

Gray Television

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

Cut the Associated Costs and Timeframe on processing 13,000+ paper-based invoices per month

Gray Television, Inc. is a multimedia company headquartered in Atlanta, Georgia. It is the nation's largest owner of top-rated local television stations and digital assets in the United States ~~servicing that serve~~ 113 television markets ~~and~~ reaching approximately 36 percent of US television households. Gray also owns video program companies Raycom Sports, Tupelo Honey, and PowerNation Studios, as well as Third Rail Studios.

The Business Challenge

After automating and streamlining their Accounts Receivable they moved on to the daunting task of automating the company's ever-expanding Accounts Payable operation. The first attempt to automate AP at Gray TV ultimately failed. The initial vendor selected for the task was unable to integrate get the system fully working. Where the initial company failed **Digital Designs succeeded** by leaps and bounds deploying their document management and AP Automation solution, DocAgent. 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 were 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 also enter remarks related to an invoice for future reference anywhere in the workflow process. All of this data is seamlessly exports to Gray TV's primary systems of records and DocAgent drives the workflow and data collaboration.

In 2013 Gray TV chose to take the leap and move to paperless invoice processing. According to an interview with Vance Luke the company "*had a lot of trouble with invoices falling through the cracks, not getting paid on time.*" With their DocAgent custom Accounts Payable Invoice Workflow processing in place they are able to "*scan all the invoices in, in a central location as soon as they come in. 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.*"



Gray Television Business Case at a Glance

- \$3+ billion (USD) per year
- Owns and/or operates television stations in 113 television markets
- 9000 Employees
- Headquartered in Atlanta, Georgia

PROJECT HIGHLIGHTS

- 60% Cost Reduction
- Process 13,000+ invoices through DocAgent workflow per month
- VPay integration to pay vendors virtually
- Leveraged DocAgent's workflow to process AR adjustments

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.

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– Vance Luke
Gray TV

Pay Sample V-Pay Report and Revenue Stream



Digital Designs, Inc.
3540 Toringdon Way, Suite 200
Charlotte, NC 28277

t: (800) 948-6293 ext. 7103
w: www.ddilink.com

