

CASE STUDY

# Global Consumer Goods Manufacturer creates process factory with Bizagi resulting in 70% cost reduction, saving \$800,000 in eight months



**Customer:**

Global Consumer Goods  
Manufacturer

**Industry:**

Manufacturing

**Location:**

United States

This global consumer goods manufacturer was looking to make their business better, faster and more cost effective and create a company-wide standard for all process. They wanted to ensure quality across their large, global projects to deliver consistent results at affordable costs.






They created a Center of Excellence to help them quickly roll out processes using Bizagi. In the first eight months, the cost of building new workflows has decreased by 70% and the project is paying for itself in less than a year thanks to \$800,000 savings from re-usable components and faster deployment times.

- 70%** cost reduction in building new workflows
- \$800,000** savings in eight months
- 50%** faster delivery times






*"The return on investment has been phenomenal. The return from the value from the workflows for the business that we've deployed combined with cost avoidance has been more than double in what we've invested. So overall, it's been really, really well worth it."*

**Manager, BPM Center of Excellence**

## Objectives

-  Create process factory to roll out sales and marketing processes with speed and ease
-  Continually improve business processes
-  Become more agile and speed up roll-out time for processes
-  Increase visibility across business
-  Save time and money across departments within the organization

## Achievements

-  Costs to build new workflows has decreased by more than 70%
-  50% faster delivery times thanks to agile approach
-  \$800,000 savings in eight months thanks to re-usable process components
-  Consistent and traceable processes help employees to be more efficient
-  The project has become revenue-generating and paid for itself in less than a year

## Overview

This global consumer goods manufacturer wanted to ensure quality across their large projects to deliver consistent results at affordable costs. In a bid to decrease turnaround times, increase agility of process deployments and reduce costs, they established a Center of Excellence.

This helped to assure scalability by creating an arsenal of reusable components and an iterative delivery methodology to help improve the delivery of workflows. This resulted in a 70% cost reduction when building new workflows. The re-usable components have contributed to a \$800,000 cost saving in eight months and the project paid for itself in less than a year.

## Challenge

The global manufacturer, which operates in over 80 countries, producing consumer goods including household cleaning supplies, was looking to improve the way it deployed and managed processes. They decided to set up a process Center of Excellence (CoE) to give the organization the resources they needed to leverage Bizagi for large, global projects with consistent results, predictable quality and affordable costs. They hoped this would increase their global reach and assure scalability.

The manufacturer already had two process that they had launched as part of a pilot programme. However, after two years they were not seeing the expected decrease in turnaround time for generating additional workflows. The existing workflows were not resilient to change to took too much time to support. Additionally, costs to deploy subsequent workflows were not getting lower over time as expected.

## Solution

To help improve the rollout of processes, they set up a CoE, which internally they named their Process Factory, to reflect the physical and digital factories that support the manufacturer. Firstly, they set out best practices to lay out logging and traceability to support the processes in the long-term.

They also created an arsenal of reusable components, which helped to provide faster turnaround times, reduce development costs and lower maintenance costs. These components ranged from templates for documents to elements in a process. This means that workflows can be deployed in just days or even hours rather than months.

*"We established the mindset that re-use is a good thing. So, everything we design in our environment people are thinking, 'How can I build this so that I can use it more than just for this use case?' You start thinking that way and you can really drive up your agility."*

Manager, BPM CoE

As part of the sustainability and management of the process factory, they created an iterative delivery methodology to ensure things were being done in the right way at the right time. They get a lot of requests for new processes to be built, so as part of this methodology, they established an intake process, which includes an assessment that helps identify items that are suitable for automation. Suitability (is the process mature and stable enough to automate?), complexity (assess the integrations and languages involved) and the business value to assess what the savings will be.

## Results

Since launching the process factory, costs to build new workflows have decreased by more than 70%. Run costs have significantly reduced because they have not had to expand their support team at all, despite nearly doubling the number of processes thanks to the traceability. They can proactively see what is being sent to people to help them be more efficient.

Along with the reduction in build costs, the delivery times have been reduced to 50% thanks to agile approach and reusable components. They anticipate that the speed of delivery will only get faster as more reusable components are created. Re-use have also saved significant money: the organization have tracked cost avoidance achieved through their reusable components and have saved over \$800,000 in just eight months, with the processes returning millions in savings overall.

Most of these processes have been rolled out in the global marketing department to make sure that all digital assets are available to everyone all over the world, with the right meta data and approval, ready for use by anyone who needs them. Additionally, processes are being rolled out in finance for approvals and new product development to establish if it is cost effective to create a new product.

*"The return on investment has been phenomenal. Our investment in the process factory was millions of dollars, and the return from the value from the workflows for the business that we've deployed combined with cost avoidance has been more than double in what we've invested. So overall, it's been really, really well worth it."*

Manager, BPM CoE

The organization in continuing to see significant expansion, with more than one request for new workflows per month. They're also expanding capabilities by connecting Bizagi with their enterprise service bus, so any application can launch a workflow.