

## Customer Success



# For Plaskolite, the Clear Choice for Electronic Documents is Bottomline Technologies

Established in 1950, Columbus, Ohio-based Plaskolite, Inc., is one of the nation's largest privately owned manufacturers of acrylic sheet products. Supported by a worldwide network of distributors, the company's full line of products include the Optix® and Duraplex® brands, offering durable and cost-effective commercial and industrial applications such as point-of-purchase displays, signs, picture frames, and window and door replacements.

**PLASKOLITE, INC.**

## Customer Challenge

- Current document output management solution lacked the performance capabilities and ease-of-use to support internal expectations.
- Increasing complexity of customer inventory management processes dictated a greater degree of document accuracy.
- Customer and supplier preferences for receiving paper and electronic documents lacked consistency.

## Solution

- Bottomline Technologies' Create!form® product suite.

## Benefits

- Greater control over document composition has enabled Plaskolite to easily accommodate document guidelines related to inventory management processes.
- Ability to distribute documents via multiple delivery channels allows Plaskolite to cater to specific customer preferences.
- Scalability of Bottomline suite has provided a framework from which multi-page, pre-printed documents can be automated in the future.

### Paper-based Processes Give Way to Automation

Throughout the manufacturing industry, the completion of day-to-day operations is often a bustling carnival of paper in motion as invoices, reports, order acknowledgements and pick tickets all make their way into and out of the hands of manufacturers, customers and suppliers. Over the course of the last few years, the introduction and adoption of various types of automation solutions has enabled many organizations to alleviate some of the chaos associated with document composition and delivery.

Plaskolite previously implemented a document output management solution from Optio as a mechanism for delivering standard document output in the form of fax transmissions to customers, directly from the company's JD Edwards ERP system. But by 2005, internal expectations for the performance and ease-of-use of the solution had changed, and the evolving complexities of customer inventory processes made maintaining customer relationships a greater challenge – and even larger priority for the firm.

### Fueling a New Level of Customer Value

To address its growing electronic document needs, Plaskolite conducted an evaluation of market-leading document output management solutions, ultimately deciding to implement Bottomline Technologies' Create!form® product suite based on its ease-of-use, object-oriented architecture and ability to distribute output through multiple electronic channels. Through seamless integration with ERP systems such as JD Edwards, PeopleSoft and Oracle, the Create!form products provide advanced output formatting capabilities that replace paper with more efficient and cost-effective electronic documents that can be delivered via print, fax and email, or accessed over the Web.

Utilizing the Create!form suite output modules, Create!fax®, Create!email® and Create!print®, Plaskolite has been able to increase the efficiency and accuracy of document routing and delivery to customers and suppliers. While some customers still prefer traditional paper delivery options, Plaskolite is now able to accommodate external requests for fax and email transmissions of invoices, order acknowledgements and pick tickets. The advanced document composition capabilities of the Create!form suite also enable Plaskolite to avoid situations that disrupt processing of



# About Bottomline Technologies

Bottomline Technologies (NASDAQ: EPAY) provides payments and invoice automation software and services to organizations seeking more secure and efficient financial processes. The company remains at the forefront of delivering innovative solutions that complement and extend the value of existing financial processes, business relationships and back-office systems. These solutions have enabled industry-leading corporations, banks and financial institutions to automate, manage and control processes involving payments and collections, invoice approval, cash flow, risk mitigation, reporting and document archive. For more information, please visit [www.bottomline.com](http://www.bottomline.com).



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customer orders, such as multiple shipments being combined under a single purchase order number.

In the future, the flexibility of the Create!form product suite will allow Plaskolite to streamline bill-of-lading documents, which itemize products out for delivery. Automating these important documents will enable Plaskolite to transition away from multi-page, pre-printed forms to automated, electronic delivery via email.

For more information on Bottomline Technologies' Create!form products, please call 800-472-1321 or visit [www.bottomline.com](http://www.bottomline.com).

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