

Bulteau Systems protects against customer risk and establishes a cash culture thanks to CashOnTime Collection.

“ This solution allowed us to establish a real collections strategy and gave us excellent visibility of our customers and our €1.2 M in invoices due. ”

Alain Aujoux, Finance Manager



Industrial packaging specialist

Bulteau Systems, a subsidiary of Bulteau Développement and a leader in its market, offers products and services for **securing packages and pallets**.

Known for its specialised knowledge and technical expertise, Bulteau Systems has **80 employees** and **revenues of €47 million in 2013**.

Bulteau Systems sells its products both **in France and abroad**. In order to be responsive and close to customers, the company is headquartered in Arnas, France, near Lyon, and also has other facilities in France.

With more than **25 years of experience**, Bulteau Systems guarantees constant, flawless product quality thanks to its **ISO 9001: 2008 certification**.

Guarding against customer risk and managing payment reminder strategies

Bulteau Systems issues around **2,000 invoices per month** to its 100% B2B customers. ‘We have more than **4,500 active customers**,’ explains Alain Aujoux, Finance Manager, ‘with lots of inflows and outflows: this requires that we **effectively and constantly evaluate our customers and we need to do so as soon as accounts are created**.’ An employee of Bulteau Systems (80% of an FTE) spends her time:

- recording payments
- issuing invoices
- reminding customers about payments.

‘Before implementation of CashOnTime Collection, payment reminders were based on a report produced by our ERP **every 10 days**,’ explains Mr Aujoux. ‘It was not uncommon for us to send reminders to customers who had already paid. Payment promises, exchanges with customers, and other services were recorded in our ERP, in a notebook, on post-its, etc.’ Under such conditions, tracking outstanding amounts was more than complex.

‘To support the growth of the company, it was crucial to **improve visibility of our customer risk** and implement a **real strategy for payment reminders**,’ says Mr Aujoux. The goal is to establish a real **cash culture** at Bulteau Systems:

- **centralise financial information on customers** (credit notes, sums outstanding, etc.) to limit unpaid amounts
- establish **personalised payment reminder strategies** (systematic reminders for certain customers, deferred reminders for international and French overseas department customers, adjusted reminders for partner customers, etc.)

FOCUS

Company: Bulteau Systems

Sector: Industrial

Key figures:

- €47 M turnover in 2013
- 80 employees
- 2,000 invoices per month
- 4,500 active customers

Solution:

CashOnTime Collection in SaaS mode

Modules:

- eCredit
- eDispute
- eReport
- eCollection





BULTEAU SYSTEMS TESTIMONIAL

- make **preventative reminders** and **optimise reminders by telephone** (more targeted, more quality-focused)
- facilitate **sharing and development of information** within Bulteau Systems
- better manage payment promises and disputes
- make sure to **take into account** actions by the customer (tracking).

The choice of CashOnTime Collection & DIMO Software

After looking at three collections solutions on the market, Bulteau Systems opted for DIMO Software and CashOnTime Collection. 'Not only were we won over by the **solution, which is modern and user-friendly and which offers a broad range of features**, but we also chose to put our trust in **DIMO Software and its expertise in processing outstanding amounts**,' explains Michel Pelletier, IT Manager for Bulteau Systems.

Additionally, the **cost of implementation** (SaaS offering) and the **simplicity of interfacing** between CashOnTime Collection and the company's ERP (Distel) were also key factors in this choice.

From invoice reminders to customer reminders

In just one quarter, the solution was chosen, installed, and implemented.

'The tool has been **very well received** by the users,' says Mr Aujoux. 'It **perfectly meets all of our needs** and helped us establish **a real strategy for collections** and gave us **excellent visibility over our customers and our €1.2 M in invoices due.**'

'Today, we have **stabilised our DSO at 64 days**, which is satisfactory given the economic situation and the fact that our customers are mainly industrial and are used to payment lead times of 60 days,' says Mr Aujoux.

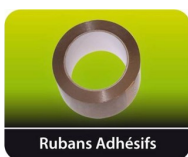
'We are particularly satisfied with **the rapid integration**, every day, of items in CashOnTime Collection (invoices, payments, PDFs, etc.),' says Michel Pelletier. 'We quickly found our data and, in the tool, we have **all information up to date**. We have also received excellent feedback from our customers in regards to the **quality of CashOnTime Collection notification emails** that they receive.'

By centralising information in a tool, the person in charge of reminding customers has greater **productivity** and **traceability**. Now, **customer payment reminders are automated and processed by customer account rather than by unpaid invoice**.

To conclude, Mr Pelletier highlights the fact that **DIMO Software, the publisher of CashOnTime Collection, listened well**: 'we asked for some adjustments that were implemented very quickly. And for the others, a roadmap was established and adhered to.'



Films Étirables



Rubans Adhésifs



Cerclages



Colles



Produits Complémentaires



Machines

Learn more at www.cashontime.com