Gray Television

Enterprise Based AP Invoice Based Workflow with OCR extraction via scan & email import

Gray Television, Inc., incorporated on January 25, 1897, is a television broadcast company. The Company owns and operates television stations and digital assets in various markets across the United States. As of February 21, 2017, the Company owned and/or operated television stations in 54 television markets broadcasting over 200 separate programming streams, including 37 affiliates of the CBS Network (CBS), 29 affiliates of the NBC Network (NBC), 20 affiliates of the ABC Network (ABC) and 15 affiliates of the FOX Network (FOX).

The Business Challenge

Cut the Associated Costs and Timeframe on processing 40,000+ paper-based invoices per month

After automating and streamlining their Accounts Receivable they moved on to the daunting task of automating their every expanding companies Accounts Payable. The first attempt to automate AP at Gray TV ultimately failed. The initial vendor selected for the task was unable to get the system fully working. Where the initial company failed **Digital Designs succeeded** by leaps and bounds.

DocAgent's process automation partnered with an adaptive core software platform was engaged. The software captures, indexes and archives imaged documents and transforms business processes into an efficient, collaborative digital workflow. Implementation was smooth and timely, and numerous benefits are realized. All invoices now come directly from the vendor to the shared services center and are digitally captured immediately upon receipt. Then they are electronically routed to individual department managers and general managers at each station for general ledger coding and approval. Gray now has end-to-end visibility of invoice processing, and workflow approvals are documented electronically. Every touch point is captured in an electronic audit file along with the approver's identity including a time-and-date stamp. Related documents, such as vendor quotes, can be uploaded as invoice supporting documents. Users can enter remarks related to an invoice for future reference anywhere in the workflow process.

Benefits

The single most significant advantage is Gray's improved ability to assimilate station acquisitions. New station personnel are trained in the AP process via a two-hour webinar, and they go live the next day.

The dollar savings and the improved audit efficiencies have been striking. The time and cost of audits has been reduced by at least one-third. The time saved in preparing for audits and supporting auditors has resulted in compounded savings. Auditors can now log in remotely with view-only authority and access all records and associated details needed to complete an audit.

Gray Television
Business Case at a Glance

- $500 million to $1 billion (USD) per year
- Owns and/or operates television stations in 54 television markets broadcasting over 200 separate programming streams
- 5,000+ Employees
- Headquartered in Atlanta, Georgia

PROJECT HIGHLIGHTS

- 60% Cost Reduction
- Process 70,000+ invoices through DocAgent workflow per year
- VPay integration to pay vendors virtually

Digital Designs Exceeded Expectations

Gray Television chose Digital Designs:

- DDI had 30+ years' experience in the document management space.

- More expertise with IBM AS-400 / iSeries based software solutions

- Built-in duplicate check of invoices

- Improved accuracy of captured invoice data due to DDI's recognition/verify software module.

- A Deep Support Team gave Vance and his team the comfort he needed to have a full team of support behind him including direct access to engineering

Next Hurdle – Payments to Vendors

Digital Designs then worked with Gray TV to implement a new bank-neutral virtual credit card payment system, VPay. The company receives monthly cash-back reward incentives for vendor payments made through this virtual card payment option. Fully implemented, these cash-back incentives are projected to offset all the cost of Gray's AP department and turn it into a profit center. Digital Designs handles the vendor enrollment process and even has a concierge service for vendors that require payments to be made by phone. A management dashboard provides a real-time summary and detailed views of virtual payments processed and incentives earned.

"At the end of the day, every day, all the invoices that we have received that day are scanned into the system. We have control over them and everybody in the company has visibility of them."

– Vance Luke
Gray TV

Pay Sample V-Pay Report and Revenue Stream