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Sitro Group Australia Tackles Order Efficiency with Kofax PS!capture

Sitro Group automated its process for receiving and sorting incoming product orders from its retail partners to fulfill across its network of warehouses. Kofax PS!capture's advanced digital capture features empowered Sitro to eliminate manual processing of the physical orders and improve accuracy.

Challenge

Sitro receives hundreds of orders a day from its Australian retail partners. The ordering system was configured to automatically print each paper order to an output tray, which was subject to overflow during peak demand periods and when receiving unmonitored overnight orders. The existing process was antiquated and was impacting the ability to provide a responsive and timely outcome for customers.

As the Sitro network grew, warehouses were strategically sourced around Australia to provide a more effective delivery service to retail partners. Sitro customer service staff were required to sort the physical orders by state-based warehouse location, then perform an auditing process to ensure all orders had been printed successfully. A secondary process followed to review all orders to ensure stock availability and adjustments were made where required prior to warehouse operations taking place.

These tasks took time and were susceptible, even prone, to errors. Delays in the warehouses receiving the information they needed to perform their role of picking and shipping the goods were also attributable. These delays could impact the retailers' sales when goods could not get to them in a timely fashion. Additional complications arose from Covid-19 lockdown issues such as lack of access to physical printed orders and work environments, further motivating Sitro to embrace the necessary change.



Sitro has been a wholesaler and distributor of quality products to the outdoor leisure industry for over 20 years. Family owned and operated, Sitro is also involved in the design, development and supply of products to major national retailers under various house brands. Some of Sitro's leading brands ordered by retailers are Gasmate, Explore Planet Earth, Charmate, Broil King, AlfrescoPlus, MASTERBUILT and Oklahoma Joe's.

Products in Use

Kofax PS!capture®

Focus

Paperless Office
Operational Efficiency
Digital Transformation

SUCCESS STORY FOR MANUFACTURING

Solution

With Kofax PSICapture, Sitro gained a solution that removes the need to print, manually sort and process physical paper.

PSICapture digitally captures any orders received from Sitro's retail partners, no more printing required. A PSICapture batch process automatically identifies the customer and, based on the customer identity, groups orders as required by Sitro.

As the order intake process is now automated, PSICapture has also been configured to send out communication alerts to the customer service team to notify them when specific customer orders have been processed and are ready for review.

"The PSICapture solution was able to achieve exactly what we were looking for and, with the advanced capture features that are available in the product, we are confident that we will be able to grow with the solution as our needs change," said Mattia Ambrosi, Sitro Group IT Manager. "The implementation was very easy and delivered to our high expectation."

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Results

No intervention or manual processing of the physical orders is needed by Sitro staff members, and the warehouse locations get the information they need, without delay. The outcome has removed human error from the printing and sorting process, and it has reduced staff labour and printing costs via the removal of print orders. The PSICapture product provides a full audit trail and sends communication alerts of what orders have been processed and when.

Today, Sitro have peace of mind knowing their retail partners' orders are processed and audited to allow the warehouse locations to pick the stock without delay. They also have additional capacity and capability to meet seasonal demands on the ordering process and future growth aspirations.

"Sitro Group maintains its competitive advantage by implementing solutions that focus on improved quality and outcomes," Ambrosi said. "By implementing the PSICapture solution, we have delivered not only internal-focused outcomes, but it has had a direct, positive improvement to our leading retail partners via the improvement to the back-end ordering process."



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