



Certipost **e-Invoicing**

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## **Panasonic Energy Europe decreases the administrative workload for sales departments**

Panasonic Energy Europe is a well-known supplier of batteries, torches and chargers. Yearly tens of thousands deliveries are shipped from the factories in Tessenderlo and Poland across the whole of Europe. Approximately 30.000 invoices are sent annually. The administration this requires uses too much valuable time from the sales administration. In order to work in a more efficient way, Panasonic Energy Europe decided in 2008 to automate the flow of outgoing invoices.

### **The challenge**

Panasonic Energy Europe has local sales organizations in about 10 countries. Every division consists of a team of sales people and sales administrators, called Direct Sales Officers (DSO). The DSOs take orders via telephone, fax or electronically and input the orders in the SAP-system. Once the orders are confirmed, the invoices are made, printed and sent to the customers. Apart from this, the DSOs take on a number of other tasks such as marketing, contact management and following up on outstanding customer balances. “We wanted to reduce the operational workload for our sales administrators so they could spend more time on strategic tasks,” says Koen Vandecasteele, Credit Control Specialist at Panasonic Energy Europe. “In 2008 we chose Certipost’s solution for the automated flow of outgoing invoices to assist our DSOs in this. Analysis shows that some DSOs can save up to one and a half hours per day with this solution.”



## 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 Tessenloer 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)

### The solution

Panasonic Energy Europe supplies various groups of customers, from regular wholesale distributors to mass merchandisers such as Auchan, Metro, Lidl, Aldi... "According to their profile and amount of documents, customers can choose between our own EDI-system and Certipost e-Invoicing," says Kurt De Smet, Group Manager Finance. "Of course it is much cheaper for us if the customer receives his invoices through Certipost. EDI requires a separate set-up, which is expensive and easily takes two working days to implement. With Certipost e-Invoicing, the customer can immediately start working."

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

### The results

Panasonic Energy Europe currently sends 28% of its invoices via Certipost. "This may not seem like much, but it is the average number for all the countries we work in. The percentage is much higher in those countries where we have implemented Certipost e-Invoicing," explains Kurt De Smet. "In Belgium, France, Denmark and Sweden the average reaches 70%. On the other hand we barely reach 6% in Germany, because we have only approached a limited number of customers there. There is still a great deal of growth potential for Germany."

Panasonic Energy Europe will be putting in an extra effort to make more of their customers enthusiastic about electronic invoicing. "We want to apply Certipost e-Invoicing as widespread as possible in order to work efficiently and use less paper. We have 'Eco Ideas' written on our badge, and that means a lot to us," concludes Kurt De Smet.



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