



Ice cream manufacturer INMARKO processes request forms from retailers using ABBYY FormReader™

Inmarko

Inmarko is a leader in the Russian ice cream market on production volumes and selling. At present there are more than 2,700 people employed with the company who are eager to make the life of other people more vivid and happy. Thanks to products of perfect taste and high quality, optimal assortment of well-known and popular ice cream brands and promotion at the TV and places of sale, Inmarko guarantees to its partners strong and stable market power. That is why Inmarko Ice cream is sold in the territory from Baltic Sea to the Pacific Ocean.

Contact

Address: 630500, Novosibirsk Region, Eliitnoe Village
 Tel: +7 (3832) 599 799,
 Tel/Fax: +7 (3832) 48 13 12,
 E-mail: welcome@inmarko.ru
 Web: <http://www.inmarko.ru>

Novosibirsk-based Inmarko, the largest ice cream manufacturer in the Asian part of Russia, had a complicated procedure for processing product requests from retailers. Request forms were distributed to supply agents who filled in the numbers coming from each retail point and submitted them to the data entry department. The retail points needed products delivered the next day, that is why employees of the department had to enter the forms into "1C:Enterprise"™ ERP system at the earliest possible time. Next purchase orders, delivery truck optimum routes, and other documents were automatically generated and passed to the logistics department.

This procedure had only one bottleneck. Although the company employed three form-keying operators, they could finish their work only by late night, which delayed and obstructed further business processes. The reason was the tremendous volume of information, as each form contained more than 1 000 fields filled with handprinted text.

Another serious problem was the entry mistakes. Single typos were irritating, but much worse were situations when operators skipped or duplicated table columns, or even the entire forms. As a result of such mistakes, some retailers received twice the quantity of each ice cream sort that they actually ordered, while others received nothing. The situation certainly could be called a disaster as any missed column would have become a dead loss for the company.

In search of the solution, Inmarko's IT Department discovered FormReader by ABBYY Software House, a product for automatic input of data from printed and handprinted forms. As FormReader is a "box" product, no costly integration was needed; most of the installation and tune-up work was done in-house, with minimum intervention from ATAPY Software, the local ABBYY dealer. FormReader required no changes in application form design and no special staff training, therefore the costs of printing, distribution and collection of the forms remained the same. Just as realistic were also FormReader's hardware requirements: a regular flatbed scanner and a common office computer.

Once FormReader went into operation, work that previously required three typists now required just one, and even that one finished his duties much earlier. Input productivity increased 6 times, and the entire distribution logistics of the company got improved considerably. Especially important was the fact that the number of mistakes decreased very significantly, with the most disastrous mistakes going away completely.

This successful experience has moved Inmarko to use FormReader for capturing other types of corporate documents. This new challenge has required no additional investment at all, as FormReader can be configured for processing up to 99 document types in one batch, automatically telling one document type from another. Now the same operator, using the same hardware and software, processes Inmarko's documents of different types. ABBYY FormReader was also installed at Inmarko's plant in another city, and more installations are underway.