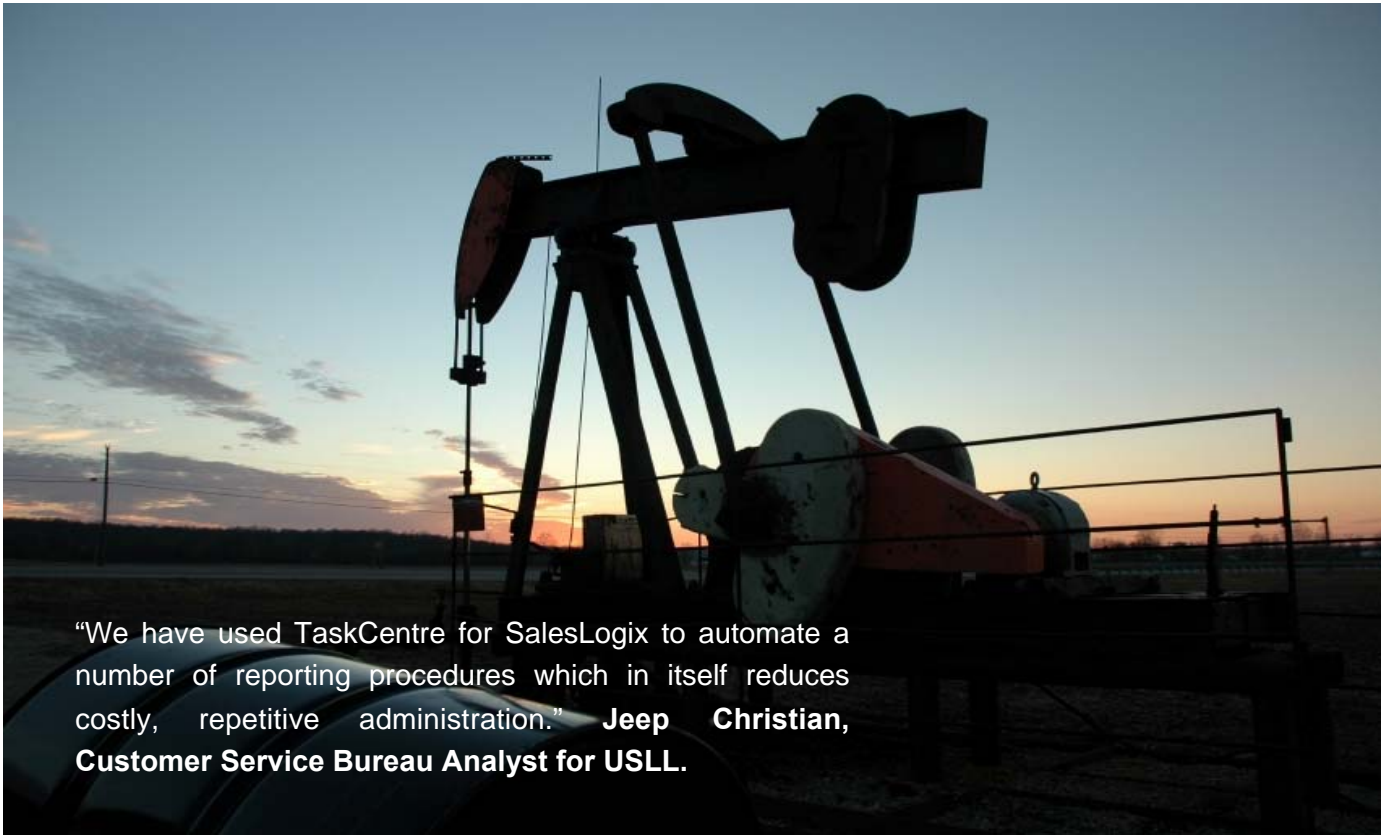


AUTOMATING BUSINESS PROCESSES

TaskCentre®

USLL cuts costly waste from its business operations through TaskCentre for SalesLogix



“We have used TaskCentre for SalesLogix to automate a number of reporting procedures which in itself reduces costly, repetitive administration.” **Jeep Christian,**
Customer Service Bureau Analyst for USLL.

Sage SalesLogix

TaskCentre®

The leading Business Process Management Solution

Business Requirements

- ⇒ Remove repetitive administration from employee workloads
- ⇒ Automate key business reports
- ⇒ Provide self-service information mechanisms

Solution Deployment

- ⇒ The extraction, formatting and delivery of information from Sage SalesLogix

► Company

US Liquids of Louisiana

► Industry

Waste Management

► Geographies

United States of America

Business Benefits Delivered

- ⇒ Significant reduction in employee time devoted to report generation and distribution
- ⇒ Enhanced decision-making
- ⇒ Empowerment of employees through self-service information mechanisms
- ⇒ Increase in employee productivity
- ⇒ Monitoring and enforcement of data entry accuracy
- ⇒ Reduction in operational costs
- ⇒ Platform on which to automate business processes in line with changes within the business and its competitive environment

Case Study: USLL LP

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TaskCentre

Orbis Software (UK)

Excellent service, informed personnel and professional management of oil and gas exploration and production waste have made US Liquids of Louisiana (USLL) the leading provider of E&P waste management services.

For more than 25 years, USLL has been safely managing produced water, spent drilling fluids, drill cuttings, spent workover/well completion fluids and production wastes.

Today USLL is developing new and innovative R3™ treatment technologies to reduce water usage, recycle more oil and convert E&P waste into environmentally friendly and beneficial road base and levee fill reuse products.

US Liquids of Louisiana (USLL) and its initial interest in TaskCentre for SalesLogix.

Forward thinking organizations are continuously looking for new technologies to improve business performance and USLL were looking to automate established business processes through Business Process Management (BPM) technology. This was highlighted by Jeep Christian, Customer Service Bureau Analyst for USLL when he said, "The ability to automate business processes across multiple departments was a key driver for the adoption of TaskCentre for SalesLogix. We required a BPM engine that would act as a powerful but flexible platform on which to drive our business forward."

Clearly, USLL were acutely aware of the technical and commercial

opportunities that TaskCentre for SalesLogix could provide from early on in the product's evaluation.

USLL and its use of TaskCentre for SalesLogix

USLL understand that 'information is power' but also that the method used to extract and present this information is equally as important. This was highlighted by Jeep, "As an organization, we appreciate the commercial importance of removing non value adding business processes from the workloads of our employees. For instance, placing emphasis on employees to continually create and distribute revenue and volume reports is not the best utilization of their skills."

USLL were able to quickly and effortlessly automate the creation and distribution of its revenue and volume reports by simply creating a process flow utilizing the TaskCentre for SalesLogix Scheduler, Query OLEDB, Run Crystal and Send SMTP Tools .

The effective management of support tickets is an essential business process for USLL and it was quick to utilize TaskCentre for SalesLogix's automation capabilities to enhance its processes. This was highlighted by Jeep, "As a multisite organization, we are required to sync our SalesLogix database with remote users and failure to do so can have a detrimental effect on the performance of the business. TaskCentre for SalesLogix is scheduled to monitor and report every hour on whether syncing has taken place. If the database has not been synced an email is automatically created and sent to those concerned."

Case Study: USLL LP

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Clearly, the ability of TaskCentre for SalesLogix to continually monitor and report on a critical process such as database syncing is of substantial value to USLL.

Disseminating departmental information to centralized points or line managers in a timely and accurate fashion is an activity that most organizations can relate to. Indeed, feeding the correct information at the right time is critical to effective decision making and this was also highlighted by Jeep, "We have used TaskCentre for SalesLogix to automate a number of reporting procedures which in itself reduces costly, repetitive administration. Yet, for our organization the benefits in cost savings are secondary to that of the improvement in effective decision-making."

Self-service information mechanisms and invoicing

It has become very clear that access to information is very important to the success of USLL and that TaskCentre for SalesLogix has played a pivotal role in achieving this goal.

In further pursuit of employee empowerment, USLL have leveraged TaskCentre for SalesLogix's event based architecture to enable employees to trigger the automatic creation and distribution of reports and information. This was detailed by Jeep, "TaskCentre has revolutionized the way we can provide information to internal employees. By leveraging the products capabilities, employees can simply send an email which in turn dynamically triggers the creation to return a given report."

Another key business process that USLL have automated is that of invoicing procedures.

Due to the power and flexibility of SalesLogix, USLL were able to customize its CRM application so that users could create invoices within SalesLogix and send them to a clearing house. However, ensuring the accuracy of data entry within this critical business process was imperative as Jeep highlighted, "Providing users with the ability to create invoices from within SalesLogix represents a powerful facility. But, to ensure that this functionality is utilized correctly, we have scheduled TaskCentre for SalesLogix to collate all invoices, create a report and send them for checking. If all invoices are accurate, they are sent to the clearing house for processing."

Jeep went on to mention that in the coming months, USLL plan to remove employees from the manual checking of invoices and establish a purely automated credit control procedure.

USLL and its future plans for TaskCentre for SalesLogix.

USLL has already gained a substantial Return on Investment (ROI) from TaskCentre for SalesLogix, but it has a number of further plans for using the product. Jeep highlighted, "Aside from the full automation of our credit control procedure we will be looking to expand the number of self-service mechanisms we provide to our staff. Using technology to serve employees rather than vice-versa is the direction we are heading and one that we see TaskCentre playing a key role."