

CASE STUDY



Creating Enormous Value Where Other Vendors Failed

“Bloomin’ Brands was faced with enormous volumes of paperwork and inefficient workflows at both the company level and for 1,500 restaurant managers.”

Successfully deploying new P2P solutions for the nation’s largest casual dining chain

As the world’s largest chain of casual dining companies with more than 1,500 locations in 49 states, Bloomin’ Brands generates annual revenues of more than \$40 million operating five different restaurant groups, including Outback Steakhouse, Carrabba’s Italian Grill, Bonefish Grill, Flemings, and Roy’s.

But with nearly 91,000 employees and the need to process 26,000 invoices per month, Bloomin’ Brands was faced with enormous volumes of paperwork and inefficient workflows at both the company level and for 1,500 restaurant managers who needed to order inventory and process invoices from a wide variety of suppliers.

Bloomin’ Brands had hired two different vendors to improve these processes, but both projects failed because neither vendor could cope with the complexity of Bloomin’ Brands’ supply chain.

direct
commerce

Yet Direct Commerce succeeded where others failed – deploying technology that met exacting specifications to reduce restaurant management workload, automate processing, and improve invoice approval processes.

Solutions

eInvoicing (PO and Non-PO invoices) & Order Management

But Direct Commerce's eInvoicing solution gave the company access to an automated invoicing system for both PO and non-PO orders through a secure, web-hosted solution. This allowed Bloomin' Brands to:

- Reduce invoice processing time by 60%
- Lower the cost of processing an invoice by 00%
- Dramatically reduce the workload for individual restaurant managers
- Give suppliers more immediate access to information on invoice and payment status

And through the Order Management Solution, Bloomin Brands eliminated significant paperwork, communicated more effectively, and could immediately converting purchase orders into direct electronic payments.

Workflow

Through Direct Commerce's Workflow Solution, Bloomin' Brands employees could more easily review and approve documents by routing them electronically instead of relying on slower, and more error-prone paper-based processes – improving the supply chain and communications with restaurants and suppliers.



With 1,500 different stores and thousands of suppliers, the invoicing and order management process was messy, chaotic, expensive, and time consuming.



The staff at Bloomin' Brands' central office more quickly approves invoices and submits them into their ERP system.



By approaching a complex problem through analyzing detailed and intricate business specifications, Direct Commerce met Bloomin' Brands unique needs.

Internal portal

At many companies, P2P processes are centralized. But at a large restaurant chain like Bloomin' Brands, these processes can be fragmented across hundreds of decentralized locations. Each restaurant group, not to mention each restaurant itself, ordered many different products from many different suppliers.

Direct Commerce set up an intuitive web-hosted portal throughout the chain that allowed restaurant managers to:

- Submit invoices and check their status
- Update invoices as needed
- Adapt to each supplier's unique product codes
- Gain more insight into inventory needs

Reaping the Rewards

Successful deployment meets highly complex needs

After working with Direct Commerce for just a few months, Bloomin' Brands successfully automated its invoicing process throughout the organization and deployed internal portals at its 1,500 restaurants allowing the company to:

- Reduce invoice processing time by 60%
- Take advantage of more efficient online ordering at local restaurants
- Improve workflow to reduce costs and increase efficiency
- Use state-of-the-art technology to addresses a highly decentralized and complex process
- Create a far more efficient supply chain

Discover how Direct Commerce can help your organization implement intuitive and easy-to-use P2P automation tools that meet complex needs, offer significant savings, and reduce processing costs. Contact us today.

Easy-to-Use P2P Solutions

To learn more about how Direct Commerce solutions can optimize your discount management and P2P automation, visit directcommerce.com or email info@directcommerce.com

