



## SpringCM® Customer Success

# CHEMCENTRAL (UNIVAR USA)

### SPRINGCM SCALES TO SUPPORT A GLOBAL LEADER

As the world's largest privately held chemical distributor, CHEMCENTRAL (now Univar USA) generates \$1.2 billion in annual revenue by making a market between 200 materials suppliers and 30,000 unique customers. The company succeeds because of a technically adept sales team, broad product mix, expert logistics, and its 60,000 delivery points worldwide.

Says John Ruther, Director of Outsourced Services, for CHEMCENTRAL: "We try to run lean. Of 1,100 employees, only 200 or so do any kind of administration; the rest are directly involved in getting the materials out to our customers. It's central to us to be able to provide support services without adding headcount."

In keeping with this strategy, CHEMCENTRAL sought a content management provider that could handle large volumes of industry-specific documentation and improve efficiency across its varied document types and processes. Since 2000 CHEMCENTRAL has relied on SpringCM. The range and depth of impact can be seen across six distinct content processes fully managed by SpringCM.

### COST-EFFECTIVE REGULATORY COMPLIANCE.

The Occupations Safety and Health Administration (OSHA) requires companies that sell chemicals to send an MSDS to each first-time buyer of a given product, as well as an updated version any time the document is amended. Now, CHEMCENTRAL forwards the MSDSs received at each branch location to SpringCM, where they are scanned, indexed, and maintained in a single repository alongside additional MSDSs. Instead of mailing 3000-4000 documents each month, CHEMCENTRAL relies on SpringCM to distribute them electronically.

### CENTRALIZED STORAGE WITH DISTRIBUTED ACCESS

By making centrally stored CoAs accessible from any location, CHEMCENTRAL has eliminated the intra-company movement of these certificates that previously amounted to 60 percent of all CoA traffic. "Now all the branch office has to do is pull a CoA from the system instead of having to call around for it," says Ruther.

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*"SpringCM is a natural fit for our strategy to make effective use of partner capabilities. They have helped us achieve regulatory compliance and auditability, accelerate processes to improve efficiency, and meet the preference of our customers for electronic communication and documentation."*

JOHN RUTHER  
DIRECTOR OF OUTSOURCED SERVICES,  
CHEMCENTRAL



## ONE-TO-MANY DISTRIBUTION

When suppliers change a characteristic of a product, they send CHEMCENTRAL a letter detailing the modifications. Previously, this was handled through time-consuming manual processes. Now CHEMCENTRAL uses SpringCM to index digital price change letters and automatically notifies each customer. Total preparation time has been reduced from as much as one full day to only 15 minutes for each of three to five mailings per month.

## INSTANT DOCUMENT ACCESS

A Proof of Delivery (PoD) is a bill of lading that has been signed by the product recipient indicating that the shipment was received. Certificates of Analysis (CoA) verify that a given batch of a product has been tested and meets advertised product specifications. "When it was paper documents, the branches often didn't remember to send CoAs to the other branches, then phone calls ensued asking for CoAs to be faxed from branch to branch," says Ruther.

Now, using SpringCM, incoming CoAs are scanned, indexed, and added to a central repository. The entire process gets an audit trail through SpringCM and in the past, retrieving a PoD could take as long as two days to receive from a branch. And as delivery drivers return PoDs to branch offices, they are scanned and uploaded to SpringCM. The new system has reduced inventory reconciliation time by 1.5 hours per cycle — a 25 to 30 percent reduction — and eliminated the expense of intra-company document transfer.

## ACCESS-CONTROLLED E-DOCUMENTS

Pricing in the chemical industry is quite volatile, and CHEMCENTRAL maintains custom pricing for each customer and product. When pricing changes, the company issues updated price letters to every customer affected. SpringCM has replaced an onerous paper-based process with electronic production and distribution. SpringCM makes it easier to keep pricing current, helping to avoid billing disputes with customers, and eliminate corrected invoices.

## AUTOMATED, AUDITABLE, E-BILLING

Most recently, CHEMCENTRAL is implementing an automated process for the 400,000 invoices generated each year. Faster electronic delivery will get invoices into the customer's AP system several days more quickly, speeding CHEMCENTRAL's order-to-cash cycle. Clerical labor is reduced, and CHEMCENTRAL's Credit/Collections personnel can easily research any specific invoice rather than having to look through line items in the company's accounting system.

As CHEMCENTRAL explores further efficiencies to be gained through strategic partnering, SpringCM continues to deliver the scalability, breadth of impact, and industry-specific capabilities that have made CHEMCENTRAL's content processes flowing as smoothly — and profitably — as the materials it distributes.

## BENEFITS

- Reduced labor costs by up to 70%
- Reduced distribution costs by 70%.
- Reduced update mailing prep time
- Reduced mailing prep time from 8 hours to 15 minutes
- Reduced inventory reconciliation time by 1.5 hours per cycle

## IMPLEMENTATION HIGHLIGHTS

- Manages more than 1.2 million documents — growing by more than 50,000 new documents each month
- Supports compliance for Material Safety Data Sheets (MSDS), Certificates of Analysis, product updates, proof of delivery, and other documents
- Links 800+ employees at 36 locations across the US.



## ABOUT SPRINGCM

SpringCM is the recognized market leader in enterprise-class cloud platforms for managing content and business processes. SpringCM's affordable, rapidly deployable solutions enable organizations of all kinds to address their most critical Enterprise Content Management (ECM) and Business Process Management (BPM) challenges. SpringCM's solutions are trusted by customers such as the Department of Energy, Comcast, and Siemens. SpringCM partners include salesforce.com, Microsoft, and Ricoh.com.

For more information, please email: [sales@springcm.com](mailto:sales@springcm.com) or call 877.362.7273.

[www.springcm.com](http://www.springcm.com)

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