

Genus Breeding

Automating print production
with Aceni



Genus Breeding is part of the world's leading provider of bovine genetics and reproduction services, marketing in more than 70 countries around the globe.

Alongside this is its technologically advanced range of forage, nutrition, foot and udder care products. Through Genus' extensive research and development programme, its cutting edge technology is being used to maximise the potential of beef and dairy farms throughout the world.



The Challenge

Genus Breeding wanted to identify a document automation partner to assist with the print and distribution of its billing.

They needed a service that could handle complex financial

data sets from Genus' Oracle software system that was also secure and would respectfully handle sensitive data files.

Datagraphic's Aceni service provided the solution.

“Datagraphic were happy to go the extra mile to ensure our first print run with them was a success. Since then, they have continued to produce a thoroughly professional service on a limited time scale.”

Financial Controller

Results Achieved

- Tailored outsource billing service, for 15,500 monthly documents
- Reduced distribution costs by consolidating statements and batching buying group invoices
- Divert lists to ensure internal invoices or problem accounts are returned to Genus
- Invoice advertising available to encourage sales revenue

Why Datagraphic?

We partner with organisations to provide a secure end-to-end document automation service that is simple, liberating and integrated.

Whether you're communicating with customers, suppliers, employees or all three, our friendly and dedicated team will help you deliver accurate, efficient and future-proofed communications without buying expensive software or costly equipment.

Learn more at datagraphic.co.uk

Datagraphic

Registered companies: Datagraphic Group Limited (Reg No: 01215380) and Datagraphic Limited (Reg No: 02913191). Both registered in England at: Ireland Industrial Estate, Adelphi Way, Staveley, Chesterfield, S43 3LS.