



Company

Global provider of collaborative payment, invoice and document automation solutions

Challenge

- Complex discounting and approval process
- Multiple currencies, languages and legal requirements
- Length of time to close out financial months

Solution

Product Selection and Configuration
Pricing & Quote Management
Proposal Generation
Salesforce.com & ERP Integration

Results

- 35% increase in Maintenance contract accuracy
- Automated "End-to-End Order-to-Invoice"
- 25% increase in productivity in Credit Control and Order Administration
- 2/3 reduction in over 90 day debt over 18 months
- 85% reduction in accrued revenue

BigMachines Bring a Unified Approach to Bottomline Technologies Order-to-Cash Process

'BigMachines brings control, visibility and scalability to our order process. We have created an open and transparent environment for our Sales People to trade in, that has maximized our efficiency and reduced our cost base.'

- Paul Dharwar, Head of Finance, Bottomline Technologies Europe



Bottomline Technologies is the leading provider of payment and document automation solutions. The company's solutions are used to streamline, automate and manage processes involving payments, global cash management, transactional documents and invoice approval. Organizations trust these solutions to meet their needs for cost reduction, competitive differentiation and optimization of working capital.

SEEKING A UNIFIED APPROACH

To improve the effectiveness of Bottomline's sales organization, the company needed to implement the same unified and automated approach that it recommends to its customers. Rapid business growth, organic and through acquisition, has resulted in more products, employees and customers in existing and new territories. External regulation such as Sarbanes Oxley has demanded tighter financial controls. Bottomline recognized that it needed a robust solution to achieve the "unified approach" that it sought. Bottomline initially commissioned a third party consultant to design and build a product configurator within salesforce.com. The custom configurator was built and deployed, but was ultimately rejected by the Bottomline sales team. It was apparent that the company had underestimated the complexity of designing and building an effective and usable configuration tool. Recognizing that they needed to set a new course, the next step for Bottomline was to look for a proven solution from a leading provider, and that is when they contacted BigMachines.

Bottomline identified several challenging goals and presented them to BigMachines:

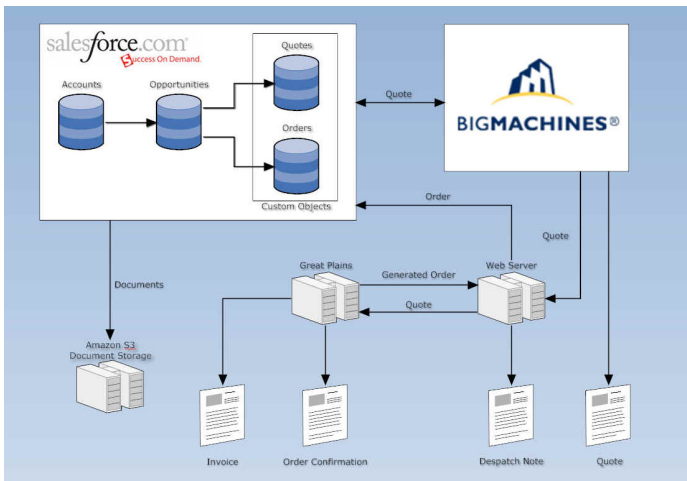
- Shorten the order cycle and implement a systematic approval process
- Prevent revenue leakage and compliance issues whilst helping Sales generate more business
- Reduce General & Administrative costs and improve our debtor day position
- Bring internal departments closer together and reach out to staff, employees and partners in Europe

In addition, Bottomline needed a solution that could integrate with their CRM system (salesforce.com) and ERP system (Microsoft Great Plains).

IMPLEMENTING THE BIGMACHINES SOLUTION

Once they selected BigMachines, Bottomline decided to implement the solution using their own internal resources. Many BigMachines customers choose to have BigMachines' Professional Services team manage the implementation, but Bottomline felt they had the capabilities to do it for themselves. Staff from Bottomline attended a BigMachines Administration Training course, where the solution, commerce process, roles and permissions were discussed in detail. Business processes and integration points with Great Plains and salesforce.com were mapped out. Then Bottomline's highly experienced team members took over the remainder of the implementation process and they were able to complete the implementation in less than three months.

A NEW, STREAMLINED PROCESS



“To think that we can join up processes that traverse two systems hosted on opposite sides of the Atlantic and then deploy complex functionality to users across all of Europe amazes me. BigMachines should be at the top of the list for all salesforce.com customers who are committed to a SaaS strategy.”

- Andrew Scarborough, Head of Information Systems, Bottomline Technologies Europe

BigMachines provides out-of-the-box integration with Salesforce.com, which means that Bottomline can now insert essential information such as the User, Customer ID, Currency and Billing Address onto a quotation in BigMachines.

The BigMachines Configurator then displays Bottomlines' products on screen as a list of parts or packages. 'Recommended items' and business rules automatically add software maintenance and discounting as appropriate to complete the quotation.

If any of the boundaries defined in the system by Bottomline are exceeded, such as the level of discount, payment terms, or amendments to Bottomline Technologies' standard terms and conditions, BigMachines will route the quotation to the appropriate groups for approval.



Once approved, BigMachines generates a proposal displaying the quotation in the customer's local currency, language and terms and conditions, with no intervention from the user other than to send the proposal to the customer.

On receipt of an order from the customer the agreement is routed via the relevant Financial Teams for credit checking and filing before Web Methods , an integration tool used by BigMachines, sends the quotation to Bottomline's ERP System Great Plains for an order to be created. The cycle is then completed as the order is sent back to Salesforce.com whereby the shipping, contract administration and finally the invoicing takes place.

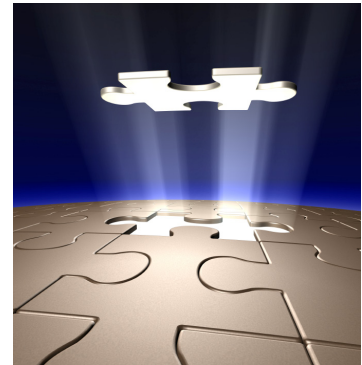
FASTER PROPOSALS, ACCURATE PRICING AND MORE VISIBILITY

“Results are all I am interested in. BigMachines helps us deliver our results month on month, quarter on quarter. No more Excel, no more Word, no more on-line translation. We can now send professional proposals to our customers in a fraction of the time we used to, without having to be experts in revenue recognition, Sarbanes Oxley or US GAAP Accounting methods.”

- Mike Johns, Head of Sales, Bottomline Technologies Europe

The missing piece of the puzzle is now in place. BigMachines has successfully brought together disparate departments, processes and systems in different locations to provide one unified approach for Bottomline.

Product Management now have a vehicle to release new products to the sales teams, thus ensuring the latest products and prices are reflected in the field. Sales have a pricing tool, proposal generator and the means to seek approval for quotations quickly and efficiently. Finance have complete visibility over the process from start to finish with the type of control usually expected from Manufacturing Companies.



THE BOTTOM LINE

For Bottomline, measurable, financial results are what really matter. Having deployed BigMachines for their sales teams, Bottomline has seen significant benefits:

- 25% increase in productivity in Credit Control and Order Administration
- 2/3 reduction in over 90 day debt over 18 months
- 85% reduction in accrued revenue

The proposal document is of importance to Bottomline Technologies and has undergone dramatic improvements!

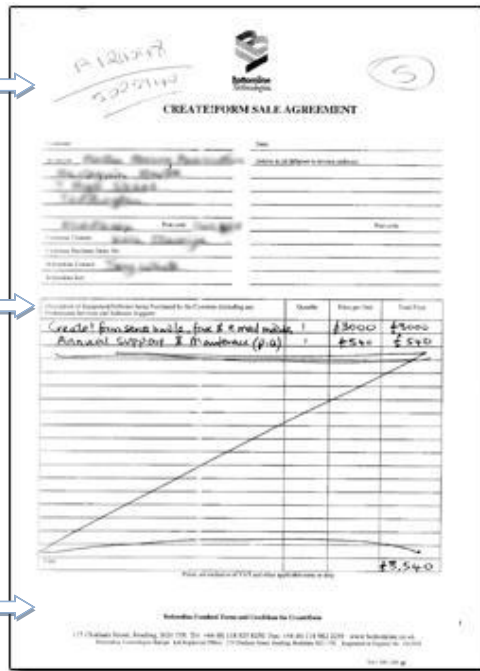
BEFORE

AFTER

Additional notes are not captured in systems

Handwritten & Error-prone

Attachments are necessary for legal requirements



Handwritten notes: "A 12/27/17", "5227112", "CREATEFORM SALE AGREEMENT".

Table with columns: Quantity, Price, Total Price. Handwritten entries: "Create! from some table from 8.0000 table", "Annual Support & Maintenance (p.a.)", "1", "13000", "13000", "1", "2500", "2500".

Manual transfer to departments for approval

Uniform design

Information automatically transferred

Accurate & easy to use Configurator

Correct legal requirements



Order Agreement

Customer: _____ Date: _____
 Invoicing Address: _____ Shipping Address: _____

Customer Contact: _____ Customer PO No: _____
 Bottomline Contact: _____ Bottomline Ref: _____
 Reference Contract #: _____

PART NUMBER	DESCRIPTION OF SERVICE / PRODUCT BEING PROVIDED	QUANTITY	PRICE	EXT PRICE
800000-1000	Bottomline CP Software Maintenance	1	\$ 270.00	\$ 270.00
800000-1000	Bottomline CP v3.0 Custom Departmental Purchase*	1.0	\$ 1,000.00	\$ 1,000.00
800000-1000	Bottomline CP Software Support	1	\$ 1,000.00	\$ 1,000.00
800000-1000	Platinum Bottomline CP - Installation	1.0	\$ 400.00	\$ 400.00
			TOTAL	\$ 2,670.00

* Annual maintenance at \$4,210.00

Name: _____ Title: _____
 Signature: _____ Date: _____

Tick here to confirm invoicing address and shipping address are complete and accurate!
 Tick here to confirm PO number is included
 Sign for and on behalf of the Customer for the Customer's duly authorized representative.

Bottomline Technologies
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 Reading
 Berkshire
 RG1 7JX

Please return to your sales representative
 Fax: 0118 942 2207
 Email: halslock@bottomline.com

Automatically routed for approvals and order processing

Let BigMachines Help You Build Your Own Powerful, Web-based Sales Engine with These Powerful Features:



Complete solution for streamlining product configuration and quoting for your company's sales team.



Create, edit and produce the documents you use as part of your sales process— proposals, contracts, datasheets and more.



Easily set up and maintain your BigMachines solution as well as personalize BigMachines to meet the needs of your business.



Standardize and enhance the sales process for your channel partners, VARs and distributors



Build a self-service guided selling and configuration engine for your customers to shop online.



From the initial BOA process through our award-winning global customer support, we're dedicated to your success.