

## CASE STUDY:

PANASONIC ENERGY EUROPE

# PANASONIC ENERGY EUROPE LIGHTENS THE WORKLOAD WITH E-INVOICING

PANASONIC ENERGY EUROPE IS A WELL-KNOWN SUPPLIER OF BATTERIES AND CHARGERS. EVERY YEAR, PANASONIC SHIPS TENS OF THOUSANDS OF DELIVERIES FROM THEIR FACTORIES TO CUSTOMERS THROUGHOUT EUROPE. THIS HIGH VOLUME OF BUSINESS MEANS THEY SEND OUT OVER 30,000 INVOICES ANNUALLY. PANASONIC WANTED THEIR SALES ADMINISTRATORS TO SPEND LESS TIME SENDING OUT PAPER INVOICES, AND MORE TIME ON MORE IMPORTANT TASKS. TO INCREASE EFFICIENCY, PANASONIC ENERGY EUROPE DECIDED TO AUTOMATE THE FLOW OF OUTGOING INVOICES.

**“IT IS MUCH CHEAPER FOR US IF THE CLIENT RECEIVES HIS INVOICES VIA BASWARE,”**

explains Kurt De Smet, Group Manager Finance at Panasonic Energy Europe.

## REDUCE OPERATIONAL WORKLOAD TO FREE UP TIME FOR STRATEGIC TASKS

Panasonic Energy Europe has local sales organizations in about 10 countries. These Direct Sales Offices (DSOs) consist of a team of sales people and Sales Administrators. The DSOs

take orders via telephone, fax or electronically and input them into SAP. Once an order is confirmed, an invoice is issued, printed and mailed to the customer. DSOs are also responsible for marketing, contract management and following up on outstanding customer balances.



## OFFERING CUSTOMERS CHOICE

Panasonic Energy Europe has different types of customers: ranging from regular wholesale distributors to mass merchandisers. “According to their profile and number of documents, customers can choose between our own EDI-system and Basware e-Invoicing,” says Kurt De Smet, Financial

### CUSTOMER:

**Panasonic®**

### INDUSTRY:

Energy

### LOCATION:

HQ in Belgium, solution in place in following countries: Belgium, Denmark, Sweden, France, UK, Germany, Austria, Italy, Poland, Czech Republic, Slovakia, Hungary

### BASWARE SOLUTION:

- Basware e-Invoicing

**basware**

Simplify Operations, Spend Smarter.

Director. "Of course, it is much cheaper for us if the customer receives their invoices through Basware (signed PDFs). EDI requires a separate set-up, which is expensive and can easily take two days to implement. With Basware e-Invoicing, the customer can immediately start working."



## ROLLOUT OF BASWARE E-INVOICING

In April 2009, Panasonic set up a pilot project in Belgium. Koen Vandecasteele explains: "This ran smoothly, allowing us to start in Denmark and Sweden in June that year. Afterwards, France, UK, Germany and Austria were added. Finally, Italy, Poland, Czech Republic, Slovakia and Hungary followed."



"We chose Basware e-invoicing (signed PDFs) to automate the flow of outgoing invoices. This allowed us to reduce the operational workload

## ABOUT BASWARE

Basware is the global leader in providing purchase-to-pay solutions, e-invoicing and innovative financing services. Basware's commerce and financing network connects businesses around the globe. As the largest open business network in the world, Basware provides scale and reach for organizations of all sizes, enabling them to grow their business and unlock value across their operations by simplifying and streamlining financial processes. Small and large companies around the world achieve significant cost savings, more flexible payment terms, greater efficiencies and closer relationships with their suppliers.

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on our Sales Administrators - so they could spend more time on strategic tasks," explains Koen Vandecasteele, Credit Control Specialist at Panasonic Energy Europe. "Analysis shows that some employees can save up to one and a half hours per day with this solution."

## UPTAKE VARIES BY COUNTRY

Panasonic Energy Europe currently sends 28% of its invoices via Basware. "This may not seem like much, but it is the average number for all the countries we work in. The percentages are much higher in some countries compared to others," explains Kurt De Smet. "In Belgium, France, Denmark and Sweden the average is up to 66%. On the other hand, in countries like Germany, the majority of the invoices are exchanged through EDI. There is still a great deal of growth potential in the SMB market."

Panasonic Energy Europe will be putting in an extra effort to get more of their customers enthusiastic about electronic invoicing. "We want to apply Basware e-Invoicing as widely as possible in order to work efficiently and use less paper.

# Panasonic®

## ABOUT: PANASONIC ENERGY EUROPE

Panasonic Energy Europe forms part of Panasonic Corporation (Osaka, Japan), established in 1918 by Konosuke Matsushita. It has since grown to be one of the largest corporations for the production and sales of electronic devices worldwide. Panasonic Energy Europe designs, produces and sells batteries. The company has factories in Tessengerlo and Poland, which produce more than a billion batteries each year. The European head office is located in Zellik.

For more information:

[www.panasonic-batteries.com](http://www.panasonic-batteries.com)

