



About ILG

Founded in 1975 with 25, ILG is a member owned cooperative with over 750 members and an annual turnover of \$200M. With the main objective of providing support to its members to ensure their profitability, ILG experienced continued and spectacular growth. Based in Australia, the company services over 1,200 hotels, bottle shops, licensed clubs, bars and restaurants across NSW and Queensland.

WWW.ILG.COM.AU

Cheers! Beverage Wholesaler Upgrades Invoices with PlanetPress Suite

Most people wouldn't associate transpromo applications with a beverage wholesaler, but an Australian cooperative is a textbook example of these hybrid transactional/promotional documents.

The Independent Liquor Group (ILG) is a cooperative servicing over 1,200 hotels, bottle shops, licensed clubs, bars and restaurants across New South Wales and Queensland—the major population centers of Australia. Typical customers are large pubs, casinos, liquor stores, licensed sporting clubs and other service businesses.

To capture and keep business, ILG competes on price and service, says Roger Miller, ILG General Manager of IT and Communications. Co-operative members benefit from the combined buying power that comes from supplying hundreds of outlets. Modern distribution centers move about 3.5 million cases a year, and this traffic generates 300 to 400 unique invoices a day of two to three pages each. The invoices are an important part of the ILG customer experience, and behind every one is PlanetPress Suite from Objectif Lune. “With PlanetPress Suite, we can make each invoice very professional,” Miller declared.

Tools for Design and Output Management

“We are a classic PlanetPress Suite operation,” he said. ILG uses PlanetPress Design, the design tool of the suite, and PlanetPress Watch for output management. ILG was introduced to PlanetPress Suite via one of its print providers. The software is installed on the four 60-ppm systems located in ILG offices and warehouses in Brisbane and Sydney. “We had a legacy system that used old line printers. We wanted to convert to nicer laser output”, Miller explained. Following a short training session, ILG programmers were soon up and running with PlanetPress Suite. ILG now prints invoices directly on the laser printers without reprogramming any legacy invoice software.

ILG began using PlanetPress Suite several years ago to produce invoices and credit notes, and the differences were immediate. The company did away with their expensive pre-printed three-part paper invoices. “We’ve gone from 20 to 30 cents per invoice to just a couple of cents, and now we never run out of invoice forms! And we can respond quickly to any changes and make updates on the fly.”

Customizable Layouts Triggered Automatically

In addition to savings on pre-printed forms, PlanetPress Suite has helped ILG in ways they didn't expect. “We realized we could do much more with it,” Miller noted. “One nice thing about PlanetPress Suite is that we can apply logic to automatically choose a different layout for the first page versus pages two and three. For example, we did not want an advert or our logo on every page. PlanetPress Suite can intelligently decide what message and what logo to use on each unique invoice, even with hundreds a day, one by one, page by page. We can use what people typically order and tailor the invoice advert or messages.”



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Roger Miller
General Manager, Information Technology & Communications

PlanetPress Suite puts sophisticated techniques in the hands of ILG designers. They can insert data-driven messages, graphics and barcodes as they create business forms and invoices within the user-friendly, standards-based PlanetPress Suite environment. Easy drag-and-drop mapping of variable data fields can be easily combined with static text. A PDF or EPS image can be added as a background, or a customizable design can be built from the ground up. The improved professional appearance communicates a message about the ILG image and quality standards. The invoices are easier to read and are more relevant to retailers who receive them.

"Once the rules are set up, the process is automatic, whether the invoice is 50 pages or just one," he said. PlanetPress Suite can capture and process data from almost any source. "All that is fairly easy, and we thought it was a clever thing to do." Aside from some constraints on advert size, they have full control over invoice generation and production.

Transpromo Marketing Benefits Suppliers and Generates Revenue

In addition to eliminating pre-printed forms and enabling convenient online service, PlanetPress Suite introduced ILG to the potential of transpromo marketing. Miller said, "We realized we could produce very easy ads and color blocks on invoices." They also discovered suppliers would pay to run ads on ILG invoices, and this revenue covers ILG costs. "It must be successful because our suppliers keep coming back!"

Some suppliers supply their own ads, while ILG also offers graphics services. "While he is not a graphic designer, one member of our team is particularly good with fonts, colors and layout, and he uses PlanetPress Suite to create graphics for our invoices." PlanetPress Suite replicates both transactional and business documents in one simple package, so users only need to learn one platform. Document developers apply rules and conditions to target suppliers' customers with advertising customized for each delivery and invoice.

Online Access to Invoices Increases Customer Convenience

Customer service and member communications like ordering and payment verification increasingly take place online. ILG has one of the best electronic ordering facilities in the liquor industry, and most customers order via the private web site.

"We like the PlanetPress Watch features that let us produce PDF files on the trot with no extra effort," Miller said. The PDF invoice displays automatically on the site and is always available. "The beauty of PlanetPress Suite is that it can do it automatically and at no cost. Also, we are assured that the printed copy and the web copy correspond exactly!"

Although an invoice hardcopy goes with the goods for the receiver to verify the delivery, sometimes the retailer's accounting department is actually somewhere else. Instead of calling ILG to get an invoice, customers just go to the web site and print a copy. Online access makes it easier to synchronize invoices and in turn, accelerate payment processes. It also increases customer convenience and saves time for everyone.

Automating Document Distribution for Print and Online

PlanetPress Watch is the gateway to automated document output and distribution. Invoices print at optimum speed on local or remote PostScript printers at any ILG location. Documents can be routed automatically through user-defined business rules, so errors caused by manual intervention are eliminated. Users can direct document workflow to create electronic versions of invoices, and then email, fax and archive them.

Despite being located around the globe from Objectif Lune headquarters, support has never been a problem. Most of the time, ILG supports their PlanetPress Suite tools in-house, with just occasional help from the "local guy" who handles Objectif Lune customers in Australia and the Asia Pacific region. "He's always on hand and rings us back promptly when we have questions. When you rely on a software product for a mission critical application like invoicing, such support is essential," Miller declared.

With PlanetPress Suite for their invoices, ILG achieved all the results they expected and many benefits they didn't anticipate. From eliminating expensive pre-printed forms, to easy online access and customizable transpromo invoices, ILG has established a professional invoice strategy that is the toast of the industry.



PLANETPRESS SUITE

The ILG PlanetPress Suite Solution:



PLANETPRESS DESIGN Flexible, Powerful, Transactional & Personalized Document Creation.



PLANETPRESS IMAGING Electronic Image Generation for Archive, Email & Fax.



PLANETPRESS WATCH Automated Document Output & Distribution Management.

for more information, visit
www.objectiflune.com