

# Beaver-Visitec International — Reducing Costs with Cloud-Based Automation Service



Beaver-Visitec International specializes in the development and manufacturing of innovative new products for a wide range of ophthalmic and speciality microsurgical procedures. Clinicians and healthcare facilities around the world rely on its products.

With over 80 years of experience, the company has established a reputation for precision, quality and innovation across all areas of ophthalmic surgery, with a portfolio of trusted brands distributed worldwide.

## Manufacturing

Beaver-Visitec International processes nearly 40,000 invoices per year. In order to meet the high standards required by the clinicians and healthcare facilities relying on its products, the company looked to Esker to automate its back-office processing functions.

### The Challenge

Prior to Esker, Beaver-Visitec was facing a number of business challenges, including IT system issues. It had identified the need to automate manual processes in order to:

- Raise the standard of back-office functions
- Improve efficiency
- Reduce costs

Beaver-Visitec recognized it needed to source a supplier with a sufficiently agile and flexible solution that could be tailored to ensure its various requirements could be met, which included:

- A range of both short-term and long-term business needs
- The specific requirements of the finance team
- The ability to automate a variety of documents
- The scope for future expansion

### The Solution

Esker Mail Services was chosen as a way to send and receive business-critical documents as a cloud-based service. The solution encompasses inbound and outbound automation, allowing Beaver-Visitec's facility to automate the exchange of critical business documents between customers, business partners and suppliers — regardless of source, format or destination.

Esker Mail Services enables users to create and send bulk mail in minutes, without ever leaving their desk. Based on a pay-per-use model, the solution frees companies from the hassle of manually processing mail — reducing costs up to 45% per mail correspondence.

“When we decided to automate our sales invoice delivery, about 150 invoices were being sent out per day. We contacted several companies to discuss our requirements, but it was clear that Esker was the best fit to help us achieve our objectives.”

Julia Nyman ▪ Finance Manager ▪ Beaver-Visitec International

“Esker carried out a review of our operation and recommended that we introduce an external, cloud-hosted mail service to use alongside our existing software,” said Julia Nyman, Finance Manager at Beaver-Visitec International. “The finance team was central to the decision-making process, which ensured the solution would be tailored to meet our department's specific needs. The fact that once the solution was in place we would be able to use it for more than just mailing sales invoices, was particularly appealing.”

## The Benefits

By streamlining core business activities, Beaver-Visitec has harnessed the key, tangible benefits of standardized processes through reduced costs and improved operational efficiencies — which also contribute to meeting revenue objectives.

Beaver-Visitec has already achieved a number of benefits through Esker, including saving time and resources for the finance department and improving efficiency and accuracy. “Six months after our initial contact, Esker Mail Services was fully operational in the finance department, and has given us the flexibility to automate the delivery of a variety of documents,” said Nyman. “Esker has improved customer service levels measurably, too, with customers receiving their documentation more quickly than before. We have found the online support tools very useful — it puts us in control of our daily runs even though they are carried out by Esker.”

Beaver-Visitec was also pleased by how smoothly the implementation process went. “The initial challenges we faced were more about our own system than Esker,” said Nyman. “Along with the major operational changes they helped us achieve, the support from Esker has been first-class.”

Additional benefits include:

- **Minimal hardware or software investment.** Companies can benefit from up to 45% savings in mail production costs. Hidden costs of mail houses and mailrooms are eliminated without compromising application integration.
- **Improved productivity as a result of automating complex tasks.** Resources can be redeployed to add value in other areas, bringing efficiency gains for the company.
- **Accelerated document processing and expedited delivery.** Documents enter the postal stream in less than 24 hours, customer service levels are higher, and companies can collect revenues more rapidly — reducing DSO by as much as seven days.
- **Usage flexibility.** Unlike a traditional mailing house, companies only pay for what they use, and there are no restrictions regarding minimum mail pieces per batch; the Esker solution works in tandem with companies’ operational requirements because the service is tied to their individual volumes.

Regarding future projects, Nyman said: “We are also looking to produce finance-related customer mail shots in the future, and are looking into options for sending invoices to customers via email using Esker. Mailing sales invoices was a time-consuming process that was hard to manage in-house. Rather than incur the cost of employing a temp, Esker has saved us time and money.”

Nyman concluded: “This was the first time we worked with Esker, and it’s been a very positive experience. Now that we know how the solution operates, we can look for other ways to use Esker’s services. We have already noticed a significant saving on our postage costs. And if you factor in that our staff can now be deployed to other tasks, it adds up to measurable cost savings for the business.”

“One reason we selected Esker was because of the potential for future expansion with no disruption to our existing processes. Now that the invoicing side is fully operational, we have already been able to outsource our customer statements the same way. Six months after our initial contact, Esker Mail Services was fully operational in the finance department and has given us the flexibility to automate the delivery of a variety of documents.”

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