



Sam Moore Furniture Industries

Building better business processes



SAM MOORE

Sam Moore Furniture Industries needed to streamline key business processes. As personnel in purchasing, customer service, and sales handled an increasing volume of paper documents by hand, efficiency took the impact. With Esker DeliveryWare, Sam Moore automated document handling and streamlined critical business processes.

Challenge: Paper documents, manual processes

At Sam Moore, delivering mission-critical documents involved processing hardcopy documents by hand for delivery by mail or manual fax — retrieving batch jobs from printers, then bursting, sorting, folding, stuffing and mailing, or feeding pages through fax machines. Operations were impacted and costs rose.

“From an efficiency standpoint, we wanted to do two things,” recalls Roger Gossler, IT director at Sam Moore. “Cut the costs associated with forms and postage, and reduce labor involved in processing documents.”

Solution: Esker DeliveryWare automation

Esker DeliveryWare streamlined Sam Moore processes by automating delivery of key business documents generated by the company's Manufacturer Resource Planning (MRP) system. Sam Moore delivers documents via multiple media with Esker DeliveryWare, including email, fax, print, and web publishing. As part of a phased implementation, Sam Moore Furniture first automated electronic purchase orders, invoices, acknowledgements, and sales reports. Other phases include automation of sales orders and desktop fax integrated with Microsoft Exchange.

Using the patented DeliveryWare Rules Engine, the Sam Moore team now writes simple business rules to automate document related process steps. Based on these rules, Esker DeliveryWare recognizes supplier and customer names in the MRP print stream, extracts email addresses from a database, formats documents (without changing the print stream), and emails them. If no email address is available, Esker DeliveryWare searches the print stream for a fax number and faxes the document. If no fax number exists, Esker DeliveryWare prints the document for mailing.

In a critical added step, Esker DeliveryWare publishes documents to the Sam Moore intranet archive, giving agents anytime access to documents and their status. Sam Moore customers have access to order status reports on a secure extranet site. Order status data is automatically extracted from log files and associated with the corresponding invoice.

Sales reports are personalized for individual account managers. From larger reports, Esker DeliveryWare parses out data specific to each manager, creates a unique PDF, and emails it to that individual.

Benefits/future plans

“We've seen real improvement with Esker DeliveryWare,” says Gossler, “reducing manual touch points in processes, eliminating costs, improving communication, and streamlining operations. Going forward, I can also see using Esker DeliveryWare to deliver invoices to our intranet. We get regular requests from customers for old invoices, and more customers want to receive them electronically.”

“We've seen real improvement with Esker DeliveryWare, reducing manual touch points in processes, eliminating costs, improving communication, and streamlining operations.”

Roger Gossler ■ IT Director ■ Sam Moore Furniture Industries

© 2007 Esker S.A. All rights reserved. Esker and the Esker logo are registered trademarks of Esker S.A. in the U.S. and other countries. All other trademarks are the property of their respective owners.



For more information:

Americas ■ www.esker.com
Australia ■ www.esker.com.au
France ■ www.esker.fr

Germany ■ www.esker.de
Italy ■ www.esker.it
Singapore ■ www.esker.com.sg

Spain ■ www.esker.es
United Kingdom ■ www.esker.co.uk