

**Industry**  
Advertising

**Solutions Implemented**  
Reform Enterprise

**Processes Automated**  
Printing, Archiving



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## **Advertising Company**

**An advertising company uses Reform Enterprise and DocumentMall to improve their invoice processes**

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### **The Problem**

A major advertising company provides various advertising services for numerous customers worldwide. One of the services this company provides is producing advertisements for telephone books. Typically, the company would print out an invoice for the advertisement and then print out the artwork associated with the advertisement invoice. An employee would then cut the artwork with scissors and paste it onto the invoice. The invoice would then be mailed to the client for approval. Clearly, this process was extremely tedious since time was being wasted on manually finding the artwork associated with the invoice, cutting and pasting the documents and mailing the final copy to the customer.

### **The Solution**

By utilizing FabSoft's Reform Enterprise and DocumentMall, this company was able to eliminate these arduous tasks and save time and money. Now, invoices are printed to Reform Enterprise. Reform automatically retrieves the corresponding artwork from a directory, attaches it to the invoice and stores it for internal review. Once the document is approved, it can be emailed or faxed to their customer or archived to DocumentMall. Oftentimes, artwork is quite large which made delivery to customers very difficult in the past. With this solution, invoices could be sent to DocumentMall and stored in a cabinet with the customer's name. The customer could then access the document right from the convenience of the DocumentMall website. Furthermore, if invoices need to be referenced in the future, employees can quickly pull up the document from DocumentMall rather than searching through file cabinets.

### **Benefits**

- Electronic files can be shared easily and are less likely to be lost or damaged
- Artwork is automatically associated with the advertisement invoice
- Customers can view their own invoices from the DocumentMall website
- Employees can perform searches and quickly pull up specific documents
- Storing documents to DocumentMall ensures they are secure
- Customer service is improved since customers can obtain their documents immediately
- Automating these processes saves tremendous amounts of time and money