



For CMC Group, Bottomline Helps Make the Jump to Microsoft Dynamics® AX 2009 Faster and Easier

Crete!form® for Microsoft Dynamics AX 2009 Enables Company to Accelerate Business-critical Processes and Create New Market Opportunities

For any organization that has relied on custom programming to enhance transactional document output, an ERP upgrade means the entire process of coding must begin anew. That's the scenario CMC Group, a corporation providing specialized printing and packaging solutions, was confronted with as the company prepared to upgrade to the latest release of Microsoft's popular ERP system, Microsoft Dynamics AX 2009.

Business expansion is placing a greater emphasis and value not only on transactional documents such as invoices, purchase orders and payments, but the processes that surround these important documents. Yet the difficulty inherent in trying to transform standard ERP output into more efficient electronic documents has the potential to compromise trading relationships, internal resources and even profits. While custom programming remains an option, the complexity and resources required to handle such a task – particularly during or following an upgrade – can often undermine an organization's ability to realize the long-term benefits of their ERP system.

“Whether or not we would make the jump to Microsoft Dynamics AX 2009 was never in question,” said Allan Stiles, Corporate Applications and Development Manager of CMC Group. “The hurdle we faced with regard to upgrading was the fact that we would have to re-create all of the document output coding we had done over the years. Our organization invested about 300 hours worth of work into customization and we were concerned going that route a second time would have a negative impact on the implementation cycle.”

An Alternative to Custom Coding Emerges

Rather than invest resources in custom programming, organizations standardized on Microsoft Dynamics AX are turning to third-party products such as Bottomline's Crete!form document process automation solution to streamline business processes that rely heavily on paper-based documents. By

automating the routing, delivery and storage of transactional documents users can quickly and easily increase the functionality of their document output. And through seamless integration with Microsoft Dynamics AX, organizations can protect their existing IT investments while simplifying ongoing ERP maintenance and upgrades.



“Given our situation, leveraging a product such as Bottomline's was an ideal solution to the challenge,” said Stiles. “Since we previously used Crete!form very effectively to align the look and feel of all of our invoices, we believed we could leverage the solution to completely bypass the re-coding and introduce new levels of efficiency and cost-effectiveness into all areas of our document output.”

For its larger document output initiative, CMC Group considered other document output solutions, but ultimately selected Bottomline based on two important factors: the success of its initial implementation and the user-first approach the company took to architecting its solution. Because the business logic for certain functions already exists, the solution is transparent to end users, which provides the ease of use necessary to quickly affect change in how documents are generated and distributed.

“At first, the biggest benefit of Bottomline's solution was not having to commit programming resources to coding. But the more we used Crete!form, the more we realized there wasn't a business process in the company we couldn't affect in one way or another by transforming the associated document output,” added Stiles.

New Approach Yields 'Win-Win' Scenario

Since completing its migration to Microsoft Dynamics AX 2009 in May 2008, CMC Group has leveraged Bottomline's advanced capabilities for transactional document automation across its business. Without the need to devote resources to custom coding, the company's document output is delivering new levels of value to important business functions, reducing the company's reliance on expensive labor-intensive processes, and providing new opportunities for building stronger customer relationships.

With Bottomline's solution, for example, CMC Group has been able to reduce the number of pages associated with its purchase orders from 12 to 2 by eliminating the page footer that was automatically inserted by Microsoft Dynamics AX. Previously, users had to spend extra time attaching various electronic documents to customer communications. Now, all of the requisite information can be collated and sent to customers as a single file.

CMC Group has also gained the ability to generate special output based on data elements related to an order or even a specific customer, thus providing the opportunity to cross-sell and up-sell new services, as well as tout new or upcoming products. Additionally, the utilization of these data elements has fueled further process automation, making CMC Group's companies much more efficient and profitable.

But perhaps the process that has the potential to benefit the most from this new approach is accounts receivable. Because the company is generating more informative accounts receivable-related documents and providing them in the manner in which customers prefer, the company is realizing a faster payment rate among customers.

“The response among our customers has been tremendous,” said Stiles. “From their perspective, the changes we’ve made to our transactional documents have helped them to process the information much more efficiently, which for us means we’re enhancing important customer relationships and creating the potential to accelerate the payments cycle. It has been a win-win for both parties.”

New Opportunities with Specialized Customers

Another important benefit related to CMC Group's use of Bottomline's solution is tied to its ability to compete for 'specialty' customers. When conducting business with partners and suppliers, some organizations often require the use of specific formats for different types of transactional documents. For CMC Group, the breadth of capabilities and flexibility offered by Bottomline has provided the company with a distinct advantage.

“In order to service a specialty customer properly, you have to possess the ability to cater to their business requirements without impacting your existing customer relationships. To do so requires a very high degree of solution flexibility, which is exactly what Bottomline has provided us with,” said Stiles. “Since fully implementing Bottomline's solution, we've been able to quickly strengthen our position in the marketplace and our ability to accommodate specialized business requirements.”

About Bottomline Technologies

Bottomline Technologies (NASDAQ: EPAY) provides collaborative payment, invoice and document automation solutions to corporations, financial institutions and banks around the world. The company's solutions are used to streamline, automate and manage processes involving payments, global cash management, transactional documents and invoice approval. Organizations trust these solutions to meet their needs for cost reduction, competitive differentiation and optimization of working capital. Headquartered in the United States, Bottomline also maintains offices in Europe and Asia-Pacific. For more information, visit www.bottomline.com.



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