SERENGETI

THE GLOBAL LEGAL PLATFORM

Recipe for Global Success: Heinz Uses Serengeti to Eliminate Paper, Maximize Efficiency

CASE STUDY

H.J. Heinz Company

H.J. Heinz Company, headquartered in Pittsburgh, Pennsylvania, is the most global of all U.S.-based food companies. Famous for its iconic brands on five continents, Heinz provides delicious, nutritious and convenient foods for families in 200 countries around the world.

The U.S. Model

At Heinz, sustainability is a key ingredient to success. The company encourages environmental and corporate responsibility in every department, including legal. "We've gone completely paperless with Serengeti at legal world headquarters," said Karen Katz, Heinz Law Department Administrator. "We're very proud of that."

Heinz has found that eliminating paper saves more than natural resources; it also saves time. Legal staff used to spend too many hours copying, filing, and physically routing or searching for invoices. Now, all routing and approval is handled online, and there is no need to keep backup paper copies. Previously, to find information on closed cases, staff needed to request boxes from long-term storage and then sift through them. Now, they simply log in to Serengeti and find historic matter data with a few keystrokes.

> "With 100% of our domestic and overseas firms billing to the U.S. through Serengeti, we're confident our global offices will have the same success."
>
> Michael Hooton
> Heinz Associate General Counsel

In addition to e-billing, Heinz uses Serengeti's budgeting and automated accruals collection (law firm work in progress and invoices not yet approved) features. "We've seen measurable efficiency gains with Serengeti," Katz said. "Our month-end and year-end accrual reporting is much smoother; payment inquiries from firms are significantly reduced; and duplicate and missing invoices have been virtually eliminated."

The Global Implementation

Following the success of Serengeti at world headquarters, Heinz is rolling out the system to its eight overseas legal offices and eliminating paper invoices internationally. "At first, many people in-house thought 80% adoption by our top 20 firms would be a success," said Michael Hooton, Heinz Associate General Counsel. "Today, all of our firms send 100% of their bills to the U.S. through Serengeti, and we expect the same total adoption overseas."

The international implementation is going faster than expected because Serengeti has such a strong global network. Heinz found that 13 of the 17 firms with which one of its overseas affiliates works were already on Serengeti. "Those firms don't require any training and are ready to go paperless from day one," Katz said.

In addition to eliminating paper from firms, Serengeti enables Heinz to streamline internal processes. For example, the law department used to create and print forms for invoices that were paid at headquarters but "charged back" to a global business unit. Now, an accounting employee accesses Serengeti to find all charge-back information online. "Of course that saves paper," said Katz. "But it also saves time and minimizes mistakes, which is why our global offices are thrilled about the elimination of paper processing."

The Serengeti Advantage

Serengeti's experience processing hundreds of thousands of invoices from non-U.S. law firms is unmatched in the industry. Serengeti was the first vendor to provide international e-billing features such as acceptance of e-bills in any file format, separately tracked value added tax (VAT), and automatic currency conversion. Furthermore, Serengeti's e-billing platform fully complies with the European Council Directive for electronic invoices.

"Our Client Relationship Managers have a perfect track record for implementations. Whether the law department is in Alaska or Australia, we get them up and running within approximately 3 months, and our team of attorneys provides ongoing consulting as needed."

Kathryn Perkins
Manager, Client Relations Group
Serengeti Law

"Our law firm is based in Kuala Lumpur, Malaysia, but we have corporate clients all around the world. Over the past 6 years, we've used Serengeti with more than 15 companies, and it has always been very user friendly. We highly recommend Serengeti."

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