Case Study

Streamlining Accounts Payable

ASOS

ASOS are a global online fashion and beauty retailer offering over 50,000 branded own label product lines. ASOS is one of the fastest growing companies in its sector with over 1,500 new product lines being introduced each week and over 3 million active customers in over 160 countries.

Business Challenge

ASOS is a story of growth, scale and innovation - they are the UK's largest independent online fashion and beauty retailer, and still growing strongly. The company's commitment to innovation meant that they were seeking a way to improve their internal processes to continue growth. Invoice processing was identified as an area that would benefit from automation. Nick Beighton ASOS CEO explained "Firstly we wanted to streamline our processes. Secondly we wanted to improve our financial controls. And thirdly we wanted to gain some great efficiencies."

> inSTREAM enabled ASOS to achieve significant growth and scale without recruitment

The Solution

Delivered as a service, inSTREAM applies sophisticated algorithms, including AI and machine learning, to streamline labour - intensive clerical tasks and decision-making across varied functions such as invoice processing, sales order processing, customer correspondence (enquiries and complaints) and claims. These functions typically receive a high volume of documents and unstructured data from customers, suppliers and employees on a daily basis through multiple channels, including post, paper, fax, email, social media and many other electronic data streams.

Upon receiving invoices by email or hard copy scan, inSTREAM reads, recognises and extracts the key data, validating it and matching it to purchase order numbers from the finance system. If inSTREAM cannot recognise or validate the key data it refers the transaction as an exception to a human operator. inSTREAM monitors and learns from the actions and decisions of the operator and machine learning ensures that continuous optimisation is achieved, reducing the need for human intervention and freeing up people for higher value tasks.

Benefits Achieved

As a result of implementing inSTREAM, only accurate and complete information enters ASOS' finance system, resulting in quicker service times and better supplier and customer relationships. With the help of inSTREAM, ASOS have been able to achieve significant growth and scale without the need to recruit new staff. It has enabled the retailer to improve productivity and gain efficiencies that would have previously been out of reach.

"We had a number of objectives in place and I'm delighted to say that Celaton have played a significant part in helping us to achieve them. Over the last three years inSTREAM has been core to our growth." commented Nick Beighton.

inSTREAM has been core to ASOS' growth strategy

About Celaton

Celaton's machine learning technology enables organisations to deliver better customer service faster with fewer people. Celaton inSTREAM is an enterprise - class, ready to deploy, machine learning platform that applies artificial intelligence and machine learning to streamline the processing of the plethora of information that flows into organisations every day from customers, suppliers and employees by post, paper, fax, email attachments and other electronic data streams.

Further information

inSTREAM delivers efficiencies that were previously out of reach. You can read more case studies at **celaton.com** or contact us directly at:

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