

A close-up photograph of various bakery ingredients, including round loaves of dough, wheat stalks, and seeds, all bathed in a warm, golden light.

# Bakkersland and OpenText: A Recipe for Success

OpenText™ Notifications provides certainty in crucial supply chain

Keeping Bakkersland's 15 bakeries supplied with ingredients is critical to the success of its €434million business. Any interruption in supply will affect the ability of the 1,900 employees to deliver fresh bakery products, daily, to supermarkets, stores, hospitals, and other customers throughout the Netherlands and to sales partners in over 20 countries.

Many of Bakkersland's suppliers require that orders are sent by fax, with the firm reliant on expensive ISDN lines to transmit its orders to suppliers in many countries. However, whenever a problem occurred in transmission, it was only when a manual check was undertaken that non-delivery would be discovered.

Pim van der Gaag, IT Consultant at Bakkersland explains further, "We lacked confidence that our orders had been delivered, and sometimes they weren't. This meant a lot of time-consuming, manual checking, phone calls to suppliers to confirm receipt, and a lack of end-to-end visibility of our supply chain. We had to find a better, more reliable, and transparent solution."

## OpenText Notifications, the Perfect Ingredient

The Bakkersland IT team turned to OpenText partner Nokavision to improve the fax provision at the firm. Nokavision had been working closely with Bakkersland for many years, having implemented OpenText™ Communication Center Enterprise (CCE). The CCE solution provides document output for a wide variety of content including invoices, labels, and orders for the firm.

"We approached Nokavision as a trusted partner for potential solutions and they recommended OpenText Notifications. This allows us to seamlessly output our orders via OpenText CCE, having been generated in our ERP system. OpenText Notifications, which is a cloud-based service, then handles the delivery of the fax orders to our suppliers," explains van der Gaag.

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## INDUSTRY

*Food Services*

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## CUSTOMER

*Bakkersland*

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## CHALLENGES

- *High cost of fixed ISDN lines used for fax transmission*
- *Lack of error notification leading to supply chain interruptions*
- *No end-to-end visibility of order process*
- *User mistrust of system and lengthy manual checking*

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## SOLUTIONS

- *OpenText™ Notifications*
- *OpenText™ Communications Center Enterprise*

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## BENEFITS

- *Lower cost with Cloud-based solution*
- *Rapid return on investment in just one and a half years*
- *Reduced risk with automatic error alerts*
- *Greater transparency and efficiency*

Moving to OpenText Notifications has removed dependency on costly fixed ISDN lines to transmit orders. The service is also more elastic and able to handle peaks in traffic volumes. There is no on-premises hardware or software, removing the need for hardware maintenance, software updates, or backups.

### Lower Risk with Immediate Feedback

With Bakkersland's old fax system, there was no automatic notification of a problem. A manual report had to be scrutinized for any failed deliveries. This was time consuming and it was all too easy for a failure to be missed.

"With OpenText Notifications, if a fax fails to deliver, the originating user is notified by email within 10 to 15 minutes. The solution is setup to automatically attempt three transmissions at five minute intervals before reporting a failure. Our users can then immediately take appropriate action, protecting our supply chain and reducing risk to the business. Without ingredients or packaging materials, production stops," says van der Gaag.

Whatever the result of a transmission, the document is available for easy storage and viewing in a standard PDF format. OpenText Notifications also automatically updates CCE, and the ERP system with the results of the transmission, providing greater transparency across the entire ordering process.

"Our users have really welcomed the insight that OpenText provides. They trust the solution, unlike in the past, where the default position was exactly the opposite. If the user doesn't receive an email, they know that their fax has been successfully sent and no further action is needed," states van der Gaag.

### Rapid Return on Investment

When considering new solutions, Bakkersland has a standard corporate target of a three-year return on investment (ROI). When calculating the business case for OpenText Notifications, hard savings were taken into account, including the cost of the fixed ISDN lines and hardware maintenance.

"Our calculations showed that the ROI of the OpenText Notifications solution would be just one and a half years, half our three year corporate target. In addition to the monetary savings, the solution has brought confidence, and has reduced risk to our business," says van der Gaag.

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Contributory factors to the rapid ROI also include the 'out of the box' capabilities of the solution. By being able to meet the needs of Bakkersland without expensive and time consuming customization or coding, the solution is rapidly deployable.

### Handling Queries with Ease

If a query with a supplier arises, it's now a quick and easy task to check the delivery status of an order.

"Being able to see exactly what was sent, by whom, and when, saves a huge amount of time. This end-to-end process visibility just wasn't possible in the past. We now make fewer calls to suppliers too, adding further efficiency to the whole ordering process," says van der Gaag.

The OpenText Notifications solution is meeting Bakkersland's outbound fax transmission needs, with the ability to handle additional communications channels including email, voice, and SMS text message, should the need arise.

"We set out to lower our costs, provide greater reliability and visibility, and reduce risk to the business. With OpenText Notifications, we've achieved all of that and more with users' time being better spent on other tasks," concludes van der Gaag.



### About Nokavision

***Nokavision Software is a knowledge based organization with a passion for software. Packed with more than 20 years of experience in digital transformation, we help organizations to optimize customer communications and to build Smart Apps. Our team of experts has years of experience and specializes in implementing software in the Benelux region.***

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