CASE STUDY: CONSUMER

Keytree and Hachette: Digitally transforming the publishing world

"The Hely Hutchinson Centre is the most sophisticated book distribution warehouse in Europe, possibly even in the world, and it [this project] will ensure we can pursue our ambition to become the outright market leader of publisher and customer services."

— Matt Wright, CEO
   Hachette UK Distribution

THE ISSUE

Hachette wanted to propel the book distribution industry into the digital age by improving services, reducing business risk and increasing efficiency. Hachette launched a transformational program to deliver new processes and systems together with a state-of-the-art, automated warehouse: the Hely Hutchinson Distribution Centre.

THE SOLUTION

Keytree brought Hachette's processes and systems up to date, enabling it to retire legacy systems and offer customers and publishers a more efficient service.

Central to the implementation was the new order-to-cash system for orders, credit and inventory management, invoicing, cash collection, customer services, claim and query management, returns and distribution finance.

Keytree also developed the Pub App, an app that provides publishers the distribution data they need to run their business.

THE IMPACT

- The Pub App gives publishers secure access to their real-time data including titles, stock levels, sales volumes, customers, and order status, plus links to reports for in-depth analysis

- Publishers can selectively unblock orders instantly, replacing a process that previously took three days or more

- An extensive range of finance-related processes fully streamlined with the new order-to-cash system

- Enhanced SAP order processing functionality enables checks usually performed at the header level to be delivered at the line item level

- A custom module to store and apply the rules to any return requests

- SAP Financial Supply Chain Management functionality gives a full overview of distribution services, with segregated data and transactions for each publisher

- Automated invoice issuing once the quantity picked is confirmed by the warehouse, replacing paper-based processes

QUICK STATS

- €2.4 billion annual revenue
- Owned by Hachette Livre
- Founded in 1768

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