

KESTE CASE STUDY:

# Implementing Oracle Fusion Middleware Platform to Improve Business Processes, Save Millions Annually

Keste Delivers Fully Integrated Middleware Stack for Strategic Benefit

## CASE STUDY HIGHLIGHTS

**Customer:** \$10B+ uniform and career apparel company  
**Industry:** Professional Services

### Business Challenges

- Implement and leverage an Oracle Fusion Middleware platform to solve tactical business challenges
- Optimize, automate AP process
- In-source AR billing process
- Create centralized DM portal
- Increase security with SSO
- Improve BI with KPM dashboards

### Keste Solution & Innovation

- Deploy a fully integrated Oracle Fusion Middleware platform
- Automate, centralize AP functions to avoid human interventions
- In-source AR process to eliminate 3rd party billing vendor
- Implement a consolidated managed file transfer process
- Standardize security with SSO
- Create a KPM dashboard to improve strategic insight

### Business Benefits

- Annual savings of \$1.5M with optimized AP functions
- Annual savings of \$2M by eliminating billing vendor
- Increased valuation of \$133.5M by shaving two days off DSO
- Happier employees and district managers with SSO and centralized DM portal
- Consistent view of business performance with KPM dashboard

### Oracle Products Leveraged

- Oracle SOA Suite 11g
- Oracle Service Bus, Oracle BAM
- Oracle Web Services Manager
- Oracle WebCenter Capture, Forms Recognition, Imaging, Content and Portal
- Oracle EBS & Tech Adaptors
- Oracle OBIEE
- Oracle OAM
- Oracle WebLogic Server
- Oracle JDeveloper
- Oracle Enterprise Manager

## Business Challenges

This multi-billion dollar global provider of uniform and career apparel serves over 300,000 businesses from 200+ locations across the country. The company offers design, sourcing and manufacturing, customization, cleaning, maintenance, and delivery services.

In early 2012, the company called on Keste to conduct an on-site enterprise architecture workshop that would identify ways it could leverage an Oracle Fusion Middleware portfolio to provide high availability, scalability, security, seamless integrations, and solve tactical business challenges. Keste helped the company identify several pain points that could be addressed by an integrated Oracle Fusion Middleware platform, including:

- Optimizing and automating accounts payable (AP) invoicing processes
- In-sourcing and eliminating 3rd party accounts receivables (AR) billing processes
- Creating a centralized workload portal for district managers (DMs)
- Increasing security with a seamless single sign-on (SSO) solution across all applications
- Improving business intelligence with key performance metrics (KPM) dashboards

## Keste Delivers—Solution and Innovation

With their deep expertise in Oracle SOA implementation projects, Keste developed a roadmap for a fully integrated Oracle Fusion Middleware infrastructure that laid a solid foundation to deploy additional solutions to address each pain point. The new Fusion Middleware architecture could support each project phase without having to reconfigure or re-install components. Once in place, the organization would have improved system performance, up-time, and scalability. Even more importantly, this Fusion Middleware foundation would be critical to the success of the company’s entire project list.



### Optimizing and Automating AP

The company’s AP department processes approximately 250,000 vendor invoices annually that required manual procedures and data entry—creating errors and inaccuracies in the client’s Oracle E-Business Suite (EBS) Financials solution. Employees had a difficult time resolving issues because of complex validations, causing lengthy delays in vendor payments.

With Keste’s solution, invoices are scanned (or captured from email or fax) into Oracle WebCenter Imaging and data is extracted via WebCenter Forms Recognition (OFR). The invoice image is stored in Oracle WebCenter Content (UCM), and the automated workflow begins. If all data matches, the invoice is automatically processed via EBS. If an exception occurs, the invoice is flagged for verification.

### Eliminating 3rd Party AR Processes

The company outsourced its customer bill processing to a 3rd party records management vendor. It sent a flat file with invoice and statement data to the billing vendor, who would

store and print invoice documents, insert them into envelopes, and mail them to customers. This outsourcing process was expensive, it contributed to lengthy days sales outstanding (DSO), and used massive amounts of paper. The company didn't have good visibility into its billing data, so trouble-shooting issues was difficult. Keste helped automate AR processes, so it could email invoices to customers.

By leveraging the existing EBS infrastructure, Keste utilized BI Publisher and WebCenter Content to create, store, and distribute digital invoice documents. The company is currently processing 1,500-2,000 customer invoices per day. However, the solution has successfully tested at 10,000 invoices per day.

### Consolidating File Transfers

Since the company had been using several legacy systems and 3rd party applications to manage file transfers across its organization, it dealt with errors, a lack of transaction visibility, and excessive maintenance issues with the legacy systems. Keste implemented a customized managed file transfer (MFT) solution that replaced all existing point-to-point script-based file transfer protocols. The new SOA MFT system leverages Oracle BPEL and adaptors with monitoring via BAM dashboards to reduce IT administration and support costs.

### Streamlining Workflow for District Managers

The company needed an efficient way for DMs to manage their workload, including calendars, drivers, routes, deliveries, agents, HR documents, and work templates. Using Oracle WebCenter Portal and WebCenter Content, Keste created a roles-based intranet portal that is a centralized point-of-entry for DMs to effectively manage delivery areas. DMs can synch Outlook calendars, access legacy applications, as well as navigate to standard templates and HR documents

### Increasing Security with SSO

Company employees had to use multiple passwords (to log into nine enterprise applications). This prevented the company from deploying a robust, uniform security policy. In just three months, Keste implemented a centrally managed SSO security model using Oracle Identity Management (IdM).

### Business Intelligence & Key Performance Metrics Dashboards

Leveraging the Fusion Middleware platform, Keste helped the company roll out a dashboard of KPMs across the company. With 80 metrics covering financials and operations, both management and employees can see a consistent view of

company performance from week-to-week instead of monthly or quarterly. This give the company strategic insight to see issues and make adjustments before they become major problems.

## Business Benefits

The Fusion Middleware project has been a tremendous success because it has enabled the company to create a new platform to initiate downstream process improvements across the company. The business benefits realized or estimated include:

### AP Improvements

When fully automated, the company expects an annual savings of \$1.5 million, because:

- More than 80% of supplier invoices will be paid without human intervention
- It can reduce 60% of AP headcount—from 50 to 20
- Increase productivity by 50%—by eliminating manual data entry
- Local offices no longer need to mail supplier invoices to HQ for final payment processing—a 100% savings

### AR Improvements

The solution will enable the company to bring AR processing in-house and get rid of its 3rd party vendor, an expected savings of \$2 million per year. The company also expects these benefits:

- A 100% savings on invoice printing costs—since all customer invoices are now emailed
- DSO reduced from seven to five days—conservatively equating to approximately \$8.9 million in annual interest savings and an enterprise value increase of \$133.5 million

### Manage File Transfer Improvements

Since the company is utilizing the new MFT solution across many interfaces, the company has been able to:

- **Consolidate file transfers on the SOA platform**—and eliminate 3rd party apps
- **Monitor and create reports in real-time using BAM dashboards**—to resolve issues quickly
- **Reduce IT costs**—with a more reliable, scalable framework and less debugging and troubleshooting

### DM Workflow Improvements

With the centralized portal, DMs have been able to streamline their daily functions and increase productivity. Employees can focus on other initiatives in their delivery districts.

### SSO Improvements

With an SSO solution, the company can improve its overall security model with uniform criterion for access management. The help desk doesn't get nearly as many calls for password resets.

With Keste's guidance, the company hopes to continue to leverage its Oracle Fusion Middleware infrastructure to solve additional business challenges and give it even more strategic advantage.

“Keste helped us figure out how to leverage our Oracle Fusion Middleware infrastructure to our strategic advantage—to improve processes, save money, and position us ahead of our competition.”  
—CIO  
\$10B+ uniform copmany