



Testimony Danone

Danone Group, a leader in the food industry, was founded in Barcelona in 1919 with the first industrial yogurt production. The name **Danone** is derived from Daniel, which was Isaac Carasso son's name.

The worldwide organization, and its complex Administration, has caused **Danone** to innovate in different areas, such as a complete document management system in every production plant in Spain.

"This project arose with the intention of improving the bill of lading management by means of a tool that allows us to change its format in conjunction with the needs of our clients, as well as to better control the documentation delivery, workflow and the management of incidents with our suppliers", explains Vicent Peracaula, director of the service to clients for the south of Europe.

"As market leaders, we are always thinking of ways to improve our relationship with our clients. One of these endeavors is focusing on expediting our administrative processes and to simplify them to be able to be more responsive and to develop a more efficient relationship model with our clients" exposes Peracaula.

A major problem was the bill of lading centralization for our 72 distribution centers and the 8 logistic bases which distributes product to more than 40,000 Spanish businesses. *"The Company complexity and distribution systems variety makes bill of ladings management arduous since payment doubts or time limits that might arise must be*

supervised and it is necessary that the bill of lading is quickly accessible. We were seeking an effective system that could be integrated in our document management platform".

For this reason the Quijote project was started. The best adapted solution for our requirements was the **DocPath®** solution. *"It was integrated easily as another component of the document management workflow in the company – specifies the director of client service for the south of Europe – which provided a bar code design, images and simultaneous visualization of forms as well as PDF generation on our bill of ladings as well as third party ones, and web documents support."*

To obtain all these objectives **Danone** states: *"It has been necessary to review tasks and controls that occur during the delivery and invoicing process. This is a very important part of the design of a new bill of lading, from pre-printed forms to plain A4 paper format. This change has permitted us to use laser printers which are much faster and have the capacity of double sided printing, which assures important savings. Also, and thanks to **DocPath®**, the bill of lading has an EAN code printed for its subsequent recognition and shipment to the database and its subsequent search".*

Simplifying and creating a more efficient relationship with its clients, in all its business facets, has been one of the key determinants of a business model that has caused **Danone** to improve and to automate their administrative process with the **DocPath®** solution.



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