



CAPTARIS CUSTOMER CASE STUDY

CUSTOMER PROFILE

INDUSTRY Manufacturing,
gold jewelry

WEB SITE www.lazurde.com

LOCATIONS Riyadh,
Saudi Arabia

EMPLOYEES 2,000

COMPANY Private, in
business since 1987

SOLUTION SNAPSHOT

CHALLENGE Paper document
delivery and management
slowed approval processes and
made them difficult to track

SOLUTION Captaris Workflow
5.2; Captaris Alchemy Standard
Server 8.0; Captaris RightFax
(upgrading to 9.0)

INTEGRATION Microsoft
SharePoint Portal; Microsoft
Exchange; BAAN ERP system

RESULTS Sped procurement
and human resource approval
processes by days; will
reduce physical file storage
by 50 percent in first year;
expects to achieve payback
on Captaris product suite
within the first year.

Lazurde Automates Document-centric Business Processes with Captaris Suite

Eliminates Paper, and Manages Workflows and Archiving from Microsoft SharePoint Portal

Lazurde is one of the world's largest gold and jewelry manufacturers. The factory specializes in high-quality gold in a variety of karats and colors and studded with diamonds, precious gems and cubic zirconia. It distributes these products to approximately 3,000 retail outlets within Saudi Arabia.

The Challenge

Lazurde faced a challenge common to many enterprises—managing all the right information but in the wrong way. Price quotes, purchase orders and invoices are the stuff business is made of, but Lazurde was attempting to manage these documents as paper-based files, which overwhelmed fax machines, slowed productivity and occupied much-needed office space.

Lazurde receives and sends close to 300 documents every day. “With paper, it was quite a mess,” said Nassir Atik, systems and development manager with Lazurde. Invoices, brochures and other documents arrived at one of several fax machines. Documents could pile up while personnel were often busy with other important tasks. Some documents were even lost in the clutter. Those that did make it to the intended recipients were often difficult to read since multiple rounds of faxing and copying resulted in low-quality duplications.

Paper copies of procurement documents were handed from department to department and person to person for review. “We had to work through a long process of purchasing approval—often taking up-to-three days,” Atik said. “And it was quite difficult for the person who requested the approval to follow-up because they were cut off from the information and status.” The same was true for procedures in other departments such as human resources. Managing vacation requests or “leave processing control” for more than 2,000 employees is a hefty task for any manager. “In Saudi Arabia, when you wanted to go on a vacation it was painful because there are so many other things to be done,” Atik described. Ticketing, identification cards, exit and re-entry visas and other items must be obtained before any employee may take leave. “You often had to spend two days to follow up the request. Sometimes you would end up missing your flight.”

Lazurde needed a better way to capture and deliver critical documents, automate the approval process, and then, enforce business policies and procedures. And with two rooms already full of archived documents occupying 48 square metres (or more than 430 square feet total), the company also wanted to reduce or even eliminate paper-based storage and archival. “With so many employees in a growing organization, we already have a shortage of office space,” Atik said. “We need those storage rooms for employee workspace.”

Atik and his team set out to find a complete solution from one vendor that would be flexible enough to integrate with other enterprise applications, but also remain affordable and relatively simple to implement. "This is the first time Lazurde did anything of this magnitude," Atik said. "It was like a 'big bang' kind of thing... So we had many requirements for the vendor."

The Solution

"With Captaris, what was promised is what we received," Atik reported. Lazurde is now using the entire Captaris product suite to streamline and automate purchasing processes and other critical business functions. The company has relied on Captaris RightFax since 2000 to support electronic delivery of invoices and other documents. In late 2005, Lazurde also implemented Captaris Workflow for business process management and Captaris Alchemy Document Management for digital storage and retrieval. When fully deployed, all the solutions will integrate with Microsoft SharePoint Portal Server, Lazurde's chosen collaboration platform, and BAAN, its ERP system. Lazurde worked with Netways Arabia, a leading Captaris solutions provider, to deploy and integrate the Captaris suite.

According to Atik, Captaris offers exceptional flexibility and local technical expertise at a justifiable cost, unlike other solutions Lazurde investigated. "We also wanted a solution that is simple to understand and that enables us to move into workflow and portals in a short time. Captaris has done what we hoped. We managed to achieve success with a cost-effective solution in a short time."

The company is upgrading to RightFax 9.0, and with the RightFax Microsoft Exchange Module, professionals can send and receive faxes directly from their desktops and email systems. In comparison to paper documents, electronic faxes are legible and immediately available. "For a while, we had to fight the habit of making multiple copies," Atik said. "Now, there is no copying, fear of changes or unavailability because someone else has the document you need."

Using Captaris Workflow, Lazurde employees, both requestors and department managers, may easily check document status using SharePoint. "We know at any time who is working with a file, and we can look at the document since the electronic fax is attached within the workflow," Atik said. Email reminders and

centralized access to task lists for SharePoint users maintain a focus on responsibilities, while the system provides workflow wizards and Business Activity Monitoring (BAM) views with real-time monitoring. With these tools, managers can pinpoint process bottlenecks and push approvals through completion without the previous delays associated with paper-based document management.

"Procurement used to take approximately three days from request to purchase order. Now, it takes hardly one day."

Once a document is approved—for instance, when a Purchase Order (PO) is issued—it is automatically archived to Alchemy where it is available for easy, immediate access at a later time. "Everything will eventually be streamlined and automated from beginning to end," Atik noted. Lazurde is implementing several Alchemy modules—scan, search, Web server and others—so paper documents, faxes and even emails can be attached to workflow processes, and then, automatically archived into Alchemy.

The Results

Atik estimates the Captaris solution will pay for itself within the first year of implementation. Cost-savings are gained from the reduction in paper and storage space. However, the greatest impact comes from using all three Captaris products together. Integration allows Lazurde to get the most out of each solution Atik noted. "There are so many combinations available and so many issues companies may face in terms of automation," said Fadi Honein, Captaris regional manager Middle East and Africa. "Using our three products together can solve virtually any document management issue."

Significant improvement has already been seen by Lazurde, according to Atik. "For instance, procurement used to take approximately three days from request to purchase order," he said.

"Now, it takes hardly one day." Leave control issues are now handled in less than one day. "The leave request forms used to be carried from office to office over a period of days.... Now ticketing and visa controllers access the automated process at their desktops. Employees know the status at any time and—within a matter of hours—approval is obtained before the employee goes home for the day."

While Lazurde will continue some paper-based archiving due to industry requirements, Atik expects Alchemy will eliminate 50 percent of its current physical storage space by the end of 2006, freeing the space for employees. He said "employee comments about using Captaris products are positive—wondering when we're going to automate and improve *more* processes!"

About Captaris, Inc.

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. Our product suite of Captaris RightFax, Captaris Workflow and Captaris Alchemy Document Management is distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the Nasdaq National Market under the symbol CAPA. For more information, visit www.Captaris.com.

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