



Alles om het te maken

# AVA and e-Invoicing: From obligation to digital first strategy

**One of AVA's administrative challenges is the efficient processing of purchase invoices from thousands of suppliers. In addition, its many government clients are strongly oriented towards standardized electronic invoicing. Since e-Invoicing is less time-consuming than manual processing, and guarantees flawless work, AVA decided to go all the way and implement a strategic e-Invoicing project.**

AVA is an internationally operation manufacturing and sales company with 500+ employees. More than 15,000 different products (paperware and so much more) are available in 50 specialized web and retail shops in Belgium and Luxembourg. Over 5,000 professional clients (mainly catering) are supplied through the AVA Pro sales channel. AVA also exports to 7 countries, accounting for 50% of the own production.

Automated inbound and outbound document handling and integration positively impacts administrative process efficiency. With that given in mind, AVA decided a few years ago to start digitizing paper invoices (scanning), combining it with PDF exchanges. The decision resulted in just marginal gains, as it still requires time-consuming and error-sensitive manual validation. Also, document exchange via email, although a common practice, is not always the most reliable method.

*"If we want our organization to be future-proof, we have to dare to jump. There's no point in waiting for everyone to join our digital journey. We decided to go for it now."*

*– Chris Elsen, CFO @ AVA Papierwaren nv*

## e-Invoicing for AVA

For its e-Invoicing strategy, AVA had two important decisions to make: which standard is the best to support, and how to set up secure and scalable exchange with business partners.



### UBL E-INVOICES: THE NEW NORM

Machine-readable e-invoices create automation opportunities in the accounting workflows of both AVA and its business partners. UBL documents that comply with the European e-Invoicing Norm EN-61931 have gained wide support among suppliers as well as buyers. For AVA, that was the trigger to start its digital journey. Not only is UBL the required invoice format for its many government clients, it is also the preferred format of SME customers and their accountants. On top of that, the UBL standard is internationally accepted, supporting a cross-border digital strategy, end-to-end.

### DOCUMENT EXCHANGE VIA PEPPOL

Peppol is a secure e-Delivery network with guaranteed delivery and security by design. By registering on the Peppol network as a receiver, AVA created a dedicated electronic mailbox accessible to suppliers that are also connected to the network. Likewise, using the same connection, AVA can find out which of its customers are registered on the Peppol network, ready to accept documents.



## AVA on ViaAdValvas.com

In 2019, AVA selected AdValvas Europe as its e-Invoicing service provider. As a certified Peppol access point and Peppol directory publisher, AdValvas acts as the gateway to AVA's digital exchange networks.

Sales invoice data from the POS solution is on the fly converted by AdValvas into the UBL version required by the client. To ease the migration, a human-readable PDF is included in the UBL document, and sent as a duplicate in a separate email as well. This allows for SME customers to easily check and approve the invoice, facilitating the transition to true digital processing by their accountants.

Purchase invoices received through Peppol are pushed from within the ViaAdValvas Gateway to the AVA accounting platform, which was already supporting standard UBL out-of-the-box.

Both sales and purchase invoices are securely preserved in the ViaAdValvas digital archive.

## UBL FIRST STRATEGY

AVA is actively promoting UBL as its preferred invoice format. The company makes use of the AdValvas onboarding services to verify the Peppol presence of its suppliers and customers. Results of new customer matches are loaded in the CRM backoffice on a regular basis.

*“Since we have so many government clients, it goes without saying that our business strategy should respond to their requirements. But also for our B2B and even some B2C relations the European e-Invoicing standard is more and more the preferred way of working. We honestly believe it has nothing but advantages.”*

*– Chris Elsen, CFO @ AVA Papierwaren nv*

## CONCLUSION

AVA understands that the moment is now to embrace e-Invoicing. The European standard has already gained wide support by many FinTech applications, in Europe and beyond. Adopting the standard while administrative volumes are still manageable is smart. AVA can gradually optimize its processes while volumes increase. As of now, the company is prepared for the digitized future, and it's ahead of its competition!

### In Short

- Government customers required AVA to adopt the EN-UBL e-Invoicing standard to be exchanged via the Peppol network
- AVA decided to turn the obligation into an opportunity for its digital strategy, not only for sales invoices but as well for purchase invoices
- The standard is future proof and is a good fit for partners of all sizes. By adopting “dual speed” approach, AVA is not limited by the digital adoption of his partners
- The ViaAdValvas service supports all specifications of EN-UBL standards as well as connectivity with multiple business networks
- Delegating the technical details to AdValvas, allowed AVA to focus on internal efficiency

## About AdValvas Europe

AdValvas Europe offers the world's first Business-Ready Network, guaranteeing 100% integration of business partners, clients and suppliers. A single connection to the ViaAdValvas.com Network means electronic data exchange with any business partner regardless of size or technical capability.

For more information, visit <http://www.viaadvalvas.com>

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## ViaAdValvas.com Cloud platform

ViaAdValvas.com Services provides an innovative and 100% secure platform that covers the entire process of incoming invoices, including long-term compliant archiving.