

— GROUPE —
MARCELLE
COSMETICS | COSMÉTIQUES

SUSTAINING PRODUCTIVITY DURING COVID THROUGH ACCOUNTS PAYABLE AUTOMATION

INTEGRIM

Montreal • Toronto • Boston

CASE
STUDY





“

« If ever we had to return to our old processes, we would be in trouble! »

« Our CEO would never go back as he finds the SenSaaS! solution so easy to use. »

Annie Larivière,
Vice-President, Finance
Groupe Marcelle

01 The Company

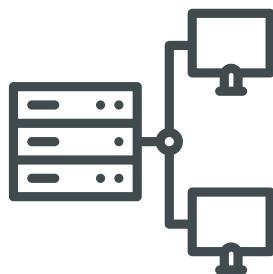
Groupe Marcelle is the largest Canadian company operating in the beauty sector. Since 1949, its mission has been the creation of high quality cosmetic products that meet the needs of its customers.

Headquartered in Montréal, Groupe Marcelle employs over 350 individuals in the research, development and marketing of some 1600 Marcelle, Lise Watier, Annabelle and CW Beggs and Sons products.



Industry

Cosmetics
manufacturer



ERP

JD Edwards (Oracle)



SOLUTION:



Accounts Payable (AP)



Payment Control (PC)

02 The Challenge

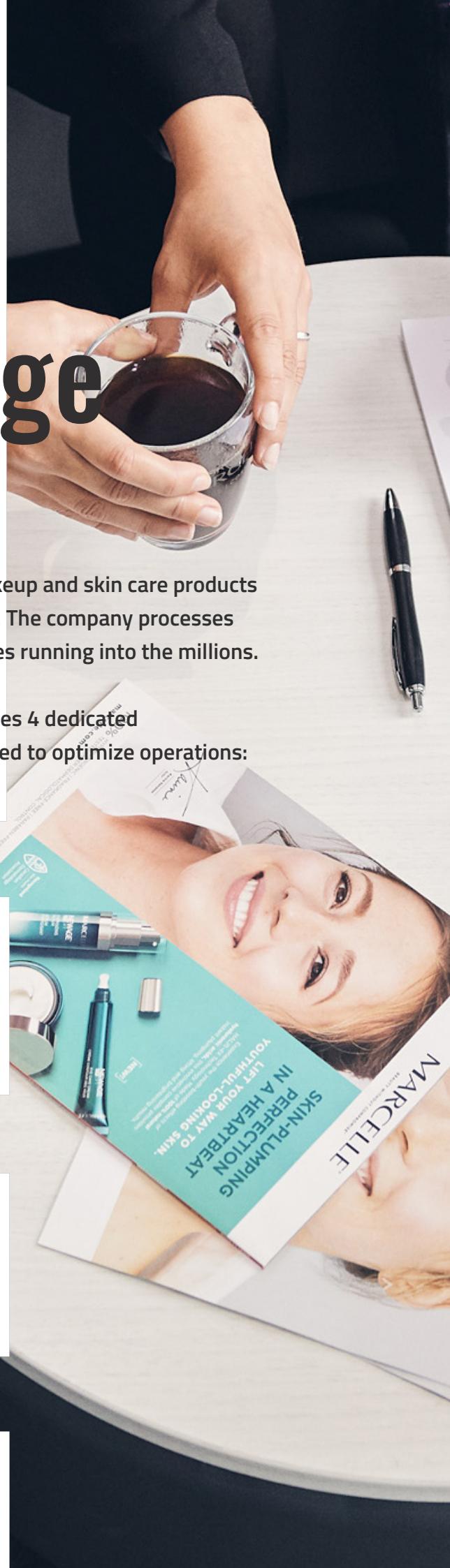
Groupe Marcelle markets a comprehensive lineup of makeup and skin care products which are distributed in over 3500 stores across Canada. The company processes some 20 000 supplier invoices per year, with expenditures running into the millions.

Backed by a Finance team of 17 individuals, which includes 4 dedicated Accounts Payable employees, the company knew it needed to optimize operations:

The manual entry of billing data had become a time-consuming task for the team in Accounts Payable.

The invoice approval process was complicated: paper invoices were forwarded to approvers with communications among stakeholders difficult to monitor since all operations were conducted by email without any systematic means of tracking approvals.

Supplier payment approvals required that paper invoices travel from one company building to another.





Growing by leaps and bounds, Groupe Marcelle had begun to drown in a sea of paperbased processes. The situation came down to either expanding the administrative team or securing a better way to manage the processing of supplier invoices. The manual Accounts Payable process was impacting purchasing and receiving operations which involved numerous checks and cross-checks.



When the company realized the extent of lost opportunities, Groupe Marcelle resolved to seek out an accounts payable automation solution designed to improve efficiency, process visibility and invoice tracking, accelerate approvals, and trim the payment cycle.



03

The solution



“

“Unanticipated gains: Because of COVID-related protocols and restrictions, we decided to give our auditors temporary access to SenSaaS! so that they could remotely view requisite invoices without having to wait. The experience proved extremely positive and we have since advised our auditors that we intend to proceed in the same manner next year.”

Annie Larivière, Vice-President, Finance

Groupe Marcelle discovered SenSaaS! when the vice-president of Finance attended an event organized in honour of INTEGRIM's 25th anniversary. The fact that INTEGRIM was Quebec-based and boasted a portfolio of well known clients helped kindle interest by Groupe Marcelle.

Following a number of meetings with INTEGRIM's team of specialists, Groupe Marcelle came to the realization that they were on the brink of coming upon exactly what they had been looking for, namely an automation solution for supplier invoices intended to:

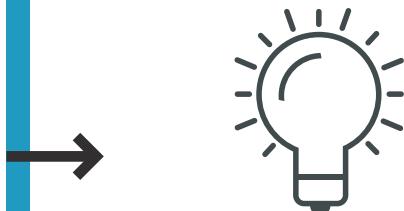
- Resolve issues and time wasted with paper-based processes;
- Standardize processes and reduce recourse to manual data entry operations;
- Optimize and dematerialize the then manual payment control processes with a view to enhancing efficiency without requiring additional resources;



BEST TOOL TO MAKE THE BEST POSSIBLE DECISIONS



EXPERTISE



UNIQUE PRODUCT WITH MULTIPLE MODULES

04 The Impact

Implementation of the SenSaaS! solution proceeded smoothly, remained within agreed timeframes and budgets, and generated the desired results.



1. Gains in productivity and efficiency:
 - No more manual data entry;
 - No more time wasted accessing documents in filing cabinets and then having to refile them;
2. Quick, simplified invoice approval
3. Evolutive solution.
4. Simplified access to documents through centralization on a single platform:
 - Automating accounts payable and payment control operations proved particularly timely given the subsequent onset of COVID-19 and the need for staff to work remotely.
 - Remote approval
5. Enhanced visibility:
 - Ergonomic interface: easy to use, smooth flowing solution.

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