



# Frictionless Business for the Future

A report exploring how Transalis clients are leveraging process automation to deliver consistency and cost savings across their organisation.



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# INTRODUCTION

Research and advisory company, Forrester Research, has predicted that businesses will spend €3.3 billion euros on automation to boost productivity, which is double the investment made on automation spent in the previous year<sup>1</sup>.

European retailers such as ASOS, Sephora and Zara are just a few high-profile examples<sup>1</sup> of businesses adopting automation to meet the ever-changing customer needs and complex internal processes.

This report explores how Transalis clients are leveraging the benefits of EDI, eInvoicing and the automation of processes to deliver savings in both time and money across the business.



# EXECUTIVE SUMMARY:

## 3 key takeaways

### 01.

#### Maintaining Consistency in an Omnichannel Retail Environment

To meet the heightened need for shopping convenience, retailers have identified opportunities to increase customer satisfaction and are now offering more choice for the consumer to engage, interact and buy.

Smart marketers are utilising EDI automation to manage the categorisation and transfer of product information from supplier product catalogues directly into their Product Information Management (PIM) system and other applications, reducing the cost and errors associated with manual data processing.

### 02.

#### Meeting the Demands of Differing Customer Needs

Scaling a business often results in multiple sales channels. Typically, each sales channel requires its own set of unique processes. Therefore, relying on manual processing is not sustainable nor efficient.

Our client, an early-learning audio player manufacturer, solved this challenge by implementing an integrated EDI solution that connected to all their business applications, for complete data visibility across the organisation. Orders, invoices, ASNs, and other documents could be automatically routed to the destination via a single integration layer, which successfully scaled the business without incurring an additional staffing cost.

### 03.

#### Leveraging automation to reduce Accounts Payable overheads

The benefits of automating invoice processes for businesses are well established. Transalis research, published in its report: [Transforming Your Invoice Processes](#), highlighted that switching from manual to digital invoice processing can deliver an average 60% saving.

Beyond the commercial savings eInvoicing offers an organisation, Governments across the world have started or already mandate digital invoicing for procurement and to tackle VAT fraud often referred to as the VAT gap.

Recently launched for this purpose is [Transalis eInvoice™ automation](#); the key to reducing cost and ensuring compliance.



## 1. Maintaining Consistency in an Omnichannel Retail Environment

**The transition of consumer buying habits from the high street to online has only been accelerated by 24 months of lockdowns and restrictions on day-to-day activities.**

Keen to meet consumer demands, retail marketers have identified key opportunities to increase customer satisfaction and are now offering more choice for the consumer to engage, interact and buy.

The emergence of new purchasing features on social media platforms such as Instagram<sup>2</sup> and Facebook<sup>3</sup> offer an even more convenient way for consumers to buy, without the need to be redirected away from the social channel. This adds a new dimension to the omnichannel environment that goes beyond a brand's website and online stores on marketplaces.

The challenge now for many retailers is ensuring the consumer has a consistent cross-platform experience, whether they are shopping in store, on an ecommerce platform, social media application, or an independent brand website. This is being met, in part, by the adoption of PIMs (Product Information Platforms). These provide a centralised hub, from which product and marketing assets can be distributed to the relevant end point.

However, even with the adoption of PIMs, many businesses are still failing to deliver consistency, especially around product information. The manual transfer and categorisation of information gleaned from product catalogues is a significant undertaking in both time and money.

Working with Operations and Digital Transformation teams, enlightened marketers have reduced the cost and unintentional errors associated with manual processes.

This is achieved by utilising EDI automation to manage the categorisation and transfer of product information from supplier product catalogues to PIMs and other applications. Figure 1 (below) outlines the process flow.

Implementing an automated solution as described utilises a central strength of EDI; rules-based mapping.

The initial mapping phase reviews a supplier's product catalogue and subsequently sets rules as to how each individual line item is transferred onto data fields within the PIM, ERP, or other related application.

Once set-up, any updates a supplier makes to their product catalogue data is automatically received and correctly transferred to the right data field.

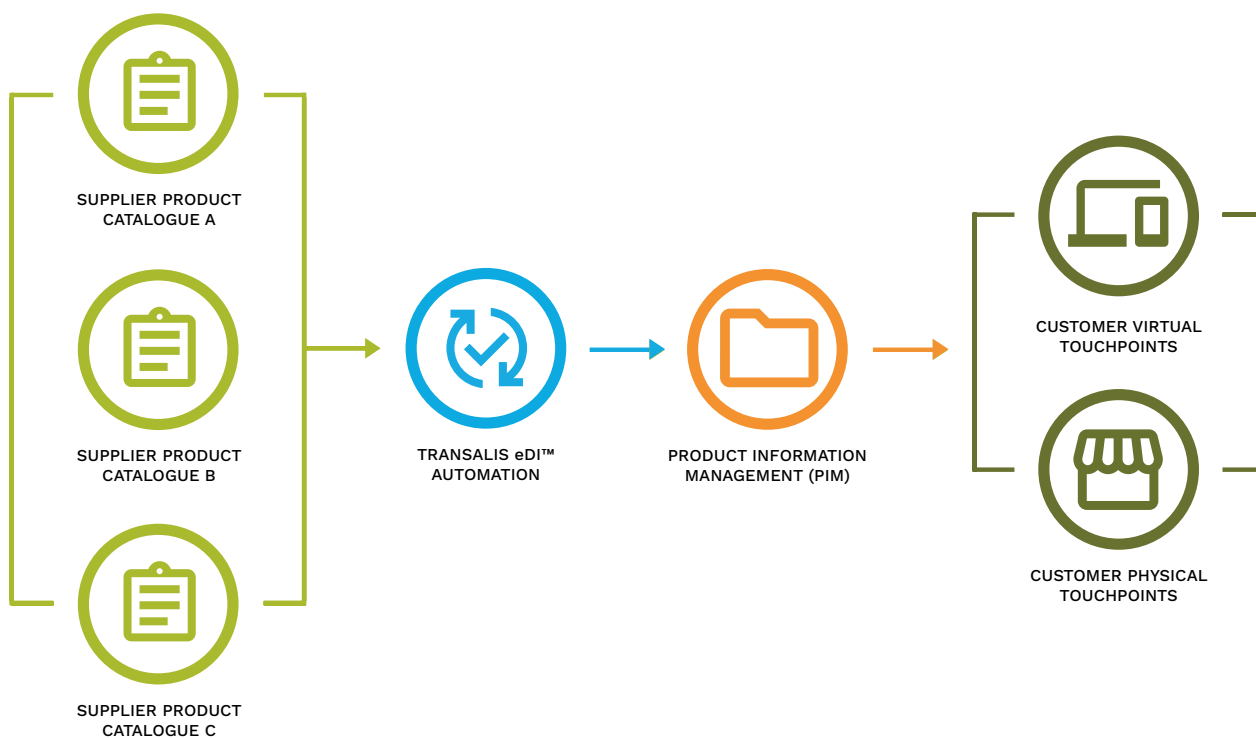


Figure 1. EDI Automation for Omnichannel

So, not only can EDI automation remove the time and cost associated with imported and categorising of information, but it also mitigates errors and ensures continuous accuracy, which further reduces the ongoing maintenance costs.

Transalis eDI™ Freedom and Transalis eDI™ Connect+ bundles both include integrations with leading PIM platforms. For further information visit [our product page](#).

## 2. Meeting the Demands of Differing Customer Needs

**A Transalis client, a manufacturer of an early learning audio player, needed a solution to help manage an increase in demand.**

Transalis supported the client by automating its order and fulfilment management processes and ensure compliance with its trading network via information standardisation.

The client already had a strong online direct-to-consumer model in place; selling via selected online marketplaces (including Amazon and eBay) and its own ecommerce enabled website.

However, relying on manual processes was not sustainable as new retail channels opened across Europe and the United States. Digital transformation was needed, with the introduction of new automated EDI processes.

The implemented solution integrated all platforms via a single integration layer to facilitate a frictionless exchange of information. This meant that data related to orders, invoices, ASNs and other documents could be automatically routed to the destination without manual intervention. Figure 2 outlines the process flow.

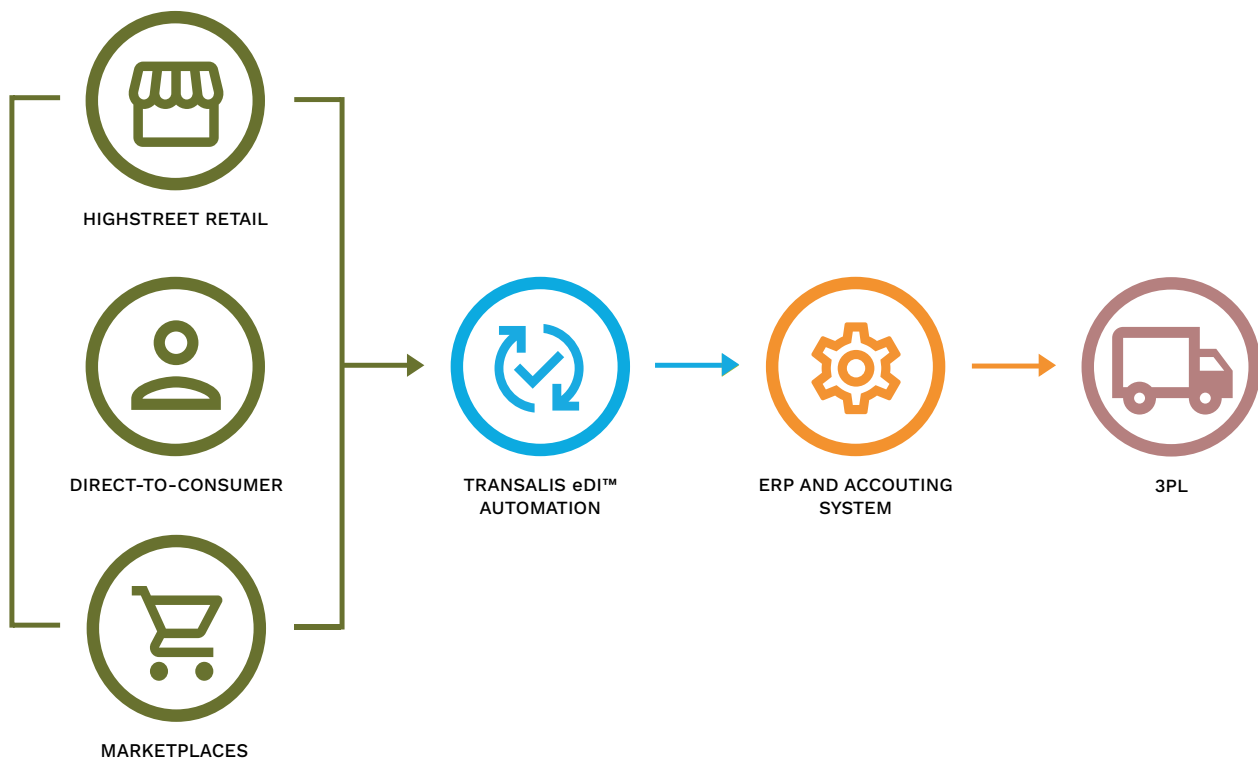


Figure 2. EDI Automation for Multi-Customers

Automating message exchanges between each platform ensures optimal message management in the following ways:



**Direct to consumer orders are simultaneously routed to warehouse and 3PL for fulfilment**



**Marketplace orders are automatically acknowledged, mitigating any risk of fines due to missing SLAs**



**Retailer orders are compliant with EDI message standards**



**Invoices are imported directly into accounting applications**

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The client has been able to fully harness the benefits of automated processing; removing the need to onboard additional team members to cover the required manual processing. Ultimately, this automated EDI solution saved the client a minimum of **£200,000** annually.

As a result, the client successfully scaled the business by implementing a bespoke solution including Transalis eDI™ Freedom and elements of Transalis eInvoice™ Freedom.

For more information on our software bundles visit [the Transalis website](#).



### 3. Leveraging automation to reduce Accounts Payable overheads

**The benefits of eInvoice automation are well established. Transalis research published in its report: Transforming Your Invoice Processes<sup>4</sup>, highlighted that switching from manual to automated invoice processing can deliver an average 60% saving.**

The same report also highlighted that Transalis client, AG Barr, saved £200,000 in the first year of going live with Transalis eInvoice™ Automation. However, there is another compelling reason for businesses to automate their invoice processing, beyond the commercial savings offered by this solution; international eInvoicing mandates.

France announced in 2021 that by 2023, French businesses would have to submit digital invoices via a central platform so that the amount of VAT could be correctly calculated for collection by the tax authority<sup>5</sup>.

France is just one of many European counties planning to deploy digital mandated submission<sup>6</sup>, often referred to as Real Time Reporting (RTR), of invoices to close what has become know as the VAT gap.

One of the early adopters of RTR was Turkey (see case study below).

## Health & Beauty industry leverages eInvoice Freedom

A Transalis client in the Health & Beauty industry leveraged the functions offered by eInvoice Freedom to automate this process and ensure compliance with new cross-border regulations in Turkey.

The solution, provided by Transalis, focused on providing suppliers with a simple and frictionless way to submit invoices via the Transalis online platform. Once an invoice is uploaded, an automated process begins by routing the invoice to the Turkish tax authority for approval. Once approved, the invoice is then configured to the correct format and transferred directly into the client's Accounts Payable (AP) application. Figure 3 outlines this process below.

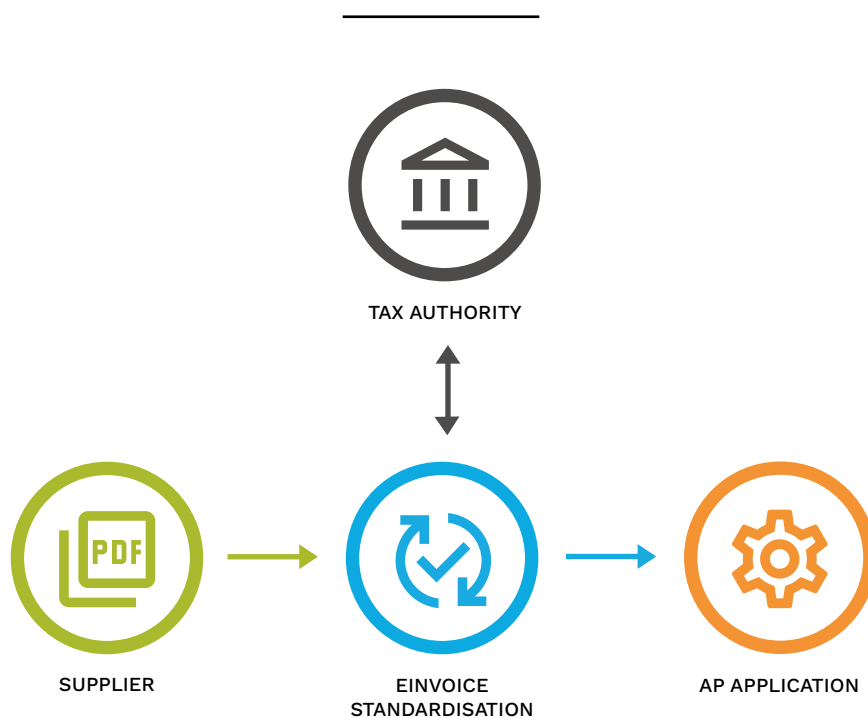


Figure 3. eInvoice for Tax Compliance

By providing this facility, where invoices are automatically processed for approval prior to submission to AP, the client can ensure compliance with local tax requirements as well as remove the need for manual processing, which subsequently delivers significant savings.

According to our research and case studies, this ROI averages at 60%, but businesses can achieve anything up to 80% by automating their invoice processing.

Visit our [eInvoice Automation calculator](#) to see how much you could save. For more information on our eInvoice product bundles visit our [homepage](#).

# Recommendations

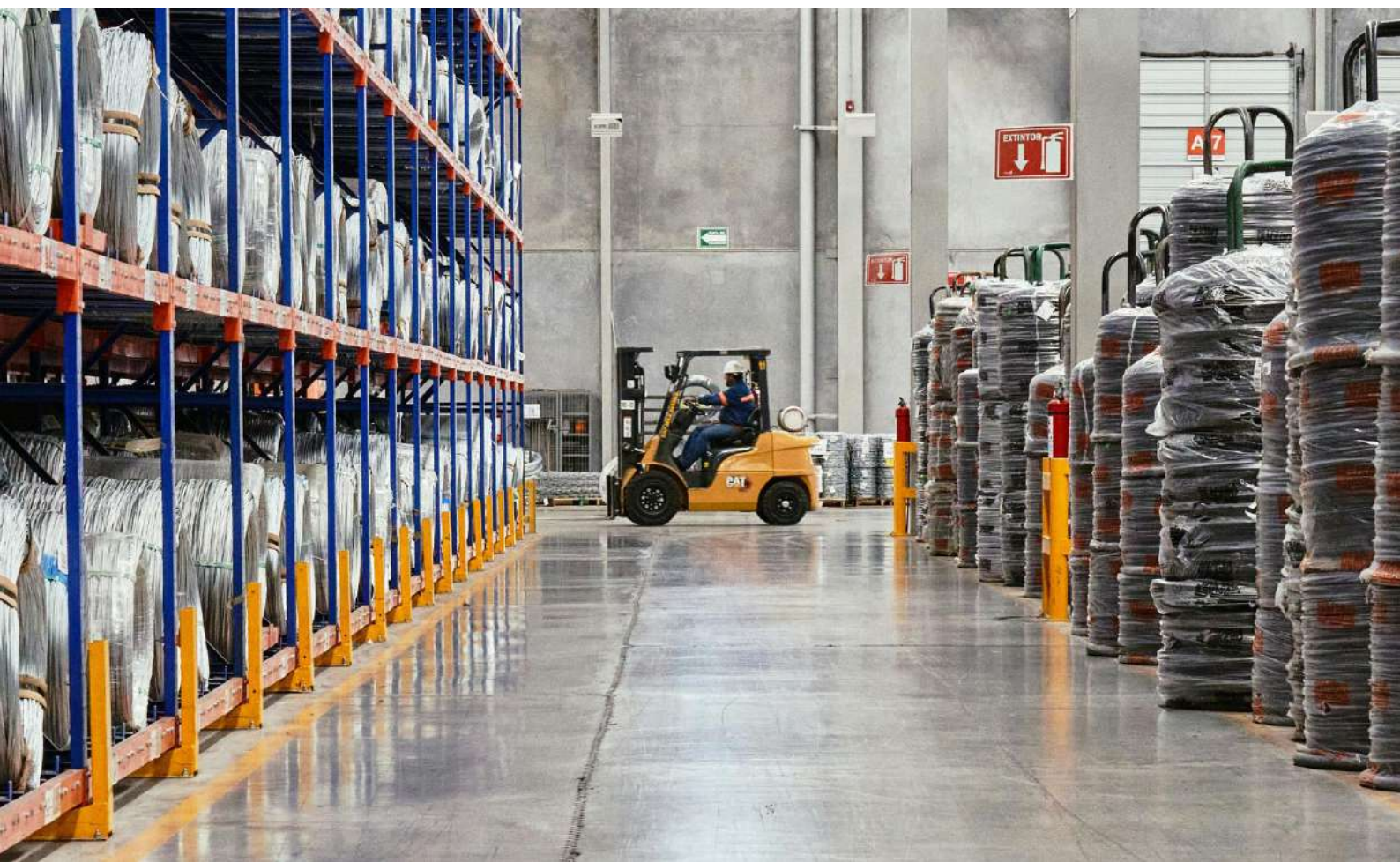
**EDI and eInvoicing have consistently delivered the frictionless exchange of business-critical information for over 40 years.**

Whilst technology advances have introduced new ways of scaling a business and engaging with the customer, the need for standardised information that can be trusted and shared with both internal and external customers remains central to successful and efficient process management.

For organisations already using EDI, it's time to leverage a wider range of automated messages that can be transmitted across the network. In doing so, businesses will achieve greater efficiencies and significantly reduce costs.

Digitising the invoice process brings similar cost efficiencies across both AP and AR functions. However, as more Governments mandate the requirement for RTR, the reason to automate becomes even more compelling.

Transalis has the unique insight to help guide your decision-making process from our years of experience supporting a broad range of industries. [Call us today](#) to start your journey toward frictionless business.



# Start leveraging process automation to benefit your business today

Transalis software solutions offer the efficiency you need to achieve frictionless business. Talk to our dedicated team today to discuss your unique business needs.

[Find out more](#)



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<sup>1</sup> Forrester Predictions 2022: <https://www.forrester.com/predictions/europe-2022/>

<sup>2</sup> Instagram launch new shopping experience May 2020: [https://business.instagram.com/blog/introducing-shops-on-instagram?locale=en\\_GB](https://business.instagram.com/blog/introducing-shops-on-instagram?locale=en_GB)

<sup>3</sup> Facebook announcement: <https://en-gb.facebook.com/business/news/announcing-facebook-shops>

<sup>4</sup> A Report from Transalis: [Transforming Your Invoice Process](#)

<sup>5</sup> Transalis knowledge hub [news release](#)

<sup>6</sup> Billentis Report: [https://www.billentis.com/The\\_invoicing\\_journey\\_2019-2025.pdf](https://www.billentis.com/The_invoicing_journey_2019-2025.pdf)