



NIKE:  
Invoice and order  
acknowledgement digitization



**1.2 million**

invoices dispatched yearly in mere seconds

## COMPANY PROFILE

Nike, Inc. (Nike) is a US multinational company most notably known for developing, designing, and manufacturing sports apparel, footwear, and accessories. It is the world's largest supplier of footwear and apparel. Based in Beaverton, Oregon, Nike includes the Nike, Converse, and Jordan brands. Its trademarks – the Swoosh logo and 'Just Do It' tag line – are some of the most recognizable trademarks in the world.

Founded in 1964 as Blue Ribbon Sports (BRS), the name changed to Nike seven years later. As of 2020, Nike employs 76,700 people worldwide.

## CHALLENGES

Nike was looking for a digital solution to support its transition from paper-based to digital document management for B2B clients. Messias Barquina-Bico, Global Customer Finance Process Excellence Director at Nike, explains why document digitization became high priority: "Printing and sending invoices by post was labor intensive and time-consuming. The long delivery times that we were dealing with had started to negatively impact our payment terms and cashflow. On top of that, shipping costs soared.

Our challenge was to find a digital solution that would solve these issues and still comply with the latest compliance regulations. Because we were already successfully using Ricoh's printing solutions globally, we decided to intensify our partnership with Ricoh and unlock the possibilities of digital document management together."



Ricoh's solution enabled us to speed up our invoicing and accelerate our cashflow.

Messias Barquina-Bico, Global Customer Finance Process Excellence Director



## SOLUTION

Ricoh developed an e-archiving solution that was fully integrated into Nike's B2B client portal called Nike.net. Messias: "Ricoh came up with a doable solution that we had not even considered before. The so-called add-on enables retailers to download and pay their pdf invoices (ICDs) online. Smart notifications remind them of new or outstanding ICDs. The add-on also provides them with real-time information about the status of their order acknowledgments (OACs)." With help from a certificate authority (CA), Ricoh developed an additional e-invoicing process that allowed Nike to digitally sign its invoices and add a hash. "It is important that these processes are verified in order to meet compliance regulations around saved pdf invoices," Messias explains. "A hash also prevents disputes with customs."

## RESULTS

Ricoh's e-archiving solution turned out to be cost and time effective. More than 30 percent of Nike's ICDs were digitized within the first year. The solution has eliminated past delays and improved Nike's cashflow substantially. Messias: "Our total number of invoices increased as well. We are currently dispatching 1.2 million ICDs and 8.2 million OACs a year in mere seconds. Because we have digitized these processes, we do not have to compromise on service quality. The add-on also provides more transparency. Our B2B clients have insight in all the different steps of their OACs at document level, making previously invisible parts of the supply chain visible. In turn, we at Nike now possess more client data and management information than before."

## ABOUT RICOH

As a Digital Services Company, Ricoh moves organizations forward. Using innovative technologies that help professionals work and collaborate in the best way possible. Everywhere and anytime. In a safe, efficient, and durable way. We have been doing this for more than 80 years, using our document and application management solutions, IT services, communication services, and commercial and industrial printing solutions. For further information and inspiration, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)

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