Kantar IT Partnership, bridging the globe with technology.

Global IT solution provider accelerates procurement workflow and improves compliance and security with Adobe Sign.

KANTAR ITP

"Adobe has transformed the way we work, improving efficiencies across many important operational areas, including procurement and human resources."

Gemma Gervasini, Finance Manager, Kantar ITP

SOLUTION

Adobe Document Cloud
· Adobe Sign

RESULTS

RAPID APPROVALS
Purchase orders are signed off in minutes instead of weeks

MORE SECURE
Reduces potential for unauthorized invoices, requisitions, or similar documents, while enhancing transparency of approval process

<24 HOURS
ACCELERATED PO PROCESS
Eliminates scanning, emailing, and printing, enabling purchase orders to be created in hours versus weeks

ACCOUNTABILITY
Documents and status are available to all team members, increasing accountability and conversion rates

Kantar IT Partnership

Established in 2010

Employees: 500

London, United Kingdom

www.kantar.com

CHALLENGES

- Improve global workflow to accelerate procurement process
- Strengthen internal controls to better align with Sarbanes-Oxley requirements
- Enhance global managers' participation and visibility into the business

Streamlining workflows

Kantar IT Partnership (ITP) is the global information technology (IT) solutions provider for Kantar, which belongs to the WPP family of media companies. Kantar ITP offers IT services and support for the majority of Kantar's businesses worldwide, with an underlying goal to enable greater collaboration and information sharing through the strategic use of IT.

The global footprint of Kantar's companies posed administrative challenges for Kantar ITP. The document authorization process was particularly challenging. Every purchase, regardless of its value, underwent a formal sanctioning process requiring as many as nine signatures for approval—only then could a purchase order be generated.

From sanctioning to the creation of a purchase order to the associated printing, signing, scanning, faxing, emailing, and delivery, it could take up to two weeks for smaller purchases, and four weeks for larger ones, to collect the necessary signatures locally and from abroad.

Throughout the process administrators had to send constant email reminders, putting further demands on already busy review and approval teams. "Everyone who needed to sign off on a particular document was included on the email chain, so things could be overlooked. In the end, it made it hard to track accountability and gain visibility into who was signing off," says Carrie Siwiec, a Staff Accountant for Kantar ITP's North American operations. "People just don't have time to open and review a conversation thread with 20 messages and figure out when it's their turn to sign."

To improve efficiencies, Kantar ITP's London office spearheaded an initiative to implement an e-signature solution, and selected Adobe Sign, an Adobe Document Cloud solution. "We needed to automate approvals to expedite the approval process while also protecting the integrity of our documents to comply with Sarbanes-Oxley," says Gemma Gervasini, Finance Manager for Kantar ITP's European operations. "Adobe Sign was a recognized solution that enabled compliance across the European Union and in the United States."

Easy to use, with rapid results

More than a year ago, Siwiec and Gervasini led the rollout of Adobe Sign in their respective regions. During a one-week period, they scheduled demonstrations and training sessions for department employees. Adoption was rapid, with minimal follow-up questions. "Adobe Sign is an intuitive solution," says Siwiec. "People quickly understood how to use it and the implementation went smoothly."

"With Adobe Sign, you only see things when you need to. Nothing gets lost in the shuffle anymore."

Carrie Siwiec, Staff Accountant, Kantar ITP

Today, Kantar ITP uses Adobe Sign to process 300 to 400 documents each month for as many as 40 employees. The business documents range from expense reports and job requisitions to purchases for capital expenditures. Sanction requests can now be processed within minutes by managers everywhere, even when they are away from their offices.

In addition, because of the tremendous amount of time that is saved completing document approvals, Siwiec can generate a purchase order at the same time sanction requests are made because she knows they will be approved quickly. For instance, Kantar ITP recently had a request to replace a card reader outside of its data center.

"In an IT environment, you don't want to wait a long time to replace faulty equipment," says Siwiec. "Now, we don't have to watch for the emails going back and forth, or wait for scanned copies of the signed purchase order. With Adobe Sign, you only see things when you need to. Nothing gets lost in the shuffle anymore."

Protecting data integrity

Adobe Sign has also simplified compliance, and enabled Kantar ITP to implement even tighter internal controls. "Adobe Sign gives us an added level of transparency that previously didn't exist, allowing us to implement new workflows," says Gervasini.

For example, Kantar ITP recently instated a rule requiring invoices to be sent directly to the person who generated the purchase order to help ensure that delivered services met expectations. "Without Adobe Sign, this would have been practically impossible due to the challenges of tracking invoices," says Gervasini.

From a compliance perspective, the accounts payable team received an approval matrix with the e-signatures of all employees with signing authority through Adobe Sign. Because e-signatures are more consistent than physical ones, they can confirm identification more quickly and reliably. In addition, misplaced physical copies of expense forms can still be processed based on electronic versions processed through Adobe Sign.

Adobe Sign has also proven valuable for vendor relations. Invoices from Kantar ITP can now be produced and sent within minutes, accelerating payments to the company. "Adobe Signhas changed the way we do business by providing real-time, accurate information to the procurement process," says Gervasini.

"The versatility of Adobe Sign supports e-signature requirements across our entire organization."

Gemma Gervasini, Finance Manager, Kantar ITP

SOLUTION AT A GLANCE

· Adobe Document Cloud

· Adobe Sign

Improving HR with IT

In addition to supporting procurement documentation, Kantar's human resources group uses Adobe Sign to initiate new hire requests. By automating the process and utilizing e-signatures, the process is simpler and faster. The department also has plans to expand the use of Adobe Sign to support the new employee onboarding processes.

"The versatility of Adobe Sign supports e-signature requirements across our entire organization," said Gervasini. "Adobe has transformed the way we work, improving efficiencies across many important operational areas, including procurement and human resources."

For more information
www.adobe.com/go/dc-enterprise

Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com