support our needs."

Shelia Eckert,
Project Manager, Reynolds and Reynolds Company

and clear: our invoices were too confusing," says Brenda Close, Reynolds' finance director and business team lead for the implementation project. "In terms of billing, customers found it difficult to do business with us."

The company lacked the capability to easily track, document, and resolve disputes, leading to credit memos and late payments on disputed portions of invoices. "If they don't agree with or understand a portion of their invoices, car dealers aren't shy about telling us about it," explains Nancy Roehrig, a business systems analyst with Reynolds. "We had too many disputes slowing the invoice-to-cash process, and it was time-consuming to resolve them. Additionally, we didn't have a company-wide view of disputes, making it difficult to analyze and prevent them."

MORE SOLUTION FOR LESS MONEY

Reynolds explored a number of solutions to improve its invoice-to-cash process, including development of an in-house, custom solution, a third-party offering, and SAP Biller Direct, a mySAP ERP application. Reynolds chose SAP Biller Direct because it would be easy to integrate with tools its customer service agents eventually will use to answer customer questions. As an added bonus, SAP Biller Direct was also significantly less expensive than the other options. According to Craig Braunschweiger, Reynolds' director of internal delivery systems, "We've made a corporate investment in SAP as our base enterprise functionality. If you look at total cost of ownership, you'll find that an integrated, flexible solution like SAP is the way to go."

Pointing out that SAP Biller Direct was not available when the project was scoped and the third-party option was too expensive, Shelia Eckert, project manager for the SAP Biller Direct and SAP Dispute Management implementations, adds, "Our original plan was to build an online billing solution ourselves, but SAP Biller Direct was designed to do everything we needed and more. For less than the price of developing one solution in-house, we were able to purchase SAP Biller Direct and SAP Dispute Management to support our needs."

CLEANER INVOICES, FEWER CALLS

Reynolds has gone live with SAP Biller Direct. To fine-tune the solution, Reynolds initially rolled it out to a limited number of customers. After an extremely positive response, Reynolds made SAP Biller Direct available to over 10,000 customers through its customer portal within three months of the go-live date. With SAP Biller Direct, customers and sales staff can now view easy-to-understand invoices and check payment status online, reducing billing cycle times, improving Reynolds' bottom line, and helping sales staff members use their time more productively. "Our invoices have been streamlined and they are much easier to understand," reports Close. "We expect SAP Biller Direct to significantly reduce calls from sales staff, and over time, reduce the number of routine calls from customers."

Although Reynolds hopes SAP Dispute Management will help to reduce credit memos over the long term, it is already benefiting from the more defined and automated workflow that it enables. Now when a customer initiates a dispute, the agent who takes the call simply creates a dispute case and collaborates with the internal and external parties involved, such as technicians, sales representatives, and customers, streamlining the dispute resolution and documentation process. "Before, much of the process was manual, so SAP Dispute Management helps speed up the process," explains Roehrig. "It's also collecting a great deal of information about disputes, which we'll be able to use in the future to determine and eliminate some of the root causes."

A STREAMLINED QUOTE-TO-CASH PROCESS

With SAP Biller Direct and SAP Dispute Management improving the invoice-to-cash portion of the quote-to-cash process, Reynolds is now planning to streamline the quote-to-invoice portion of the process. "Product, pricing, and order information is still coming out of our legacy systems," says Braunschweiger. "Once the entire quote-to-cash process is being driven in SAP, it will be substantially more efficient and less costly to manage."

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