

# Firmenich

## FIRMENICH CUTS ORDER PROCESSING TIME IN HALF WITH ESKER'S AUTOMATION SOLUTION

Firmenich selected Esker to automate the processing of 300,000 orders annually and improve its customer service. By cutting order processing time in half, Firmenich is able to uphold its commitment to respond to customers in less than 48 hours.

### Background

Firmenich, the world's largest privately-owned company in the fragrance and flavor business, receives an average of 300,000 orders per year from its customers, comprised of large companies in the beauty, nutrition and consumer goods industries. With a decentralized customer service organization — 35 people in Europe and over 20 in the U.S. — order processing was a very time-consuming and error-prone manual process.

### Order Processing Automation

Looking to reduce data entry time, Firmenich sought a solution that would allow them to respond to customers in less than 48 hours. The company selected Esker's Order Processing automation solution which seamlessly integrated into its SAP® system and enabled Firmenich to automatically process all orders, whether received via fax or email.



Our customer service department selected Esker because it offered the most comprehensible, flexible and easy-to-use solution. Esker delivered real added value to our employees in their daily tasks.

Bernard Firmenich — Director of E-Business

Besides the need to automate and streamline order processing, the company was also looking for a cutting-edge technology solution capable of intelligent data capture to automatically route orders to the correct customer service representative (CSR) based on different criteria (e.g., perfume vs. flavor sector, Geneva or U.S. teams, etc.).

"Esker is a recognized expert in document process automation, particularly sales orders, and has excellent business process knowledge," said Bernard Firmenich, Director of E-Business at Firmenich. "Above all else, we wanted a powerful technology solution that could support our growth and commitment to sustainable development."

### The Solution

With Esker's Order Processing solution, key data from every order is automatically identified upon reception and made available to Firmenich's platform for creation in the SAP system.

"We integrated Esker's platform into our application architecture," said Alain Humbert, Firmenich's IT E-Supply Chain Manager. "Every recognized document is processed and entered in our SAP order creation process as if it were a standard order received electronically."

After creation, every order is routed to the appropriate manager depending on product type (i.e., perfume or flavor) or geographical sector, and then archived in Firmenich's internal solution.

Firmenich explained the decision to go with Esker, saying "We primarily chose Esker for their ability to support us internationally. The project was initiated in Geneva, Switzerland, but was quickly extended throughout Europe, the U.S. and Latin America. Esker's international network has enabled us to develop the solution in Asia without any apprehension."

### Benefits

Thanks to Esker, Firmenich has achieved numerous benefits, including:

- **50% less time spent on order entry;** the order is created within one to two hours of reception
- **Fewer errors** thanks to intelligent data capture

- **Improved internal database maintenance** thanks to better user contribution
- **Greater team flexibility and better backup**; documents are available on the platform to all employees
- **Greater team focus on higher value tasks** and ability to manage customer relationships because of time saved processing orders
- **Reduced supplies and consumables** with the elimination of large printing volumes
- **Electronic archiving** from Esker's solution into an internal solution

"With Esker, we automate 50% of our order flow with some orders requiring an initial manual submission due to new product references," added Firmenich. "Our objective is to automate close to 70% of our orders by region."

### About Firmenich

Firmenich is the world's largest privately-owned company in the fragrance and flavor business. Founded in Geneva, Switzerland in 1895, it has created many of the world's best-known perfumes and flavors that billions of consumers enjoy each day. Its passion for smell and taste is at the heart of its success. It is renowned for its world-class research and creativity, as well as its thought leadership in sustainability and exceptional understanding of consumer trends. Each year, it invests 10% of its turnover in R&D, reflecting its continuous desire to understand, share and sublimate the best that nature has to offer. Firmenich had an annual turnover of 3 billion Swiss Francs at the end of June 2015.

[www.firmenich.com](http://www.firmenich.com)

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