



## Case Study

# Panasonic Energy

Lightening the workload with  
AP automation

**basware**  
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✓✓ It is much cheaper for us if the client receives his invoices via Basware.”

Kurt De Smet,  
Group Manager Finance, Panasonic Energy

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**Industry:** Energy & Utilities



**Regions:** Europe



**Solutions:** e-Invoice





✓✓ According to their profile and number of documents, customers can choose between our own EDI system and Basware e-Invoicing.”

Kurt De Smet,  
Financial Director,  
Panasonic Energy

**Panasonic Energy sells a range of batteries for daily living as well as to the automotive industry, including electric vehicles to customers throughout Europe. This high volume of business means they send out over 30,000 invoices annually. They wanted their sales administrators to spend less time sending out invoices, and more time on more important tasks. To increase efficiency, they decided to automate the flow of outgoing invoices.**

## Introduction

Panasonic Energy 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.

## Challenge

Panasonic Energy has different types of customers: ranging from regular wholesale distributors to mass merchandisers. Financial Director, Kurt De Smet, states “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.”



## Optimizing the process



### Solution

When they began the project, they 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 to automate the flow of outgoing invoices. This allowed us to reduce the operational workload on our Sales Administrators – so they could spend more time on strategic tasks," explains Koen Vandecasteele, Credit Control Specialist at Panasonic Energy. "Analysis shows that some employees can save up to one and a half hours per day with this solution."

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## Results

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

### Take-outs

- Reduced workload: 1.5 hours saved per day
- Improved efficiency: less pressure for sales teams
- Phased rollout

**ABOUT BASWARE** Basware is how finance leaders in global enterprises can finally automate their complex, labor-intensive invoice processes and stay compliant with regulatory change. Our AP automation and invoicing platform helps you achieve a new level of efficiency – in a matter of months – while reducing errors and risks. We bring a unique combination of true automation, complete coverage, and deeper expertise to make it all just happen for our customers. That's why the world's most efficient AP departments rely on Basware to handle millions of invoices per year. **Basware. Now it all just happens.** ©Basware 2024

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