

Indicia Worldwide

Case Study

TUNGSTEN
AUTOMATION

INDICIA
WORLDWIDE



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Indicia Worldwide

Indicia Worldwide is the only insight and technology-led communications agency with global production expertise. Part of Konica Minolta, its mission is to realize ROI for its clients by enabling them to deliver more engaging, cost-effective and sustainable customer experiences.

With over 650 people across the world, Indicia Worldwide operates in the North American, European, Middle Eastern, African and Asia-Pacific regions. It is the only agency that combines creative, data and technology talent with production and procurement expertise, to improve a brand's marketing performance and production efficiency.

Indicia Worldwide provides services that range from data insight, strategy and creative, print management, POS design and production, right through to creative production, marketing technology, digital channel activation, and promotions and merchandise.



CUSTOMER SNAPSHOT

INDUSTRY Communications

COUNTRY London, United Kingdom

THE CUSTOMER

Vincent Zahra is the Head of ERP at Indicia Worldwide, where he acts as the interface between the company's finance and technology departments. Since starting at Indicia Worldwide as a developer seven years ago, he naturally progressed into a consultancy role to support the finance team and streamline their workflows.

As the Head of ERP, Vincent helps with the integration of third-party systems and compliance in multiple markets, with Italy being one of his priority markets for local compliance.

The Challenge

On January 1st 2019, the Italian government brought new compliance laws into effect which meant any company issuing invoices to third parties, was required to pass them through the centralised SDI platform (Sistema di Interscambio) for validation. In addition, from July 1st 2022, new laws meant all cross-border transactions needed to be reported to the SDI for electronic approval by the tax authorities. These changes in local regulation presented Indicia Worldwide with two compliance challenges. Both needed to be expertly navigated, and conclusively addressed.

With previous implementation experience of compliance changes in Hungary, Indicia Worldwide was looking to develop an alternative solution in Italy.

Typically, this may have been something Indicia Worldwide would have wanted to develop in-house. However, the business saw it could be a distraction from day-to-day operations, so it was looking for a partner that could insulate it from the challenges of dealing with language differences and multiple local authorities, to implement the changes.

Vincent explains, "When dealing with multiple countries where changes are occurring, it becomes incrementally more difficult. That's why we decided to find someone external that could help us. A partner who is more focused in each impacted area and could help us to deliver the changes quicker and keep us informed of all the required updates".

Solution

Implementing something new in a short space of time, while ensuring ongoing workflows remained unaffected was problematic.

Thanks to the requirements of their principal client in Italy, Unilever, Indicia Worldwide and Tungsten have been working together since 2014. Due to their existing working relationship, and early insight via Tungsten's compliance team, Indicia Worldwide were informed about the changes to Italian invoicing laws well in advance. In November 2018, Vincent was introduced to Fiona Leahy, Global Corporate Account Director, "And that's where my relationship with Tungsten really grew. It was from that point Fiona was assigned to us." With regards to onboarding, Vincent stresses how seamless the process was for Indicia Worldwide. "I requested prices. We agreed on a timeline. We had until the 15th of

KEY OBJECTIVES

- **Local expertise**
Detailed knowledge of compliance regulations in the local market
- **Accurate advice**
Regular consultation to ensure compliance is met
- **Responsive support**
Proactive project management
- **Industry insight**
Awareness and updates for future planning

RESULTS

- **Compliance team**
Specialist market knowledge informed the entire process
- **Excellent guidance**
Tungsten's guidance ensured the project was always accurate and on time
- **Account management**
Swift and effective support from a dedicated project manager
- **Timeliness**
Tungsten was the first to break news on compliance updates

February as our deadline and we managed to resolve everything by mid-January, which worked very well. Within a month we were able to complete the whole project."

The onboarding process was extremely smooth because Tungsten and Indicia Worldwide were already partners in other areas of their businesses. As a result of Unilever (one of Indicia's Worldwide's main clients) requesting to use Tungsten for their domestic invoices in Italy, it ensured some of the functionality was already available. "We made

tweaks as we went along but most of the functionality was already available to be able to deliver the SDI project. The reason we were fast was most of the functionality was in place", Vincent explains.

Thanks to their working relationship, the entire process is now fully-automated from the invoice information put in, which automatically creates the required XML that is sent to Indicia Worldwide's clients, even if the client is outside of Italy.

KEYS TO SUCCESS		
1. COMPLIANCE	2. PROJECT MANAGEMENT	3. SERVICE DELIVERY
Understanding local regulations is one of the key success factors of Tungsten's e-invoicing projects. Unless a business is familiar with the regulations of every place in which it operates, it risks running into problems without expert support. Tungsten's specialist compliance team helped Indicia Worldwide navigate this complex world and overcome the challenges of legal compliance for electronic invoicing and reporting. It is thanks to the adept compliance team that Indicia Worldwide understood local regulations and could deploy e-invoicing and e-reporting correctly.	Tungsten's dedicated project manager provided indispensable guidance, ensuring everyone involved understood the drivers and goals of the e-invoicing project. Thanks to this concise planning, precise resource allocation, responsive support, and timely delivery, the project was completed smoothly and skillfully.	From the initial interaction, onboarding, and set up, to conclusion and follow-up provisions, Tungsten's clean and clear service delivery enabled Indicia Worldwide to focus on business as usual, saving time and money.

Q&A

What would have happened if Tungsten wasn't there?

"If Tungsten didn't deliver...we would have had to have delivered the solution ourselves, but I wanted to avoid this situation."

What would you say went well with Tungsten?

"Tungsten has always assigned us a project manager. There is always a quick turnaround, weekly calls etc. Emails are being replied to immediately. If something didn't work, there were changes that were implemented from Tungsten's side."

What would you want to improve?

"Officially we never had issues. Only one time, we were onboarding a new client, also a Tungsten client, who was based in Italy. However, the client had particular requirements that were not in line with the existing functionality. I raised the issue, and we were assigned someone to resolve it. We were provided with an alternative until the function was fully completed. Any problems have always been sorted out immediately."

If you were to sum up in just three phrases, what would you use?

"Good guidance. Compliance expertise. Responsive support."

The Impact

Vincent continues, "What I've learned from my experience is to find a partner that's focused specifically on local market requirements and can integrate them. This ensures we can concentrate on our business activities and other people can focus on their own. Second, it's vital to find a partner who can fulfil the requirements and be able to provide feedback in a very short time."

In choosing Tungsten, Indicia Worldwide found a partner that can not only help their business in multiple jurisdictions but is able to work swiftly and efficiently. The positive impact of this collaboration comes down to this great relationship and smooth functionality. As Vincent highlights, "My first option is to always ask Fiona about any requests we get. That's the real benefit Tungsten brings to a company that operates in multiple countries with various regulations and requirements."

Partnering with Tungsten allowed Indicia Worldwide to focus on its primary deliverables as a business. Working with multiple local partners in various regions, can increase complexity and timelines.

Working with Tungsten streamlines the entire process and allows Indicia Worldwide to focus on its own business objectives.

"As soon as Fiona explained that Tungsten had a solution available, my preference was always going to be Tungsten. While long-lasting relationships are important, having a single partner that can help us globally is a big advantage."

"What advice would I give to other businesses facing similar challenges in EMEA? Use Tungsten."

Vincent Zahra,
Head of ERP

About Tungsten Automation

Tungsten Automation, formerly Kofax, is the global leader in intelligent automation solutions with a trusted legacy of nearly 40 years, with a team of 2,000+ employees in 40 countries, serving 25,000+ global customers. Our dedication to innovation and customer success has earned us industry recognition, including being named a leader in Intelligent Automation (IA), Intelligent Document Processing (IDP) and Process Orchestration by top analysts. We are trusted to help businesses gain unprecedented efficiencies and reduce costs through AI-powered workflow automations that propel their businesses into the future.

To learn more, visit www.TungstenAutomation.com

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