

# Paper2ERP: Eliminate Manual Data Entry of Paper Transactions



## Over 70% of Business Transactions are conducted via Paper & Fax

Although Web Services and Electronic Collaboration are the key buzzwords of today's economy, the majority of business is still done via manual paper-based processing. For example, supplier invoices and customer orders are still received via fax machines of yesterday. The process for handling these documents is time-consuming, error prone, and most of all unnecessary.

**Changing the way in which trading partners interact with you is an evolving and slow process, but changing the way your organization deals with paper transactions can be done in a few weeks. Paper2ERP is removing the manual and cluttered processes of yesterday for many organizations around the globe.**

### Is your Organization Still Operating with Yesterday's Processes?

Most organizations handle a large volume of paper based documents especially when dealing with Orders and Invoices. The process today is one that has been in existence for decades. Once a fax or letter is received, a group of employees manually enters the information in the corresponding back-end application such as SAP or JDE.

Although this is the status quo, many companies still deal with:

- High costs associated with manual data entry
- Lost orders and invoices
- Errors from manual key strokes
- Lengthy processing times, inhibiting customer service
- Time consuming reconciliation of transaction changes
- In ability to automatically acknowledge and verify receipt of documents
- High turnover rates of data entry clerks

### Revolutionizing the Status Quo:

SEEBURGER provides the most innovative recognition and verification solution in the market. For the first time, companies can easily solve:

- The recognition and interpretation of paper-based documents eliminating time consuming templates
- The automatic integration of recognized data into applications such as SAP or JDE

### Transitioning from Paper to Electronic

Artificial Intelligence analyzes incoming transactions such as orders and invoices which are received by fax or letter and automatically interprets the data. The solution first receives the OCR (Optical Character Recognition) data. Once the data is recognized and verified it is routed to the appropriate application such as ERP or document management solutions.

### No Need for Templates

The solution is programmed to recognize standard data elements of business transactions such as order numbers, amounts, bank details, article numbers, addresses, etc....As alterations or variations are presented, artificial intelligence learns and stores them in the knowledge base for future application so manual intervention is no longer needed.

This process allows the system to handle structured and unstructured data, and is the key to deploying the solution quickly and efficiently. Remember, most companies don't receive standard, pre-defined documents but receive hundreds of paper variations of the same data.

### Delivering Tangible Benefits

Paper2ERP is a proven international solution which is providing new efficiencies and real world benefits.

- **Reduce costs by automatically recognizing, verifying, and integrating 100% of your paper transactions into your back-end applications**
- Remove manual, error prone re-keying of critical documents such as Orders and Invoices
- Data is recognized and converted into any other format such as XML, Flat file, SAP IDOC, etc... for integration with any back-end application
- Automatically send change notices, acknowledgements, or other partner notifications
- Increased customer service as automation removes lost orders and delays
- Global solution which can easily understand different languages and regional transaction elements

**SEEBURGER**  
BUSINESS INTEGRATION

# Paper2ERP:

## Case Study: Avery Improves Order Entry

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### The Company

Avery Zweckform is one of the global subsidiaries of Avery Dennison which on a corporate level had sales of over \$4.8 billion in 2003. With operations in 44 countries, Avery employs over 20,000 people to manufacture and distribute self-adhesive base materials, self-adhesive consumer and office products, and specialized label systems.

### The Business Pain

For many companies, customers whose orders cannot be processed automatically create the most work and related operational costs. An overwhelming majority of Orders especially those sent in from smaller customers are sent in either by fax or paper letter. As a standard, these orders are manually entered into back-end applications which is time-consuming and costly.

Avery recognized that although they were trading electronically with the majority of their larger customers, more than 2,500 customers were still ordering by fax. Each one of these orders is hand entered into the merchandise information system (SAP). The business in which Avery participates is highly competitive so customer service and rapid delivery is mandatory to maintain market share; therefore, the Contact Center operates under the assumption that any order received by mid-day will be delivered the same day.

The Contact Center was experiencing very heavy volumes during peak operational hours and realized that continuing with the status quo operation was no longer practical. They desired a solution which would improve their efficiency and accuracy.

### The Solution

To solve the problem, Avery Zweckform opted for SEEBURGER's Paper2ERP technology. The solution enables incoming paper documents, such as purchase orders, to be automatically recognized and integrated into back-end applications such as SAP.

The solution seamlessly fit into the existing IT infrastructure that was already in place at Avery Zweckform. Coordinated workflow ensured the proper routing of the recognized data. SEEBURGER also made use of existing in-house databases for the evaluation and verification of the faxed orders. The combined workflow and data-base integration made it possible to incorporate information that was missing from the paper order but was critical for the SAP system.

### Successful Implementation

"BIS:Paper2ERP has definitely relieved pressure on the department," said Markus Kutzner, Head of In-House Sales at Avery Zweckform, commenting on the outcome of the project. "Our customers can be sure that they will receive a high service level even during peak periods. The error rates in processing faxed orders has also been drastically reduced."

### SEEBURGER, Inc

SEEBURGER is a recognized leader in global business integration. Since 1986, more than 6,000 organizations utilize our solutions and expert services to coordinate mission critical business transactions with their applications, trading partners, customers, and suppliers.

SEEBURGER is the only business integration solution which goes beyond traditional EAI, B2B, and EDI to integrate 100% of your trading partners and distribute data wherever it's needed. Regardless of your current IT infrastructure, tactical needs or strategic direction, SEEBURGER's solutions, industry expertise, and network of global alliances ensure long-term success.

For more information about the company and solutions, please visit [www.SEEBURGER.com](http://www.SEEBURGER.com).