

Customer Success



Deeley Harley-Davidson® Canada Accelerates Cost-Savings and Control with Bottomline

Founded in 1914, Deeley Harley-Davidson Canada (DHDC) is the second oldest Harley-Davidson dealership in the world. Based in Vancouver, British Columbia, Deeley Harley-Davidson serves as the exclusive Canadian distributor for Harley-Davidson and Buell® Motorcycles, parts, accessories and branded products.



Customer Challenges

- Expectations regarding the delivery, accessibility and security of documents are rapidly changing
- Relying on paper-based, pre-printed forms is inefficient and cost prohibitive
- Using a courier to deliver invoices to retailers on a weekly basis required substantial amounts of time and resources, costing Deeley Harley-Davidson in excess of \$40,000 per year

Solution

- Bottomline Technologies' Create!form® product suite

Benefits

- Create!form has allowed Deeley Harley-Davidson to eliminate pre-printed forms, creating an annual savings of \$73,000
- Automating the distribution of invoices to customers and retailers has saved Deeley Harley-Davidson more than 380 hours of labor for a total of \$11,000 annually
- Introduction of electronic document archive puts historical documents in the hands of retailers within seconds

Time to Put Document Handling in the Past

In operating an organization with a broad national reach, Deeley Harley-Davidson had come to rely – like many businesses – on paper-based forms and documents interconnected through manual processes. As its business has evolved, however, Deeley Harley-Davidson executives realized this dependency on paper was beginning to adversely impact its core constituencies, which included employees, retailers, vendors and auditors. For example, Deeley Harley-Davidson delivered invoices to retailers on a weekly basis by way of a courier service. Within each of these groups, the pace of business was changing, and with it, expectations about the delivery, accessibility and security of information.

"As an organization, we had reached a point where we were no longer willing to devote time and resources to handling documents," said Robert Gibson, Financial Application Specialist, Deeley Harley-Davidson Canada. "We operate in a competitive marketplace and automating document composition and delivery represented an opportunity to immediately reduce costs, increase productivity and deliver exceptional service to our internal and external customers."

Hitting the Open Road with a Proven Technology Partner

In the fall of 2001, Deeley Harley-Davidson initiated a new enterprise resource planning (ERP) initiative to deploy JD Edwards OneWorld, opening the door to transform its document output processes. In evaluating its electronic document needs, Gibson and his team identified ease of use, system compatibility, scalability, dependability and the ability to generate professional-looking output as the critical capabilities any selected solution must possess.

Following an extensive evaluation of electronic document solutions, Deeley Harley-Davidson selected Bottomline's Create!form® product suite over comparable offerings from Optio and Formscape. Integrating seamlessly with ERP systems such as JD Edwards OneWorld, this suite enables users to more closely align ERP investments with electronic document and financial transaction process automation.

Among Gibson's reasons for selecting Bottomline were, (1) ability of the suite to accommodate present and future needs, (2) Bottomline's status as a member of the Oracle PartnerNetwork and certification on JD Edwards and PeopleSoft platforms, and (3) the level of commitment to customer service and support Bottomline demonstrated in the evaluation process.



"Bottomline represented themselves as a true business partner, one we realized would be a valuable addition to our organization for a long time," added Gibson. "We had strict requirements from a functionality and scalability standpoint and the Create!form product suite was clearly the solution most capable of addressing our business process needs today and into the future."

Phased Approach to Deployment Pays Off

With its new ERP system up and running, Deeley Harley-Davidson devised a strategy that called for a phased approach to converting its various forms into more functional and efficient documents. First up were the invoices and packing slips for parts and accessories, followed closely by legacy system documents such as vehicle invoices. Generating these documents on plain paper, thus eliminating pre-printed forms, created an immediate annual savings of \$73,000.

The more advanced phases of Deeley Harley-Davidson's implementation focused on addressing document process workflow and distribution, and the creation of online self-service document archive and retrieval for its extended retailer network. The Create!form suite's innovative functionality for document routing and delivery allowed Deeley Harley-Davidson to quickly streamline the printing of parts and accessory packing slips in its warehouse, which could then be distributed to retailers automatically using Create!email®, Create!fax® or Create!print®. At the same time, copies of newly created documents were electronically archived using Create!archive® and made available to retailers via a convenient Web portal.

Automating document generation and distribution within its warehouse has generated considerable cost savings for Deeley Harley-Davidson. Gibson estimates that the company has saved approximately 333 hours in labor, which translates to about \$10,000 per year. By streamlining the distribution of invoices to customers and retailers, the cost savings are even greater, with more than 380 hours saved for a total of \$11,000 annually.

"When we figured out the return on investment, we were amazed. Bottomline's suite delivered beyond expectations," stated Gibson. "To date, our organization has saved more than 1,050 hours in labor, \$73,000 in pre-printed forms costs and over \$40,000 in courier costs."

ROI Beyond Dollars and Cents

For all of the dollars and labor hours saved, Deeley Harley-Davidson's return on investment stretches even further, positively impacting important business and customer interactions. The company's retailers now receive documents in a matter of minutes and can retrieve archived documents within seconds. Vendors are pleased with the flexibility offered by digital documents, and Deeley Harley-Davidson has enhanced its compliance with privacy and document retention regulations. Furthermore, the 'hands off' nature of the suite creates minimal maintenance and service requirements for internal IT personnel.

"Both internally and externally, we have received a tremendous response to the capabilities of the Create!form suite," said Gibson. "A major component to the initiative's overall success was the willingness of users from both inside and outside Deeley Harley-Davidson to work together in exploring the myriad ways we could exploit the functionality of the solutions."

End-to-End Automated Distribution on Tap

Since completing its initial roll-out, Deeley Harley-Davidson has expanded its use of the Create!form product suite to incorporate conditional statements on invoices and packing slips in accordance with the Canadian Privacy Act. Without Bottomline, the company would not have been in a position to meet the Act's requirements, and as a result, would have been required to change both what and how information is stored within OneWorld. In the future, Gibson anticipates taking financial document automation one step further to encompass the distribution of invoices to the finance organizations used by its retailers.

"When you take into account the product's ease of use, technical integration, level of support and the overall strength of Bottomline as a business, its clear that we made the right decision. We're excited about the prospects of extending the suite's functionality into new areas of our business in the future," concluded Gibson.



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