

# TRADEPAQ:EDM

## Case study: Chefaro



### Chefaro defines TRADEPAQ's EDM as a solution

#### Introduction

Chefaro is the Dutch representative of Omega Pharma, a European company with 2,800 employees in 17 countries producing and marketing OTC (over-the-counter) products. The product range consists of medicines, vitamins and other health products of well known brands which are produced by Chefaro in Rotterdam. With brands like; Davitamon, Azaron, Biodermal, Tantum and Predictor, Chefaro is the market leader in The Netherlands.

Niels Schoon, ICT Manager of Chefaro, is responsible for the IT-division and the growth of technology possibilities in the company. The core business of Chefaro is the production, marketing and sales of the mentioned products. Other activities like quality assurance, financial administration, HR and ICT are secondary and supportive to the core business. The goal of Chefaro, says Niels, is staying the market leader in The Netherlands and executing operational excellence. Which means: achieving more efficiency with the same capacity.

#### The Challenge

Niels Schoon: "We wanted to work smarter and we knew that state of the art technology offers this but meanwhile we did not realize what the possibilities were." What they did realize though was the fact that the present application for document management was too complex for changes and had no possibilities for expansion. The challenge was to find an efficient method of producing trade documents with a software solution offering seamless integration with the enterprise resource planning (ERP) application BPCS from Infor.

#### The proof of concept

By searching for a software solution Niels Schoon spoke with a lot of people, and was directed towards Jan van den Brom of TRADEPAQ Corporation. Jan presented TRADEPAQ's Enterprise Document Management (EDM). EDM is the world's leader in document preparation, generation and delivery. EDM encompasses web-based document collaboration with workflow and integrates with BPCS. To prove that EDM was the best solution to meet Chefaro's challenge, TRADEPAQ executed a proof of concept. In cooperation with the future users, TRADEPAQ implemented three documents for the proof of concept. Both Chefaro and TRADEPAQ invested time and knowledge in this.

#### The Solution

During the proof of concept Niels Schoon experienced that TRADEPAQ took care of a quick implementation with flexible cooperation. Niels Schoon: "We have chosen EDM and it brought us what we expected. Now we have more flexible possibilities to present ourselves, our corporate identity is guaranteed. We use less templates and the business rules of Chefaro are integrated into the system." These rules prevent mistakes and unnecessary actions. "The service of TRADEPAQ is a real added value", by listening to the users and providing constant feedback processing within a short period of time, we received more than just a solution." Niels Schoon said.

#### The Bottom Line

EDM is more than a document management system, with a variety of functional possibilities, so expansion and growth for Chefaro is no problem. Niels Schoon: "We created more efficiency by working with EDM, changes are quick and easy to implement. EDM and TRADEPAQ deliver what they promise."

#### About TRADEPAQ Corporation

TRADEPAQ Corporation is a leading worldwide software provider of sophisticated trade document solutions. TRADEPAQ offers document generation and collaboration software as well as web-enabling technology.

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