



FUJIFILM

# FUJIFILM BUSINESS INNOVATION CORPORATION SUCCESS STORY

## IMPROVING CUSTOMER EXPERIENCE & OPTIMISING PRODUCTIVITY & CASH FLOW MANAGEMENT

### BACKGROUND

Fujifilm Business Innovation Corporation, a leading provider in offering smarter ways to work with document-related solutions and services, was manually processing an average of 32,500 invoices each month, making billing and invoice tracking tedious and time consuming. Sending out monthly invoices took up to nine working days. This translated into cash flow issues for the company, as changes in customers' addresses were not always updated and invoices wrongly addressed, resulting in late payments.

Fujifilm Business Innovation Corporation pursued an overhaul of its invoicing system as part of its digital business transformation. The objectives were to speed up invoice processing, gain visibility over the billing process and reduce the company's reliance on paper, dovetailing with its green corporate goals to reduce its carbon footprint.

### SOLUTION

The hassle of manual invoice processing at Fujifilm Business Innovation Corporation could only be eliminated with an intelligent system that could automatically format, deliver and archive invoices. Esker's Accounts Receivable Solution addressed these needs. Esker combines a set of technologies to automate the delivery and archiving of customer invoices via any media (e.g., paper, e-invoices, EDI, etc.) – all while providing real-time visibility into invoice delivery status. Invoice copies and credit notes are available on Esker's customer portal via a user-friendly online dashboard, accessible 24/7. This in turn helped Fujifilm Business Innovation Corporation efficiently track invoices by flagging if a customer had viewed an invoice or if an invoice was unsuccessfully sent.



THANKS TO ESKER, WE HAVE BEEN ABLE TO **AUTOMATE OUR AR PROCESS**. E-INVOCING IS ONE OF THE AREAS WHERE WE ARE WALKING THE TALK, AS **WE SPUR OUR CLIENTS ON IN EMBRACING DIGITAL TECHNOLOGY** AND KEEPING PACE WITH **CHANGING CUSTOMER EXPECTATIONS.**"






PETER WONG | CHIEF FINANCIAL OFFICER

### ABOUT FUJIFILM BUSINESS INNOVATION CORPORATION

**Industry:** Information Technology  
**Solution:** Accounts Receivable

As a leading provider of solutions for office productivity, Fujifilm Business Innovation Corporation supports businesses to collaborate across multiple platforms seamlessly. Established in 1965, Fujifilm Business Innovation Corporation offers an ecosystem of products, services and solutions to enable businesses to achieve increased productivity and efficiency while deriving greater value from communications. This includes world-class multichannel marketing solutions and business process management solutions.

### BENEFITS AT A GLANCE

-  **3x** faster invoice processing
-  **93%** successful digital invoice delivery
-  **22%** increase in cost savings
-  **92%** adoption rate by customers
-  **100%** visibility on invoice delivery rate



Esker reduced the effort needed for Fujifilm Business Innovation Corporation to achieve strategic invoicing goals such as cost reduction, invoice visibility and improved cash flow management. With a consolidated view of its accounts receivable data, Fujifilm Business Innovation Corporation was able to manage customer data efficiently, safely archive invoices for five years, as well as store customer correspondences. This digitalisation has improved payment compliance outcomes for the company.

## BENEFITS

In the months following solution implementation, Fujifilm Business Innovation Corporation has transformed the way it manages its cash flow and achieved multiple benefits, including:



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