



World Wrestling Entertainment, Inc. (WWE)

Accounts Payable
Records Retention
Finance



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Purchasing Manager
World Wrestling Entertainment, Inc.

Since its founding nearly 25 years ago, World Wrestling Entertainment, Inc., (WWE) has become a worldwide leader in the sports entertainment industry. WWE is committed to investing in technology that supports its expanding global presence. As part of the organization's forward-thinking IT plan, the accounts payable (AP), finance and records retention departments at WWE use the ImageNow document management, imaging and workflow suite to manage documents in a timely and cost-effective manner.

WWE used a technologically obsolete microfilm system to store financial records. Administrators realized that implementing a document management, imaging and workflow system would make information more readily available, quickening business processes. After evaluating several products, WWE selected ImageNow.

“We wanted to find a document management system that we could administer ourselves, and no other vendor could compete with the low IT involvement Perceptive Software offers,” says Shana Mezzacappa, purchasing manager at WWE.

Hands-on implementation and realistic training exercises gave Mezzacappa the skills she needed to manage ImageNow independently. She educated colleagues during brief internal training sessions, ensuring all users were up to speed soon after ImageNow deployment.

“It's easy for me to train my coworkers to use ImageNow and they like its user-friendliness,” Mezzacappa says. “The simplicity of ImageNow allows me to administer it by myself.”

Quickening Year End Processes

Prior to ImageNow implementation, finding documents involved “a tiresome series of tasks,” according to Mezzacappa. To locate an invoice, for example, an AP worker went into JD Edwards, found the relevant payables record and wrote down the check number associated with the invoice. He or she then walked to the records retention department to search for the check using the microfilm system, then scrolled through the microfilm disc to find the required invoice.

ImageNow simplified this extensive process. Using patented LearnMode™ technology, ImageNow seamlessly integrated with WWE's JD Edwards World application. Integration creates a connection between documents stored in ImageNow and host system records, giving users instant document access from their JD Edwards screens.

“ImageNow reduced the number of steps it takes to retrieve documents, improving data accessibility,” Mezzacappa says. “It also helps minimize the risk of input errors by reducing manual data entry.”

Immediate document access helped WWE's AP department quicken its year-end processes. Prior to ImageNow deployment, each of WWE's 10 accountants reserved the microfilm system to access documents. As only one individual could use the microfilm application at any one time, there was time inefficiency.

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ImageNow enables authorized users to view documents simultaneously, eliminating delays. Instead of spending hours searching for information in various systems, associates quickly locate all required data in the central ImageNow repository.

“ImageNow dramatically reduced the number of man hours needed for year end close,” Mezzacappa says. “It made the process 10 times easier than when we used microfilm storage.”

Electronic Workflow Creates Time Savings

Before deploying ImageNow, the AP department at WWE used complex, paper-based workflow to process financial documentation. When an AP worker received an invoice, they checked to see if an associated vendor record existed in JD Edwards. If it did, he or she wrote the vendor number on the invoice, then put the document into a tray for processing.

If there was no vendor record, the worker sent the invoice back to the department it came from with a request for the vendors' address and other details, further delaying document processing.

WWE's AP department now scans or imports invoices, checks and other pieces of supporting documentation into ImageNow. An AP associate enters the vendor number and vendor name and clicks a button, and ImageNow links the document to the appropriate vendor record in JD Edwards. The employee routes the document to a colleague's

ImageNow work queue for processing, or obtains the necessary vendor details and then forwards the invoice along the workflow chain.

“ImageNow increased productivity in the AP department by replacing the paper shuffle with efficient electronic workflow,” Mezzacappa says.

Electronic Printing Delivers Efficiency

Processing backup reports was once a challenging endeavor for AP associates at WWE. A worker waited while a hard copy of every page was printed, before sending the report to records retention for input into the microfilm system. They then printed a duplicate to archive in a file cabinet.

Now, ImageNow Printer captures reports, and converts them into TIFF files that are electronically printed directly into the ImageNow repository. Each report is then immediately available for processing.

Certain vendors electronically send WWE invoices that often constitute several hundred pages. ImageNow Printer captures these PDF e-mail attachments and imports them into ImageNow.

“ImageNow Printer makes report processing more timely and reduces paper output,” Mezzacappa says. “It also eliminates redundant effort, as there's no need to retain paper copies.”

WWE plans to extend the use of ImageNow workflow in AP and to expand ImageNow into other departments. Mezzacappa is confident that as the organization incorporates document management into additional business processes, ImageNow will deliver further time and cost savings.

“Expanding ImageNow will enable us to take advantage of suppliers' early payment discounts and will further increase the speed with which we complete business tasks,” she says.

The Challenges

Find a document management product that can be administered independently

Complex workflow processes hinder productivity

Microfilm system only allows one user to view documents at any one time

Host system integration

The Results

Hands-on education and training enable vendor independence

Simplifying document management elevates productivity

Single-click, concurrent document access speeds business processes

Seamless connection with JD Edwards application

Quick Stats

Name:

World Wrestling
Entertainment, Inc. (WWE)

Headquarters location:

Stamford, Conn.

Integration:

JD Edwards World

Products in use:

ImageNow, ImageNow Printer,
CaptureNow, ImageNow
Recognition Agent

Perceptive Software, Inc.

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