

Starbucks

Starbucks brews a better solution with Esker DeliveryWare Platform

Case Study



"With Esker DeliveryWare Platform our payback period is well within the estimated six months, which is great news for us."

— Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

"Esker DeliveryWare Platform allows our Accounts Payable team to get their job done quicker and customers receive their invoices with record speed."

— Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

"Esker DeliveryWare Platform does not take up any of my time; it runs automatically leaving me free to focus on the next project."

— Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

"Esker stood out for the exceptional level of support they offered right from the first phone call. Other vendors just faxed me details then sat back and waited!"

— Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

Best known for supplying fine coffees, the Starbucks Coffee Company prides itself on being an early adopter of emerging technologies in order to drive its business forward. Starbucks Coffee Company Australia, a joint venture between Australian businessmen Markus Hofer and Starbucks International, served its first coffee to Australia in July 2000 and has been opening stores here in quick succession ever since. Rapid growth, coupled with the need for a new financial system prompted the company's search for ways of automating the delivery of information, in particular to increase the efficiency of delivering financial documents. Esker DeliveryWare Platform offered a unique solution to Starbucks' immediate and future needs.

CHALLENGE

Starbucks' IT Manager, Aram Dayeian recalls, "Within 16 months we went from three partners to more than 500 employees, and one Sydney store to 26 stores throughout NSW, QLD, VIC and ACT. Such rapid growth necessitated vital improvements in our IT systems."

SPECIFIC ISSUES FACED

Starbucks was deploying Oracle 11i Financials when Esker DeliveryWare Platform was installed. Aram explains, "Our stated criterias for the task were



- Compatibility with our ERP system
- Superior customer service from the vendor
- Good technical support
- Meet budgetary requirements."

Starbucks has since changed their ERP system to Great Plains. Esker DeliveryWare Platform is platform independent and continues to work seamlessly with Great Plains.

FINDING AN EFFECTIVE BUSINESS SOLUTION

Aram continues, "We received a call from Esker in Sydney while we were considering our options. When the Esker team demonstrated the solution, we instantly recognised that here was a document delivery solution full of opportunities for the future.

The possibilities beyond automated faxing with Esker DeliveryWare Platform are significant, as it retrieves text from any application and intelligently converts it into fax, email, SMS (short message service) or XML (extensible markup language). Documents reach their destination instantly and Esker DeliveryWare gives automatic confirmation of the outcome.

I knew this could transform communications within our stores and to suppliers. Esker's solution clearly offered the best long term solution and it worked within our budget!

Any new and innovative technology carries some risk, but we read the local case studies and liked the way Esker operated. We are very open to new technology, for example our stores in the US were among the first to offer customers wireless Internet access via their laptops as they drink their lattes."



"Esker DeliveryWare Platform saves us half a day every week, boosting productivity, not to mention the morale of our staff who used to be tied to the fax machine all afternoon!"

— Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

ABOUT ESKER SOFTWARE

Esker Software solutions connect people and information. Providing access to enterprise host systems and delivering business information from any enterprise source to any destination, Esker solutions include:

- *Esker DeliveryWare Platform*
- *Esker Fax™, Esker VSI-FAX®, Esker VSI-FAX® for Notes and Esker Fax for Notes.*
- *Persona® by Esker, SmarTerm® by Esker and Tun®Plus by Esker.*

Esker is traded on Euronext, the French Stock Exchange (Euroclear: 3581). With offices in North America, Europe, and Asia/Pacific, Esker has shipped over 80,000 document solutions and has a host-access installed base of more than two-million licensed users.

THE SOLUTION



Aram explains, "Esker's technical specialist installed Esker DeliveryWare Platform in a day." He continues, "our Accounting Department sends 5,200 remittance advices, purchase orders and financial documents per week to a network of 100 suppliers throughout Australia automatically through Oracle before and now through Great Plains. Esker's solution seamlessly integrated with our systems."

AUTOMATING THE RELATIONSHIP WITH STAFF AND STORES

Aram outlines the next phase of the project, "We are gradually implementing Esker DeliveryWare Platform across the business to automate the entire relationship with stores, replacing post and manual fax and closing the gap between stores and support centre."

Areas will include:

- **Purchasing:** Purchase Orders will be faxed and emailed.
- **Reporting:** A vast range of reports will be emailed such as P&L statements, labour reports, sales statistics and stock and inventory reports.
- **Bulletins:** Menu, price changes and product news will be automatically bulk delivered instead of individually emailed.

DELIVERING ON ROI

Measurement benefits:

- A long term solution beyond mere faxing
- Flexibility
- Faster communication with suppliers
- Proven technology
- Payback period under 6 months
- Long term savings on paper, ink and postage
- Maintenance plan guarantees future versions
- Reduces paper and print in line with Starbucks' environmental objectives.

WORKING WITH ESKER AUSTRALIA

Aram explains, "Initially, we had a shortlist of five vendors but their promised support was disappointing. On the other hand, nothing was too much trouble for Esker."

Part of the Starbucks mission statement is 'to develop enthusiastically satisfied customers all of the time' and in Esker we have found a team who share the same attitude."



For more information, visit Esker's Web Sites:

- Americas ■ www.esker.com
- Australia ■ www.esker.com.au
- France ■ www.esker.fr
- Germany ■ www.esker.de
- Italy ■ www.esker.it
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