



**CAPTARIS CUSTOMER CASE STUDY**

CUSTOMER PROFILE

**INDUSTRY** Cosmetics; colour cosmetics, skin care and oral care

**WEB SITE**  
www.dr-scheller-cosmetics.com

**LOCATIONS** Eislingen, Germany

**EMPLOYEES** Approximately 400

**COMPANY** Public, in business since 1944

**REVENUE** Approximately EUR 80 million.

SOLUTION SNAPSHOT

**CHALLENGE** Managing approval processes was difficult and time consuming; unstructured and confusing document approvals resulted in delayed forms

**SOLUTION** Captaris Workflow 5.2

**INTEGRATION** Microsoft SharePoint Portal 2003, Blending ERP system

**RESULTS** Cut approval time from up-to-40 days to seven days, reducing time-to-market for products; eliminated delayed papers and missing information, and reduced documentation mistakes

## Dr. Scheller Cosmetics AG Reduces Time-to-Market with Captaris Workflow

### *Deployed as the Enterprise-wide Solution for Business Process Management*

Since its start as a family-owned business in 1944, Dr. Scheller Cosmetics AG has grown to a stock corporation located in the center of Europe and active on a global level. Its brands include MANHATTAN (colour cosmetics), MANHATTAN CLEARFACE (skin care), APOTHEKER SCHELLER - Das Naturkonzept (natural cosmetics) and durodont medical (oral care). The company's motto is "creating, care, competence."

### The Challenge

Behind every lipstick is substantial research and collaboration. To manufacture and deliver cosmetics to international markets, Dr. Scheller Cosmetics employees conduct studies for product planning and develop marketing collateral, among other endeavors. Within the company, the Base Data process gathers all necessary information for a new product, such as logistics, measurements and pricing. Any packaging artwork or other advertising material must then be approved by the research and development team as well as quality management personnel before being returned to the operating unit for production. Such document-intensive activities can quickly build up to a mountain of paper and disarray.

Document management efforts were largely paper-based before Dr. Scheller Cosmetics tried its first workflow product. Employees gathered files and filled out forms to be hand-delivered or sent via mail. Occasionally, information was written incorrectly, left off the forms, or the papers themselves were delayed in transit. Even when the company installed a workflow tool to aid document approval, the software lacked the ability to integrate with Sharepoint Portal Server, Dr. Scheller Cosmetics' chosen collaboration platform, and it did not include a process overview capability.

"Gaining approvals was unstructured, confusing and took too much time," said Denis Weiser, IT project director with Dr. Scheller Cosmetics. "Managers had no overview of where a document was or who needed to approve it. Most of the time, they had to make calls or send emails to ask for that information." Delays were common. Base data forms, the first link in the document chain, took an average of 40 days to carry from entry to collection. The lengthy turnaround slowed time-to-market and the company's ability to supply information to customers for feedback.

According to Weiser, Dr. Scheller Cosmetics needed a tool for document approval and information retrieval that would interact with its SharePoint Portal Server and Blending ERP system. Weiser and his team searched for a flexible and robust Workflow solution that would leverage existing technology and fit within corporate network architecture with little special programming. After Internet searches and discussions with consultants, the Dr. Scheller Cosmetics team narrowed prospects down to a few products. Upon review, only one, Captaris Workflow, presented all the desired functionality and a reasonable price-point.

### The Solution

Captaris Workflow is a .NET solution that is tightly integrated with Microsoft products such as Exchange, Outlook, SharePoint Portal Server and Services, InfoPath, BizTalk and more. Workflow provides easy, flexible and integrated business process management for organizations in virtually any enterprise application environment. Dr. Scheller Cosmetics installed workflow with help from Germany-based solutions provider, egsSoft.

The solutions provider and the cosmetics company were ready to set the course for deployment only after many phone conversations and Web meetings. "Our IT team has experience with .NET, so it was really easy to build workflows and program with Captaris Workflow," Weiser said. "But, it was still good to have help from egsSoft for the exact programming syntax and initial instruction." Most of the training was completed in a three-day workshop with demonstration and development courses. "I was impressed with how quickly (Dr. Scheller Cosmetics employees) built up their own knowledge about Captaris Workflow. They got a nice SharePoint-integrated workflow running extremely fast," explained Igor Ignjatovic of egsSoft.

Users like working from the familiar SharePoint interface since tasks tied to various corporate applications are central and intuitive, according to Weiser. "As soon as a user uploads a file into the document library, Captaris Workflow emails tasks, reminder notifications and other messages to all the people in the process."

In addition, all preset requirements and status updates are handled via automated Workflow business process management tools. "We now have more than 250 processes from this one document-approval workflow, and there is more transparency," Weiser noted. "Managers can quickly check which stage a document is in, who is doing the task and so on. The process owner is now able to control the processes by Key Performance Indicators (KPIs)."

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**“Using Captaris Workflow, we have reduced time-to-market for Dr. Scheller Cosmetics brands, so we can more quickly inform customers with all the details they need about the product.”**

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### The Results

Documents that used to take 40 days to push through approvals are now finalized in seven days, according to Weiser. Web forms are easier than paper files to create and route. Since no client installation is needed, deployment is also simplified. Captaris Workflow has eliminated cases of missing data or documents and greatly reduced the amount of user error. As a result, managers may focus on the product cycle rather than phone or email busywork to track the status of files and assignments. If a document is delayed, the manager may intervene to push completion to maintain the seven-day turnaround goal.

"Using Captaris Workflow has reduced the complexity of the development process for Dr. Scheller Cosmetics brands," Weiser said. "So we can more quickly inform customers with all the details they need about the products." Available customer feedback then enables Dr. Scheller Cosmetics to refine messaging and plan how much product to produce. While the company estimates substantial cost-savings using Workflow, exact dollar amounts are difficult to measure without benchmarks prior to installation. "I expect a good return on investment with Captaris Workflow," Weiser said, "especially as we automate additional business processes." Future plans include automating other document approval processes, licenses, user software requests and administrative processes such as holiday leave requests.

### For More Information

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. Our product suite of Captaris RightFax, Captaris Workflow and Captaris Alchemy Document Management is distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the Nasdaq National Market under the symbol CAPA. For more information, visit [www.Captaris.com](http://www.Captaris.com).

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