

CASE STUDY:

BILDERBERG

LUXURY HOTEL CHAIN BILDERBERG'S EFFICIENCY HAS GONE THROUGH THE ROOF

OVER THE PAST 100 YEARS, THE DUTCH HOTEL CHAIN BILDERBERG HAS BUILT A REPUTATION BASED ON PERSONAL ATTENTION AND PROFESSIONALISM. BECAUSE THEY ATTEND TO EACH GUEST'S EVERY NEED, THE HOTELS PURCHASE A WIDE RANGE OF PRODUCTS - RESULTING IN AROUND 40,000 INVOICES EACH YEAR. BILDERBERG IMPLEMENTED BASWARE'S ACCOUNTS PAYABLE AUTOMATION SOLUTION COUPLED WITH E-INVOICING WITH VERY POSITIVE RESULTS: TODAY, THEY RECEIVE 80% OF THEIR INVOICES ELECTRONICALLY, AND THE NUMBER OF EMPLOYEES PROCESSING INVOICES HAS DROPPED DRAMATICALLY - FROM 40 TO 3. "IN SHORT, COSTS HAVE BEEN REDUCED, AND EFFICIENCY HAS GONE THROUGH THE ROOF" EXPLAINS STÉPHANIE VAN DER STELT, MANAGER FINANCE ACCOUNTING & CONTROL.

HOSPITALITY LEADER BILDERBERG UPGRADES TO BASWARE

Bilderberg hotels are situated across the Netherlands, in beautiful, often wooded locations. Their aim is to ensure that every stay - whether for business or pleasure - is a remarkable experience. As a small hotel chain, Bilderberg can offer a very personal set-up compared with their larger competitors in the Netherlands.

BEFORE INVOICE AUTO- MATION & E-INVOICING

It is not surprising that a hotel chain of this size - and with this

emphasis on service - has many food and non-food suppliers. These suppliers submit around 40,000 invoices each year. Bing Váhl explains: "Until recently, our seventeen hotels independently ordered their products from regular or local suppliers. Then, the invoice was sent to the hotel which placed the order. There, it was manually entered into SAP. In other words, while administration was decentralized, payments were centralized from our head office in Renkum.

Bing Váhl continues: "To achieve greater efficiency and better quality we decided - as part of

CUSTOMER:



BILDERBERG

INDUSTRY:

Hospitality

LOCATION:

Netherlands


SOLUTIONS IN USE:

- Basware AP Automation
- Basware e-Invoice Receiving

basware

Simplify Operations, Spend Smarter.





THE EASE OF THE BASWARE SOLUTION TURNED OUT TO BE ONE OF THE DECIDING FACTORS.

our corporate reorganization - to automate the invoicing process. With so many hotels, chances are that an employee might assign an invoice to a different spend category than his colleague at another hotel would. This essentially makes it impossible to accurately compare anything. Additionally, our purchasing department didn't have a good overview of hotel purchases - and this had to change."

PROJECT SCOPING

The seeds of change were sown, but which steps should one take first? Should changes begin with automating the purchasing department, or is it more important to first work on the finance department? Who handles the roll-out?

Which implementation partner and solution are the best matches? And how do you choose the solution that will most satisfy employees?

Stéphanie van der Stelt, Manager Finance Accounting & Control explains: "We had long wanted to move to digital invoice processing, but ultimately it was an apprentice who got us to take the first step. All in all, we had approximately

40 colleagues working at the various hotel locations who were responsible for invoice processing. We had several meetings where we discussed the centralization of our invoice processing. Slowly, the transition project began to take shape."

ICREATIVE + BASWARE = THE CLEAR CHOICE

Bing Váhl explains: "We had to decide where to start: it was not only an issue of invoices - we also needed to take the automation of the purchasing department

"AFTER INSTALLATION, WE TRAINED ALL HOTEL EMPLOYEES IN ELECTRONIC INVOICE RECEIVING AND INVOICE VALIDATION. WE NOW HAVE AN ACCOUNTS PAYABLE DEPARTMENT OF THREE EMPLOYEES ALL WORKING WITH BASWARE ALUSTA - THE MOST ADVANCED SOFTWARE ON THE MARKET. WE ARE VERY PROUD THAT WE ARE ONE OF THE FIRST BUSINESSES IN THE NETHERLANDS TO USE IT!"



ABOUT ICREATIVE:

ICreative is the Dutch Purchase- 2-Pay and integrated document flow specialist that serves multinationals, national companies and institutions. As a Basware & Kofax partner, ICreative advises, implements and maintains solutions for invoice processing, dynamic document management, e-procurement, e-invoicing, personnel declarations, budget management and related financial processes. ICreative does this with market-leading solutions from Basware, Kofax and EasyDistribution. This strong and unique combination, together with the process and subject expertise accumulated over many years, makes ICreative the leading supplier in the Netherlands.
www.icreative.nl

into account. Do we start from purchasing, or from payment? Do we do everything at once, or in stages? During this part of the journey we spoke with four companies, including Basware partner ICreative. I knew Basware from earlier, when it was already a major brand in accounts payable automation."

"Why did we choose ICreative in the end? The ease of the Basware solution turned out to be one of the deciding factors. When you enter into a major change, you don't want to deal with cumbersome, overly technical systems. All invoices need to enter the same workflow as soon as possible. And then there were all the other questions: Is it expandable? In the longer run, can we do our purchases via Basware? What are the costs? Is the program maintenance friendly? Plus the crucial condition: is the new solution compatible with our current SAP system? ICreative offered by far the best solution for our needs."

SMOOTH IMPLEMENTATION

Once the decision to go with ICreative was made, a Basware expert visited Bilderberg's head

office to explain the solution in detail. Stéphanie van der Stelt states: "It's nice that somebody explains the system in detail, but can you work with it your- self? The answer is yes. Its user-friendliness, in particular, was phenomenal. Installation went well and was successful. A dedicated project manager, assisted by a technical consultant, helped us get used to the new program."

"After installation, we trained all hotel employees in electronic invoice receiving and invoice validation. We now have an accounts payable department of three employees all working with Basware Alusta - the most advanced software on the market. We are very proud that we are one of the first businesses in the Netherlands to use it."

INVOICES RECEIVED CENTRALLY

With the new solution, suppliers send their invoices to the email address of one of the seventeen hotels. These invoices arrive at the head office in Renkum, where they enter the Basware system. Then, the hotels are notified that an invoice is ready for approval. Bing Váhl explains: "Everything is now centrally received and processed. The only decentralized activity is approving the invoices. We changed over in 2014 and everything is now going smoothly. It may change even more when purchasing is added to the solution. Adding purchasing

"NOW, WE HAVE MUCH MORE CONTROL OVER WHAT HAPPENS IN OUR HOTELS. ALSO, THE NUMBER OF FTES HAS GONE DOWN SIGNIFICANTLY, AND WE CAN CHECK MORE CLEARLY WHAT WE ARE PAYING. INVOICES ARE EASIER TO TRACK: WE CAN SEE EXACTLY WHERE EACH INVOICE IS."

Stéphanie van der Stelt, Manager Finance Accounting & Control

allows you to approve an invoice during the order, which eliminates discrepancies."

80% E-INVOICES AND GROWING

In the past, all Bilderberg hotels received 90% of their invoices via regular mail. Today, they receive 80% of invoices electronically. Of course, there is the hope that in the future all invoices will be paperless. Annually, this adds up to thousands of invoices, including accompanying line items. These invoices are received and coded by line item automatically. They can be automatically routed to the correct workflow.

Bing Váhl comments: "Ideally, all our suppliers would send 100% e-invoices. However, we often receive one-off invoices that are generated when hotels make purchases on their own initiative. That is something we have to limit. 100% Paperless is possible in principle, but not in our industry. There will always be paper invoices in the hotel industry, but we aim to minimize them. Going paperless saves us



a lot of work - and reduces the opportunities for error that come with that work."

COST REDUCTIONS & EFFICIENCY GAINS

Bilderberg now has much more insight into what each of their hotels is doing. Stéphanie van der Stelt points out that "We have far more control over what happens in our hotels. The number of full-time employees (FTEs) has been significantly reduced, and we have a lot more visibility into what we are paying. Invoices are now easier to track, as we can see exactly where in the organization an invoice is. In short, costs have been reduced and efficiency has gone through the roof. Even though some employees had to get used to the new way of doing things, everybody is now satisfied with the system, including its ease of use."

NEXT STEP: EPROCUREMENT

The first part of the transition at Bilderberg - moving to a digital

invoice handling process - has been completed. But do Stéphanie van der Stelt and Bing Váhl intend to get more out of Basware?

Bing answers affirmatively: "Purchasing will be the next stage of the project, as increased efficiency in this part of our organization is very important. We have also already had a look at Basware Analytics. We are considering whether we want to add this capability over the long run, as it offers many advantages. Implementing this means we can get even more from Basware, but this will take place in stages."

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Stéphanie van der Stelt, Manager Finance Accounting & Control



B I L D E R B E R G

ABOUT BILDERBERG:

Bilderberg hotels have been providing the best possible service for 100 years. Personal attention, expertise and outstanding locations make every stay a wonderful experience, whether you are travelling for leisure or business purposes. Their 18 hotels are in splendid locations all over the Netherlands. Some are in lively city centers, while others are immersed in the peace and quiet of nature. Wherever you choose to stay, you can count on a unique experience.

ABOUT BASWARE

Basware is the global leader in providing purchase-to-pay and e-invoicing solutions in the world of commerce. We empower companies to unlock value across their financial operations by simplifying and streamlining key financial processes. Our Basware Commerce Network enables easy collaboration between buyers and suppliers of all sizes. With Basware, businesses can introduce completely new ways of buying and selling to achieve significant cost savings and boost their cash flow.

Find out more at:

WWW.BASWARE.COM

