



# Dairy Streamlines Order Processing



Parmalat Canada produces milk and dairy products, fruit juices, cultured products, cheese products and table spreads with such respected brands as Beatrice®, Lactantia®, Astro®, Black Diamond®, and Balderson®.



## Parmalat Dairies, best known ...

for their successful brands throughout the entire world was preparing to implement an SAP/R3 solution for most of the critical processes within the dairy. Orders coming in from clients across Canada frequently arrived by fax and needed to be entered into their system quickly and efficiently three times daily.

the technology into their office environment.

To initiate the process, Parmalat chose the Avondale Stores chain order form as a "Proof of Concept" project [with monthly services & forms development provided by Connectis PSG] to verify the technology & methodology. Connectis Group designed the initial form and several iterations over several years. Initially, Connectis hosted the application on its RightFax and Teleform servers, provisioned with several lines dedicated to Parmalat's application. 5 days a week, Avondale stores would fill out a Connectis designed Teleform Order Form and fax it to the Connectis Group RightFax server for processing.

Once the inbound fax orders had been received, the RightFax server moved all inbound Order Forms for processing by Teleform.

Each day Connectis PSG staff confirmed the processing of each form including reading the form information, verifying results and capturing the data to a stored database uploaded to Parmalat 3 times each day.

## The Challenge

The time to manually enter the daily orders was a significant burden to the data entry clerks. Many of Parmalat's retail customers didn't have an automated system for requesting new orders. Manually entered orders were also prone to occasional errors. Forms changed several times over the course of several years. Parmalat decided to improve their efficiency and accuracy by installing an automated order entry processing system.

## The Solution

Parmalat engaged Connectis Professional Services Group (PSG) to host the solution on Connectis' site, as a Proof of Concept before incorporating

### CASE SUMMARY

**Company:** Parmalat Dairies Canada, Toronto

**Industry:** Dairy

**Application:** Order Processing

**Challenge:** Creating an order entry processing system that would increase accuracy and reduce costs while improving product delivery.

**Solution:** Captaris RightFax, BrookTrout TR1034 Digital Fax Board, Verity Teleform

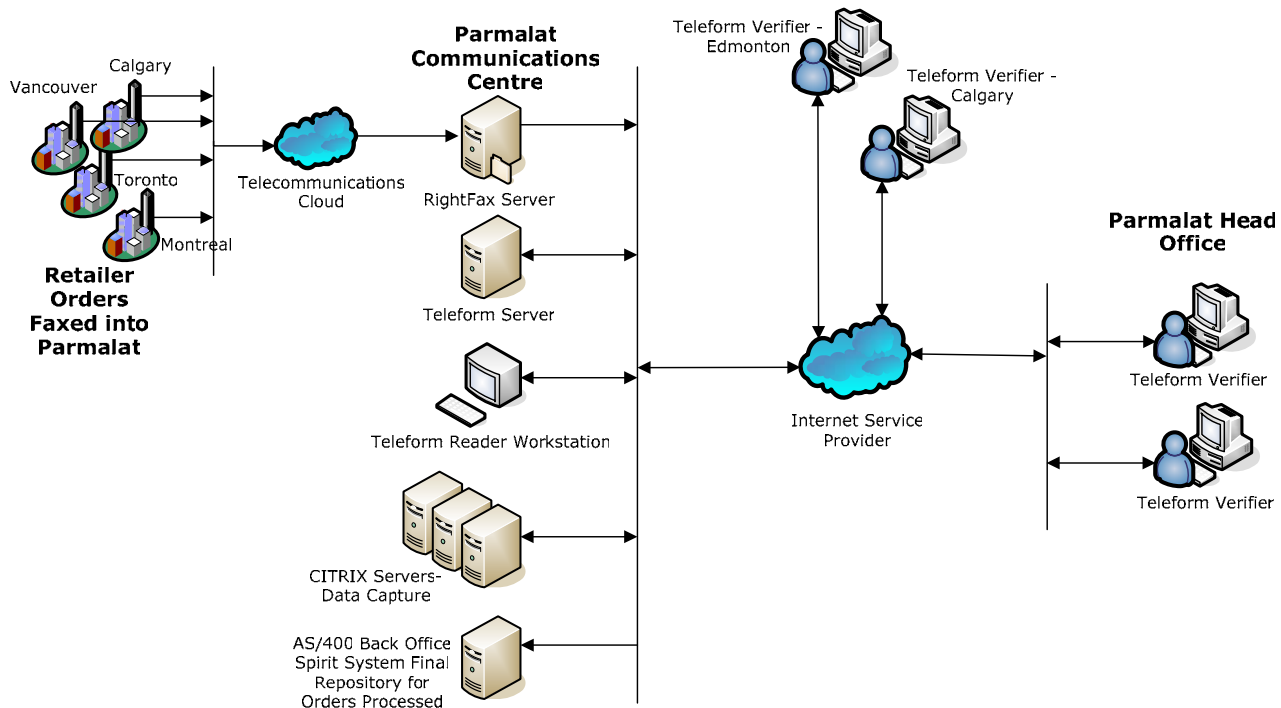
**Results:** Costs and errors were significantly and permanently reduced. Other business application forms not originally part of the cost justification can be processed without adding overhead to the company's infrastructure.

Upon receipt of the Connectis processed data file Parmalat would upload the results to their 'Back office' Spirit / AS400 system.

## The Results

The costs and errors of Parmalat's order entry processes were significantly and permanently reduced. The entire **Business Process Solution**, now in place at Parmalat's Canadian head office will be eventually deployed to host between 50 - 100 different order forms directed from across Canada to Parmalat Customer Service centers in Toronto, Montreal and

Calgary. The form data capture technology includes Teleform operating within a Citrix, Three server cluster, environment and each of the three centre will eventually remotely process and verify locally sponsored forms. In the future, Parmalat will consider providing an electronic web order entry form using Teleform eForms, maintaining the same business logic used in the paper and fax based forms now in use. The delivery vehicle of the order forms, in this case RightFax, can also be integrated with Parmalat's SAP/R3 and Lotus Notes systems to further leverage their existing infrastructure.



Capture | Process | Deliver

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Our expertise is in Business Process Automation (BPA) solutions for business: providing consulting services, IT, software deployment, and project management services focused on lowering organizational Total Cost of Ownership (TCO). Connectis delivers a measurable Return on Investment (ROI) by integrating your ERP, CRM, the web, desktop, email and fax servers.



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