



SAMSE Group uses CashOnTime Allocation to automatically reconcile its 42,000 annual payments

“It's easy: the more we use CashOnTime Allocation, the smarter it gets. Furthermore, as soon as we implemented it, we got very high rates of automatic reconciliation.”

Mr Delachenal, Group Cash-Flow Manager



A region-wide, independent, and ambitious company

With **revenues of €910.7 million in 2009** and more than **4,500 employees** SAMSE Group is an independent group that distributes construction materials for homes and other buildings.

Its **250 sales locations with 20 different store brands** (SAMSE, Doras, Les comptoirs du bois, La boîte à outils, L'entrepôt du bricolage, etc.) have positioned SAMSE as a **leader in the eastern half of France**.

The business activities of SAMSE Group are focused on two key business lines:

- **sale of construction materials** (81% of revenues) to business customers
- **general use DIY materials** (19% of revenues) for individual customers.

Their focus: productivity

The SAMSE Group cash-flow department has **11 employees** in charge of managing the Group's cash flow, debt, customer payments, payment centralisation, electronic cash, and more.

This management is particularly difficult because **€1.374 billion in credit flows**

and **€1.263 billion in debit flows** pass each year through the Group's treasury. The cash-flow department has to **manage 87 bank accounts**, including **32 current accounts**.

Stéphane Delachenal, Cash-Flow Manager for the Group, explains that 'today, SAMSE Group's accounts receivable include **3,500 monthly payments, a number that has increased significantly** due, in particular, to the digitisation of payments from government agencies, which are using bank transfers much more often.' He adds, 'every day, my team, armed with coloured pens, would comb through transaction notifications for manual reconciliation of customer payments in the Oracle Applications 11.5.8 ERP. Around **6 hours per day were needed** for this manual reconciliation and, **with the increase in the number of bank transfers, it became essential for us to improve our productivity.**'

The choice of CashOnTime Allocation

As they were already a customer of DIMO Software and were completely satisfied with the cash-flow management, banking communications, and accounting entry modules, SAMSE Group decided to adopt CashOnTime Allocation: 'the product manager presented the solution to us and **the promise of improved productivity was particularly attractive,**' says the Group's Cash-Flow Manager.



FOCUS

Company: SAMSE Group

Company: Sale of construction materials for homes and other buildings

ERP: Oracle Applications 11.5.8

Key figures:

- €910.8 million in revenues in 2009
- 4,500 employees
- 19 banks
- 87 bank accounts
- 3,500 monthly payments
- 11 cash-flow managers

Solutions:

- **GEC Connect:** Generation of accounting entries
- **CashOnTime Allocation:** Automatic reconciliation of customer payments



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Stéphane Delachenal explains that CashOnTime Allocation was quickly deployed: **'DIMO Software really understood our situation, which meant that the solution was installed and configured on time and without inconvenience.'**

He adds that the key to success of the implementation project was in the upstream phase, the CashOnTime Allocation machine-learning phase. **'It's easy: the more we use CashOnTime Allocation, the smarter it gets.'** Before the implementation phase, we created an export file with unpaid invoices and we asked our banks for detailed statements. Then, we had the database do a "dry run". That way, **as soon as we implemented it, we got very high rates of automatic reconciliation.'**

A 100% satisfied team

Every night, CashOnTime Allocation automatically downloads transaction notifications and automatically reconciles payments in Oracle Applications 11.5.8.

Stéphane Delachenal says that, **'the implementation project has met all of our goals; today, we have a 92% average rate of automatic reconciliation. We have even reached 100%** with certain banks, like La Banque Postale!' The remaining 8% of transactions are easily reconciled with the **manual reconciliation assistant.**

The two people assigned to the CashOnTime Allocation implementation project were trained by the teams from DIMO Software and they were then able to train the rest of the SAMSE team. They all appreciate **how easy the software is to use.** The Group's Cash-Flow Manager sums up CashOnTime Allocation like this: **'a simple tool that works well, guaranteeing significant productivity gains.'**

Thanks to CashOnTime Allocation, the SAMSE Group Cash-Flow team has saved a lot of time: **'we estimate that the time saved is 6 hours per day, which is one full-time equivalent.** That time saved allows us to focus on the most difficult cases. Since implementing CashOnTime Allocation, we have been able to **do more quality-focused work;** we are working on improving our collections so that **payment reminders are more effective, with fewer errors.'**

The final verdict

When asked for an overall assessment of this solution, Mr Delachenal highlighted the fact that he likes the efficiency of CashOnTime Allocation, which has saved his team a lot of time and allowed them to focus on an activity that adds more value to the business: reminding customers about payments. He says that the **'ROI for the project was made very fast.'**

As a logical progression of this fruitful collaboration with DIMO Software, SAMSE Group recently migrated to the **Sage FRP Universe 3 (Sage XRT Treasury) cash-flow management solution for effective preparation for SEPA compliance.**



Find out more at www.cashontime.com