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## 1 in 3 of Sanoma Media’ suppliers opt for electronic invoicing

Dutch publisher Sanoma Media offers its freelancers and other suppliers the possibility to receive purchase orders and send invoices electronically. This enables both parties to save time, work more efficiently and cut costs. After a pilot phase of several months, the project was launched in the final quarter of 2008. Sanoma Media consequently was the first publisher in the Netherlands to introduce electronic document exchange.

Being the largest cross-media publishing company in the Netherlands, Sanoma Media works with over 3,000 freelance journalists and photographers. “Our digitisation project is in the first place targeted at this extensive group of smaller suppliers who, as a whole, are sending the lion’s share of the incoming invoices”, says Elisabeth Raaschou, Accounts Payable Manager at Sanoma Media. “The efficiency benefits are most obvious in this field.”

### great response rate

Today, over 30% of the suppliers approached by the publishing company have already switched to electronic invoicing. “We are very pleased with the great response rate,” Elisabeth Raaschou continues. “In the following months an increasing number of suppliers will be approached through our roll-out programme and be connected to the Certipost platform.”

### how the solution works

From its ERP application, Sanoma Media sends an electronic order form to the freelancer, who receives the order in his password-protected Bizmail inbox. Certipost Bizmail is a free web-based service for secure electronic document exchange and archiving. Using Bizmail, the freelancer can easily convert the order form into a pro forma invoice after completing the assignment. If needed, he can make some final adjustments, such as adding his own invoice number. With one simple mouse click, he then sends his invoice to Sanoma Media. Both document flows occur safely via CertiONE, the Certipost platform for secure electronic communications. The invoices are also stored in an online legal archive for a period of seven years, where they remain available to Sanoma Media as well as to the freelancers.



## ABOUT SANOMA MEDIA

Sanoma Media is the largest Dutch cross-media publisher, with nearly 80 magazines (plus accompanying materials and events), and more than 125 websites. Everyone knows at least one of Sanoma's titles, such as Libelle, Margriet, Donald Duck, Panorama, Nu.nl or Startpagina.nl. With its magazines alone, Sanoma Media reaches 73% of all Dutchmen. Sanoma Media is based in Hoofddorp with a staff of about 1,100. Another 750 people are employed by its subsidiaries Sanoma Men's Magazines, Jonge Gezinnen, ilse media and Mood for Magazines.

## collaboration with Certipost

"Certipost has proven to be a flexible, professional partner who really listens to what we want and doesn't promise what it can't deliver. The positive and close cooperation with Certipost has made this project into a success for both of our organisations," concludes a satisfied Elisabeth Raaschou. An opinion which many others seem to share... Indeed, at the 2008 e-invoicing conference "Factuurcongres" in Arnhem, the project was presented with the "Gouden Factuur" award in the category Automated Invoice Processing.



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