

# HOW PUBLICIS ELIMINATED PAPERWORK

Through managed digitization and electronic  
invoicing with cost center enablement

Company: Publicis Romania

Industry: Advertising

Products: Managed Digitization,  
DxInvoice, DxOrder

<b>0%</b>	paper documents
<b>100%</b>	data accuracy
<b>5 MINS</b>	invoice processing time
<b>&lt; 0.1%</b>	document error rates
<b>FULL</b>	access to document metadata
<b>FULL</b>	cost center enablement
<b>100%</b>	traceability and reporting
<b>90%</b>	decrease in invoice processing FTE

“We have taken on the commitment of a complex digitalization process that makes us more agile, fast and precise in the consultancy that we give to our clients, and now, also in relation to our suppliers.

Thus, after having launched in the past two years digital solutions meant to bring added value to our strategic consultancy services, we are now marking a new major landmark in the digitalization process. Starting today, we are reducing to 0 the risk of errors in billing, we are processing bills faster and simpler and, as such, we can be closer with our partners.

With this ambitious project, we are consolidating our collaborations and our top position on the local communication market”

Mihaela Botea  
Chief Financial Officer  
Publicis Groupe Romania.

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## BACKGROUND

Headquartered in Paris, Publicis Groupe is the oldest and largest advertising and marketing network in the world.

Its local branch, Publicis Romania, owns three large media entities as well as multiple brands including Publicis, Leo Burnett, Saatchi & Saatchi, Starcom, and The Practice.

Having such a wide portfolio, the company is not only reliant on a wide network of partners, but also on a large number of invoices. How large? Publicis Romania receives over than 80 000 invoices from over 1000 suppliers annually! As a market leader, it was only natural for Publicis to consolidate its position by optimizing internal processes and focusing resources on business and creative work.

## THE ISSUES

- The lack of standardization - The invoices were rarely standardized in terms of format and content.
- Slow processing due to multiple sources and formats
- Lack of accuracy- The process was prone to errors and duplicates and slowed down validation.
- Cost centers were difficult to implement.
- Technological limitations - since the invoice senders had multiple levels of technological readiness, it was difficult to get them on a cloud platform at once.

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## APPROACH

In order to ease change management and pave our way to touchless processing, both our team and the client's decided to use a two-step digital transformation program.

1. The first step was to implement our managed digitization service. Now, our specialized center takes care of all paper documents, from their reception and indexing to their transformation to electronic documents. Each document is run through an advanced, A.I.-based, OCR engine and the resulting data is standardized and enriched. For best results, our systems apply format and business checks, to make sure the final document is easily accepted by our client. And the best part? Publicis is not involved in any step of this process. Their accounting department receives the metadata extracted from invoices through their ERP, without contact with the paper documents.

2. The second step, which is underway, is the full migration to e-invoicing for both Publicis and its partners. This will be easier to achieve as our platform and their ERP are already be integrated, ensuring a smooth transition to digital. This move will save both our client and its partners time and money.

Usually a company would need one employee (1 FTE) for each 1000 monthly bills\*. With e-invoicing, you only need one person, and that's only when disputes arise! All paper transport, processing, and storage will be phased out and validations and approvals will be a click away.

Furthermore, our easy-to-use web interface is the a perfect entry point for suppliers that don't have access to financial software or do not want to integrate. Much like the previous step, our client will not be involved in this process, as DocProcess will fully manage supplier onboarding. Even without fully switching to digital, our client could easily feel the benefits of our system. One of them would be the enablement of the reporting process, especially the separation of invoices on different cost centers. For example, before DocProcess, trying to see which costs were related to a certain project (which accounting would further bill to a customer) meant manually sorting the invoices and figuring out which suppliers were contracted for the project. With DocProcess, this became a „one click issue”, as invoices could be sorted by metadata.