



## Customer Story

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### **REGATTA**

Accounts Payable  
Invoice Automation Solution



# Customer Background

Regatta, a collection of outdoor clothing brands including Dare2B, Craghoppers, and Tactical Threads, was founded in Manchester in 1981 by Lionel Black.

A family-based business, Regatta has grown into a multinational company employing over 2,000 people worldwide. The brand has diversified over the years, with an emphasis on sustainability and charity, with initiatives like the Honesty Project supporting schools in Bangladesh and China.

Colin McDougall, Head of Group Transactional Services, manages a team of 14, responsible for credit control, accounts payable (AP), accounts receivable, and payroll expenses, overseeing thousands of daily transactions in multiple currencies.



**REGATTA**   
PROFESSIONAL<sup>®</sup>

# Customer Situation

## Legacy Challenges

Regatta faced several challenges with its legacy AP process, which involved manually processing around 5,000 invoices monthly.

The paper-based system led to delays in approval, inconsistencies, and a lack of control. The inefficiencies extended to the approval process, with invoices only being signed when approvers were in the office.

The paper-based filing system was not only time-consuming but also unsustainable. The AP team were printing over 212,000 sheets of paper per annum, that's the equivalent of over £7,500 or 424 trees annually.

The AP team was overworked, processing 16,000 invoices per head per annum, leading to burnout and a lack of time for valuable tasks like data analysis and supplier reviews. Despite implementing a new ERP system, the AP issues persisted as manual data input remained a bottleneck.



*“I was taken aback by the staggering significance of our paper consumption statistics. Moving to something more sustainable would fit in with the Honesty Project and as a business to better understand the number of invoices. And it's increasing by about 4,000 invoices per annum. So the way we drove the business plan was not only about efficiency, it was also about improving sustainability. Obviously we know something had to change.”*

**Colin McDougall, Head of Group Transactional Services, Regatta**

# Overcoming Obstacles

## Embracing AP Automation

Recognising the need for change, Regatta embarked on a journey to find a solution. Colin and his team conducted thorough research, shortlisting 4 potential vendors for AP automation.

Kefron stood out after a comprehensive evaluation, including demos and workshops. The decision was influenced by Kefron's commitment to visibility, HMRC and GDPR compliance, and improving supplier relationships. The implementation faced challenges due to external factors, such as the pandemic, but Kefron proved to be a flexible and patient partner.

The transition from an integrated to a non-integrated approach required additional time and resources which Kefron incorporated seamlessly.

“Kefron team was very patient and flexible. We had to change the scope from integrated to non-integrated initially including needing more time, more resources. Our project also had headcount changes within Regatta and the Kefron team had a great attitude and must attribute it to the project manager, he was fantastic throughout.”

**Colin McDougall, Head of Group Transactional Services, Regatta**



# Achieving New Heights

## The Key Benefits

The implementation of Kefron AP brought significant benefits to Regatta. The new system provides visibility into the entire invoicing process. Kefron AP allows Regatta's AP team to find and track invoices efficiently.

The elimination of paper from the process and the reduction in manual data entry have improved scalability and efficiency. The system's adaptability facilitated remote work during the training and implementation phases.

Early feedback from the business has been positive, and Kefron continues to enhance the system. The AP team now feels a sense of relief, and Regatta has successfully aligned its AP processes with its sustainability goals.



Expanded AP Processing Capabilities



Improved Accessibility and Scalability



Streamlined Approval Processes



Enhanced Visibility



Minimised Manual Data Entry



Paperless Operations



*The system shows where every invoice is in the process. It's fantastic. That's a major benefit for the AP team. The immediate feedback is we feel like we can breathe again. We've got help from a tool."*

**Colin McDougall, Head of Group Transactional Services, Regatta**



## Key Recommendations

Colin recommends the following for businesses looking to embark on an AP journey:



**Thorough Supplier Due Diligence:** Conduct extensive research to identify the best AP automation solution for your organisation. Regatta's upfront research provided confidence in selecting Kefron as a reliable partner.



**Stay Agile:** Prepare for unforeseen challenges, such as pandemics and scope changes. Agility is crucial in adapting to evolving circumstances beyond your control.



**Engage Stakeholders from Day One:** Ensure stakeholder buy-in before the project's start. Having support from key stakeholders during the implementation phase means a smoother transition and successful adoption of the new technology.

Regatta's transformative journey with Kefron's AP automation solution has not only alleviated longstanding pain points in their AP process but has also aligned their operations with the Honesty Project's sustainability goals and the UK's sustainability goals as a whole.

The success of this partnership serves as a compelling example for organisations seeking to enhance their financial processes.



The Kefron logo is located in the top right corner. It features a stylized 'K' icon composed of three overlapping triangles in red, yellow, and blue, followed by the word 'kefron' in a white, lowercase, sans-serif font.

**kefron**

Large, overlapping geometric shapes in shades of cyan and purple are positioned on the left side of the page, partially overlapping the building image.

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