

"We have improved branding and satisfied stakeholders with Lasernet"



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Ole Aggerholm
IT director, A-TEX

Lars Jakobsen
Global Project Manager, A-TEX



About the company

A-TEX is among the leading global suppliers of identity shaping branding articles for fashion brands, including hang tags, packaging solutions and store decorations.

The company employs 400 people globally. The group's ERP system is Microsoft Dynamics AX 2012.

Results

- Effective branding
- High quality documents
- Easy distribution of documents
- Easily customization in the way and in any desired format specified by customer or business partners
- Future-proof foundation for integrating even more self-service



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A-TEX wanted to effectively manage and distribute business documents so they lived up to the demands of the recipient in terms of format, placing of fields and data etc.

"When we send an order or an invoice out, the document must signal high quality, just like our products do. So, it needs to have a nice layout that shows that we are a quality conscious company", explains Ole Aggerholm, IT Director at A-TEX. "Unfortunately, that task is not solved in a reasonable way by our ERP system, MS Dynamics AX 2012. Therefore we use Lasernet instead to format and distribute e.g. invoices, account statements, orders and picking notes, so they highlight our brand exactly the way we want it".

Completely without limitations

Lasernet is also used to customize the content to the wishes of the recipients. "Our end customers, the factories, are located all over the world with very different requirements for the data to be included in for instance an invoice, and where the data must be placed on the paper."

The documents are tailored to fit the need of the customers based on the customer card in Dynamics AX. E.g. a customer in Turkey receive invoices in Turkish, and with more data than what is standard, because the authorities demand it. This applies not only to the data fields, but

also the logo and all other illustrations that can be applied to the document. Most of the customization work with Lasernet is performed by Tabellae, because A-TEX's IT department have not had the time. But you could easily do it yourself, emphasizes Ole Aggerholm.

To be applied to more future projects

These output solutions is only the first step with Lasernet, says Lars Jakobsen; "We now have a great platform with Lasernet, and have many new ideas. The solution can be applied in so many cases, and the next project we are considering to go ahead with is the automatic processing of invoices from our suppliers." Another project is a close integration between AX 2012, Lasernet and A-TEX's customer website, where more than 99% of all orders come in. Here, customers can now go in and see all their outstanding and paid invoices and get an updated statement. So plans are many.

On their toes for the customers

The cooperation has been really good, Ole Aggerholm explains. "We have had close contact with Tabellae and Formpipe. They know their product to the core, have always responded immediately and have never had a bad excuse when there was something that acted up. They are on their toes for their customers, just as we are, so we have a lot in common in the relation to customers."