

# World Wrestling Entertainment Inc (WWE)

Using patented technology, Perceptive Content seamlessly integrated with WWE's JD Edwards World application. Integration creates a connection between documents stored in Perceptive Content and host system records, giving users instant document access from their JD Edwards screens.

## Challenge

Since its founding nearly 30 years ago, World Wrestling Entertainment, Inc., (WWE) has become a worldwide leader in the sports entertainment industry. WWE is committed to investing in technology that supports its expanding global presence. As part of the organization's forward thinking IT plan, the accounts payable (AP), finance and records retention departments at WWE use Perceptive Content from Lexmark to manage documents in a timely and cost-effective manner.

Previously, WWE used a technologically obsolete microfilm system to store financial records. Administrators realized that implementing a process and content management system would make information more readily available, quickening business processes. After evaluating several products, WWE selected Perceptive Content. "We wanted to find a document management system that we could administer ourselves, and no other vendor could compete with the low IT involvement it offers," says Shana Mezzacappa, purchasing manager at WWE.

## Solution

Hands-on implementation and realistic training exercises gave Mezzacappa the skills she needed to manage Perceptive Content independently. She educated colleagues during brief internal training sessions, ensuring all users were up to speed soon after deployment.

"It's easy for me to train my coworkers to use Perceptive Content, and they like its user-friendliness," Mezzacappa says. "The simplicity allows me to administer it by myself."

### Speeding year-end processes

Prior to implementation, finding documents involved "a tiresome series of tasks," according to Mezzacappa. To locate an invoice, for example, an AP worker went into JD Edwards, found the relevant payables record and wrote down the check number associated with the invoice. He or she then walked to the records retention department to search for the check using the microfilm system, then scrolled through the microfilm disc to find the required invoice.

## Meet World Wrestling Entertainment Inc (WWE)

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of the Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center (Los Angeles, CA), O2 Arena (London, England), Sprint Center (Kansas City, MO), Citizens Business Bank Arena (Ontario, CA), O2 World Arena (Berlin, Germany) and many more.

- ▶ **Countries:** Worldwide
- ▶ **Headquarters:** Los Angeles, CA
- ▶ **Focus:** Sports entertainment

**Industry:** Entertainment

**Products in use:** Perceptive Content, Perceptive Process

**Integration:** JD Edwards

Perceptive Content simplified this extensive process. Using patented LearnMode™ technology, it seamlessly integrated with WWE's JD Edwards World application. Integration creates a tight connection between documents stored in Perceptive Content and host system records, giving users instant document access from their JD Edwards screens.

"Perceptive Content has reduced the number of steps it takes to retrieve documents, improving data accessibility," Mezzacappa says. "It also helps minimize the risk of input errors by reducing manual data entry."

Immediate document access helped WWE's AP department quicken its year-end processes. Prior to Perceptive Content deployment, each of WWE's 10 accountants reserved the microfilm system to access documents. As only one individual could use it at any one time, there was inherent time inefficiency. Perceptive Content enables authorized users to view documents simultaneously, eliminating delays. Instead of spending hours searching for information in various systems, associates quickly locate all required data in the central Perceptive Content repository.

"Perceptive Content dramatically reduced the number of man hours needed for year-end close," Mezzacappa says. "It made the process 10 times easier than when we used microfilm storage."

## Results

### Electronic workflow creates time savings

Before Perceptive Content, the AP department at WWE used complex, paper-based workflow to process financial documentation. When an invoice came in, an AP worker checked to see if an associated vendor record existed in JD Edwards. If it did, he or she wrote the vendor number on the invoice, then put the document into a tray for processing. If there was no vendor record, the worker sent the invoice back to the department it came from with a request for the vendors' address and other details, further delaying processing.

WWE's AP department now scans or imports invoices, checks and other pieces of supporting documentation into Perceptive Content. An AP associate enters the vendor number and vendor name and clicks a button, and the document is linked to the appropriate vendor record in JD Edwards.

The employee routes the document to a colleague's Perceptive Content work queue for processing, or obtains the necessary vendor details and then forwards the invoice along the workflow chain. "Perceptive Content increased productivity in the AP department by replacing the paper shuffle with efficient electronic workflow," Mezzacappa says.

### Electronic printing delivers efficiency

Processing backup reports was once a challenging endeavor for AP associates at WWE. A worker waited while a hard copy of every page was printed, before sending the report to records retention for input into the microfilm system. They then printed a duplicate to archive in a file cabinet.

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Purchasing Manager, World Wrestling Entertainment, Inc.

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Now, Perceptive Content captures reports and converts them into TIFF files that are electronically printed directly into the Perceptive Content repository. Each report is then immediately available for processing. Certain vendors send WWE invoices electronically, some of which constitute several hundred pages. Perceptive Content captures these PDF e-mail attachments and imports them directly. “Perceptive Content makes report processing more timely and reduces paper output,” Mezzacappa says. “It also eliminates redundant effort, as there’s no need to retain paper copies.”

WWE plans to extend the use of Perceptive Content in AP and to expand it into other departments. Mezzacappa is confident that as the organization incorporates document management into additional business processes, Perceptive Content will deliver further time and cost savings.

“Expanding will enable us to take advantage of suppliers’ early payment discounts and will further increase the speed with which we complete business tasks,” she says.

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