

## Starbucks brew a better solution with Pulse

Best known for supplying fine coffees, Starbucks Coffee Company prides itself on being an early adopter of emerging technologies in order to drive its business forward.

Starbucks Coffee Company Australia, a joint venture between Australian businessman Markus Hofer and Starbucks International, served its first coffee in Australia in July 2000 and has been opening stores here in quick succession ever since.

Rapid growth coupled with the need for a new financial system prompted the company's search for ways of automating delivery of information, in particular to increase the delivery of financial documents. Esker's Pulse offered a unique solution to Starbucks immediate and future needs.

*"With PULSE our ROI (return on investment) is well within the estimated 6 months, which is great news for us."*

Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

Starbucks' IT Manager Aram Dayeian recalls, "Within 16 months we went from three partners to more than 500 employees and one Sydney store to 26 stores throughout NSW, QLD, VIC and the ACT. Such growth necessitated vital improvements in our IT systems. We were planning to install the Oracle 11i financial system, which has the functionality to automate purchase orders, remittance advices and all forms of financial documents. Our original impression was that we just needed a fax server.

Our stated criteria for the task was:

- Compatibility with Oracle
- Superior customer service from the vendor
- Good technical support
- Meet budgetary requirements
- Deployable within the deadline set for our Oracle implementation."

*"Pulse means our Accounts Payable team get their job done quicker and customers receive their invoices with record speed."*

Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

## Only Pulse offered a long term solution

Aram continues, "We received a call from Esker in Sydney as we were considering our options. When the Esker team demonstrated Pulse, we recognised that here was a document delivery solution full of opportunities for the future. The possibilities beyond automated faxing with Pulse are significant as it retrieves text from any software platform, intelligently profiles it and converts it into fax, email, SMS (short message





*"Pulse doesn't take up any of my time, it runs automatically leaving me free to focus on the next project."*

Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

service) or XML. Documents reach their destination instantly and we receive automatic confirmation of the outcome.

I knew this could significantly improve communications within our stores and to suppliers. Pulse clearly offered the best long term solution and it worked within our budget.

Any new and innovative technology carries some risk but we read the local case studies and liked the way Esker operated. We are very open to new technology, for example our stores in the US were among the first to offer customers wireless internet access via their laptops as they drink their lattes."

## Esker promised great customer service

Aram explains, "We had a shortlist of five vendors but their promised support and follow up was disappointing.

Part of the Starbucks mission statement is 'to develop enthusiastically satisfied customers all of the time' and in Esker we have found a team who share the same attitude."

## The solution in action

Aram explains, "Our environment consists of Oracle on a UNIX based system. Esker's technical specialist installed Pulse in a day.

Our Accounting department sends 5,200 remittance advices, purchase orders and financial documents per week to a network of 100 suppliers throughout Australia, automatically through Oracle. "

*"Pulse saves us half a day every week, boosting productivity, not to mention the morale of our staff who used to be tied to the fax machine all afternoon!"*

Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

## Measurable benefits

- A long term solution beyond mere faxing
- Flexibility
- Faster communication with suppliers
- Proven technology
- R.O.I under six months
- Long term savings on paper, ink and postage
- Maintenance plan guarantees future versions
- Reduces paper and print in line with Starbucks' environmental objectives

*"Esker stood out for the exceptional level of support they offered right from that first phone call. Other vendors just faxed me details then sat back and waited!"*

Aram Dayeian, IT Manager, Starbucks Coffee Company (Australia) Pty Ltd

## Automating the relationship with staff and stores

Aram outlines the next phase of the project, "We are gradually implementing Pulse across the business to automate the entire relationship with stores, replacing post and manual fax and closing the gap between stores and support centre."

Areas will include:

Purchasing: Purchase orders will be faxed and emailed.  
Reporting: A vast range of reports will be emailed such as P&L statements, labour reports, sales statistics and stock & inventory reports.

Bulletins: Menu, price changes and product news will be automatically bulk delivered instead of individually emailed.



## Esker Software Background

Esker Software solutions enable intelligent access to and delivery of core business information from any data source, in any format, to any recipient. Organisations use Esker software to streamline information exchange, open new channels of communication, and achieve business objectives with new levels of speed and efficiency. Esker extends the reach of information technologies and shortens the distance between people and information. The company was founded in 1985 and is traded on the French Stock Exchange (Le Nouveau Marche: 3581). It has an installed base of two million licensed users worldwide. Esker Software's Australian subsidiary was created in 1997 and provides a vital, local link for service and support in a rapidly growing Asian Pacific market.

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