THE BAT GROUP

"THE ANDOC SYSTEM BECAME A BEST PRACTICE IN BAT CONTRACT MANAGEMENT PROCESS. THERE ARE NO MORE LOST CONTRACTS."

BAT
A BETTER TOMORROW

THE CUSTOMER

The BAT is one of the biggest tobacco company worldwide. BAT's history started in 1902, when the UK's Imperial Tobacco Company and the American Tobacco Company of the United States formed a joint venture, the British American Tobacco Company.

The BAT Group privatized the Hungarian tobacco factory located in Pécs in 1992. BAT has more than 20 years tobacco experience on the Hungarian tobacco market. The Hungarian tobacco market has a special regulation from 2013, what is similar to the Austrian and French tobacco markets. There is a National Tobacco Distributor and additionally a lot of limitations of the marketing activities.

The BAT Hungary falls into two different sites: Pécs factory and Budapest office. There are nearly 1000 employees in the two sites. Pécs factory exports cigarettes and other tobacco products to more than 30 countries.

THE CHALLENGE

The BAT has very closed and limited processes in Hungary because of the strict regulations and the centralized tobacco delivery. They have some global solutions with different contents, processes and lot of global worldwide systems in all BAT countries. At the beginning of the project, BAT had a global program and they have been implemented some new global system to the BAT end markets (for example: SalesForce, POWER BI, MS SQL).

One of the biggest opportunities for the Hungarian tobacco companies are contracting and negotiation with shop owners. As the regulations contain a lot of strict rules, we had to take into consideration all of them, too. For example the signature must be the same as the manual signature or they must build a process with less steps.

The other challenge was to eliminate the logistic difficulties of paper-based contract signing. There were high number of steps, that took very long time to finish signing process and to deliver each signed copy to the signers. It took more than a half year from the beginning of contract process – from the first signature (of the shop owner) until the contract arrived back to the partner and to the BAT office. Due to the long process there were also some lost contracts that generated additional problems.

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THE SOLUTION

So, how did they solved this? Easily, we have searched for the right tool, Andoc. **Marketing contracts:**

The first milestone was the marketing contracts solution of the project. We launched some new solutions during the project, these were as follows: Andoc, HiperDigit and Namiral significant biometric signature. At the first time we integrated the Andoc system into BAT Siebel datawarehouse. The Siebel system generated predifend XML files that were processed by Andoc. Andoc created completely filled marketing contract from each XML. At that time the business logic was in BAT side in the Siebel system, and Andoc handled all contract management processes from preparing a new contract template to the final signature and delivering via email to the shop owner.

The Namiral biometric signature gives the possibility to use it as a proper and legal signatory solution. With this solution integrated with Andoc the signing process was reduced to under 10 steps. Using Andoc (and biometric signature) it was possible for BAT representatives to negotiate the terms, create the contract and sign it with the partner in one short meeting.

Before launching the Andoc system, the contract management process had been fully manually in BAT and it had been a very time consuming task for the BAT representatives. After Andoc went live, all needed data had to be filled in one time only and the BAT representatives only had to specify the contract data only (for example: dates, contract fee).

Before Andoc the negotiation time of one contract could be several months. After the implamentation BAT representatives could make a contract within 1 day, which contract was signed by both sides and was delivered via email to the shop owner.

Also the environment awareness is not a negligible point of view. During the project plan phase we estimated 3000 contracts/year which are about 120-150 k pages/year. In the second year with Andoc, BAT representatives were able to double the amount of contracts, meaning that nearly 300k pages were created and managed by Andoc system instead of printing paper based documents.

The implementation was successful, so the processes were more efficient and the whole company became more environment friendly. Thanks to the fully digitized process, there was no need for printers, toners, papers for BAT representatives which were the essential part of their work before Andoc.

The biggest profit was that the BAT could keep their competitiveness in contract management. More contracts in less time, that is an absolute win-win.

Other functions

We have already developed other functions for the BAT in the last 2 years. As the global BAT system does not support the digital GDPR process, we prepared a new GDPR solution in Andoc. In this Andoc supports and stores all needed GDPR approves and documentations.

The GDPR documentation goes automatically to the shop owners and they can approve and disapprove it via mail.

Contract management in the office:

The Hungarian BAT backoffice also uses Andoc as contract managament for vendor contracts, both Pécs and Budapest offices.

Currently this is a contract store solution with fast search possibilities of contract documents. The BAT backoffice uses a control page to the contracts that is autogenerated by Andoc. This is the first page of the contract and it contains some necessary information for the contract and a BAR code as well. After signing, the signed contract is scannned back to Andoc based on the BAR code.

The BAR code is autogenerated by Andoc system. Scanning is performed by HiperDigit that recognizes the BAR code and automatically uploads the document back to Andoc.