

# Customer Success Story



Previously a paper-intensive business, processing 400,000 invoices, credit and debit notes every year, the Barry Group is one of the top distribution businesses in Ireland. It is a grocery, off-licence and non-food distributor - based in Cork, Ireland – with national retail franchises such as Costcutter, Carry Out and Quik Pick.

Since partnering with Celtrino in the mid-90s, the Barry Group worked with Celtrino to develop an Electronic Data Interchange (EDI) system to automate its accounts payable function, which streamlined its billing process and reduced paper through the company.

## Paperless Billing

In 2012 the Barry Group were receiving electronic data from their suppliers but still sending out paper invoices themselves. They wanted to implement full electronic trading and successfully adopted Celtrino Express e-Billing for its central billing function to 300 retail customers.

In addition to saving costs, this initiative also improved the service to their customers.

## Benefits

By converting central billing into a fully electronic process, the Barry Group saved 2.5 man days each week by removing the need to manage paper invoices. It also saves significant costs on postage, paper and printing consumables.

All invoices can be downloaded and easily uploaded into their retailers' own accounting systems, speeding up the entire accounts process and eliminating the need to manually key data. Retailers can also allow their accountants to directly access the portal and view all invoices. Instead of being presented with boxes of invoices at the end of the tax year, they can log in, view all relevant invoices in one place, and then print them off.

The system allows customers with queries on invoices, to send instant messages and emails from within the system. This speeds up the query resolution procedure, increasing accuracy and guaranteeing an audit trail of all queries.

The Barry Group can access a list of customers via the portal and instantly see their history and any flagged actions or queries. They can also easily run reports and send KPIs to credit control. They have become more proactive in dealing with trends and issues.

## Simplicity encourages customer migration

The easy-to-use Celtrino Express e-Billing system was quickly and readily taken up by the Barry Group's customers, who found it easy to use and appreciated being able to access all their invoices in one place.

## Cloud-Based Systems Improve Accessibility

Before moving to eBilling, Barry Group and their customers had large amounts of paper invoices in storage and with so many paper invoices it was often difficult to track down specific data. Having this data available via the portal makes it instantly accessible with a clear audit trail of activity.

***"Our customers have found it so easy to use. They simply log in to the system and all their invoices are there for them in one place,"***

Peter O'Sullivan,  
Head of IT, The Barry Group.