



## *Purchase order automation at ASA Electronics*

Despite advances in scanning and fax-based image processing, many organizations find that simply digitizing their paper is not enough. Without an automated document classification and data extraction capability some organizations find that they are simply moving processing bottlenecks upstream.

At Paradatec, solving this is our focus. We help organizations all over the world streamline and automate their mailroom document classification and data capture processes. We provide sophisticated technology and a unique approach to these types of challenges.

### **Client**

ASA Electronics, Elkhart, USA

Since 1977, ASA has built a reputation developing mobile electronics specifically designed and tested to withstand the rigors of automotive, van, RV, heavy duty truck, marine, construction, and agricultural environments. By offering audio and video products such as JENSEN® 12 Volt LCD flat panel televisions, Voyager back up cameras and side view observation systems, and JENSEN® Marine stereos and speakers, and a full line of heavy duty electronics. Whatever your needs, ASA brings you the high quality electronics that mobile applications require.

ASA works side by side with designers, engineers, and sales teams to develop and provide customized solutions through exclusive engineering, thorough testing, and tailor made product designs.

### **Challenge**

- Extract data from many hundreds of different purchase order layouts
- Find a solution with a proven track record
- Eliminate the need for paper retention
- Automate classification and data extraction of order information
- Dramatically increase the efficiency of a fax-based order process

## Project

General Information	
Project Name	Automation of Purchase Order Processes
Systems Integrator	Advanced Imaging Solutions
Products	PROSAR-AIDA, PROKEY
Publications	Case Study ASA (Pdf)

## Project Description

Beginning in 2007, Advanced Imaging Solutions and Paradatec implemented an automated data capture system for Purchase Orders using Westbrook's Fortis Document Management System and Paradatec's PROSAR-AIDA OCR & ICR technology.

ASA required a non-template-based solution which would be able to effectively manage their over 1,200 customers. Today purchase orders are received by a Fax Server and accurately classified and processed. Customer account numbers are captured using a sophisticated database lookup. Complex part number matching has been implemented which allows customers to use private part numbers and allows obsolete part numbers to be matched and translated to current numbers. In addition, a sophisticated ship date calculation based on real-world and requested date factors was required.

### Highlights

- Purchase orders are received by a Fax Server.
- Up to 250 fax images per day are received by the system.
- More than 1,200 customers provide purchase orders
- Customer account numbers are provided by a sophisticated database lookup.
- Complex part number matching that allows customers to use private part numbers and allows obsolete part numbers to be matched and translated to current numbers.
- Sophisticated ship date calculations based on real-world and requested date factors.

## Outcome

The project was implemented on-time with no disruption to existing production operation. Despite the incoming documents being of fax resolution, the system was still able to achieve around 90% automation across the board. This has allowed ASA to deal with an estimated 100 % increase in incoming document volume without increasing head count.

"The Paradatec platform has exceeded our initial expectations and continues to provide a high degree of automation with minimal configuration" says Julia Willis, CFO, Audiovox Specialized Applications, LLC.

## Further Information

For more information, please contact us at the address below:

Paradatec, Inc.

P.O. Box 822

Loveland, OH 45140

Phone: 513-583-1382 | Fax: 775-908-4145

sales@paradatec.com | www.paradatec.com