

# ENABLING GROWTH AND SCALE WITH INVOICE PROCESSING AUTOMATION



ASOS are a global online fashion and beauty retailer offering over 50,000 branded own label product lines. ASOS is one of the fastest growing companies in its sector with over 1,500 new product lines being introduced each week and over 3 million active customers in over 160 countries.

## THE BUSINESS CHALLENGE

ASOS is a story of growth, scale and innovation. They are the UK's largest independent online fashion and beauty retailer, and still growing strongly. The company's commitment to innovation meant that they were seeking a way to improve their internal processes to continue growth. Invoice processing was identified as an area that would benefit from automation. Based on these requirements, Nick Beighton ASOS' CEO called in Celaton: "We wanted that was easy to implement

*"We had a number of objectives in place and I'm delighted to say that Celaton have played a significant part in helping us to achieve them. Over the last three years inSTREAM has been core to our growth strategy."*

**Nick Beighton, CEO**

## BENEFITS ACHIEVED :

- ◆ Enabled growth and scale without recruitment of new staff
- ◆ Visibility of processes with a universal hub for all incoming data
- ◆ Improved efficiency, cost and productivity



and that didn't involve IT, as they had enough on their plates. inSTREAM fitted the bill perfectly.”

## THE SOLUTION

Celaton deployed its Intelligent Process Automation Platform, inSTREAM, to enable ASOS to streamline the processing of electronic and paper invoices.

All supplier invoices (emails, attachments and post) are received by inSTREAM, which learns the pattern of unstructured content through the natural consequence of processing the document.

As a result, inSTREAM is able to read and categorise the document whilst extracting key data and carrying out further tasks such as validation and verification of supplier details, PO checks, currency conversion and other business checks..

inSTREAM learns through collaboration with ASOS' Accounts Payable Clerks using an intuitive GUI (Graphical User Interface) to show its understanding of the supplier invoice which is validated, or amended by the clerk if

necessary. inSTREAM learns from every transaction processed and as volumes increase, inSTREAM's confidence and accuracy improves.

inSTREAM plays the role of gatekeeper to the business; invoices that do not conform to the rules are returned to supplier with clear justification for resubmission and processing.

## VALUE DELIVERED

As a result of implementing inSTREAM, only accurate and complete information enters ASOS' finance system, resulting in quicker service times and better supplier and customer relationships.

With the help of inSTREAM, ASOS have been able to achieve significant growth and scale without the need to recruit new staff. It has enabled the retailer to improve productivity and gain efficiencies that would have previously been out of reach.