



DEMATERIALIZATION OF THE PROCURE-TO-PAY PROCESS AT MARJANE GROUP

Marjane Holding - Leader in Modern Retail

Marjane is a Moroccan group and leader in modern distribution in Morocco. Marjane Holding is present in 28 cities across the Kingdom with 102 points of sale. Founded in 1990, Marjane became the largest general distribution company in Morocco by the end of the 1990s, replacing the other Moroccan giant, Aswak Assalam. This comprehensive case study examines the strategic use of our solution by Marjane to meet new challenges and achieve substantial results.

Marjane has been integrating digital transformation across its various activities for several years. It is accelerating its digitalization with the ambition of becoming the leading, forward-thinking player in omnichannel distribution in the Kingdom.



What Were Marjane Holding's Challenges?

Order and Receiving Management

Manual management of orders and the goods-receiving process was a source of delays and potential errors for Marjane Holding. The company was actively seeking to optimize these critical processes in order to reduce processing times, improve traceability of goods, and enhance collaboration with its many suppliers. The desired solution needed not only to streamline operations but also to strengthen reliability and transparency throughout the entire procurement cycle, from placing the order to receiving the goods.

Invoice Dematerialization and OCR

Managing paper invoices caused notable inefficiencies at Marjane Holding. The manual invoice validation process was prone to errors and delays, impacting the smoothness of financial operations. Invoice dematerialization was essential to eliminate paper-related constraints, speed up approval cycles, and reduce costs associated with document management. The introduction of optical character recognition (OCR) aimed to automate data entry, improving the accuracy and efficiency of invoice processing.

Payment Management

Manual payment management at Marjane Holding represented a significant challenge due to its complexity and associated delays. The company wanted to move this process toward automation, aiming to speed up payment cycles, minimize the risk of errors, and increase visibility over all financial transactions. A comprehensive solution was needed to guarantee compliance, efficiency, and security in payment management.

Supplier Claims Management

Unstructured supplier claims represented a major challenge in managing relationships with Marjane Holding's business partners. The absence of a centralized system for handling these claims led to delays, ineffective communication, and difficulty providing quick solutions. Implementing a solution for supplier claims management aimed to structure this process, offering a systematic way to receive, document, and resolve claims. This contributed not only to strengthening relationships with suppliers but also to improving transparency and accountability in the purchasing management process.

Our Solutions :

Centralized Order Management

SEMS introduced an order management module, transforming the process from creation through to real-time tracking. This automation significantly reduced order-related errors, fostering transparent communication among all stakeholders. The receiving-tracking functionality was strengthened, providing complete visibility into the status of deliveries in real time. This optimized operational efficiency and reinforced confidence in the procurement process.

An Invoice Dematerialization Module

Thanks to SEMS, an invoice dematerialization module was implemented, allowing suppliers to submit their invoices electronically. OCR was deployed to automatically extract key data from invoices, speeding up the validation process. This automation significantly reduced human errors, shortened payment cycles, and considerably improved transaction traceability, ensuring faster and more accurate financial management.

Centralized Payment Management

SEMS introduced an automated payment management module, seamlessly linking approved invoices to their corresponding payments. This automation not only sped up the process, reducing processing times, but also ensured strict compliance with established financial policies. Payment tracking functionalities were enhanced, providing real-time visibility into the status of financial transactions and improving transparency and informed decision-making.

Centralization of Supplier Claims

SEMS introduced a supplier claims management module, providing a systematic approach to receiving, processing, and resolving claims. Automated step tracking, real-time notifications, and detailed documentation contributed to fast and effective issue resolution, strengthening relationships with suppliers. This solution also enabled in-depth analysis of the reasons behind claims, paving the way for continuous process improvements and strengthening collaboration with business partners.



Benefits and Results

Regulatory Compliance

The implementation of SEMS at Marjane Holding played a crucial role in maintaining regulatory compliance. In particular, by significantly reducing payment lead times, the solution enabled the company to strictly comply with applicable regulatory standards. This reduction in payment lead times is a concrete indicator of compliance with regulations governing commercial transactions, ensuring transparent and legally compliant financial operations for the company.

Collaborative Tool

SEMS transformed purchasing management into a collaborative process, facilitating communication between teams, strengthening cohesion, and enabling more integrated and efficient management of procurement projects.



Resource and Cost Optimization

SEMS played an essential role in optimizing resources and costs at Marjane Holding, by streamlining purchasing processes, reducing lead times, and minimizing operational costs, thereby contributing to better financial profitability.

Risk Reduction

Thanks to structured supplier management, SEMS significantly reduced risks related to purchasing operations, ensuring continuous supplier evaluation, increased traceability, and proactive prevention of potential risks.

Sustainability and Social Responsibility

The digitalization of purchasing processes enabled Marjane Holding to strengthen its social and environmental responsibility by promoting sustainable practices, notably through effective supplier management and the promotion of ethical business relationships.



Centralized Data and Improved Reporting

The centralization of supplier data enabled more efficient management of information, facilitating the generation of detailed reports. SEMS thus improved visibility and decision-making through accurate, real-time reports.

Process Optimization with Documentation

La solution a apporté une optimisation significative des processus d'achats, accompagnée d'une documentation exhaustive. Cela a amélioré la traçabilité des actions, la conformité et la qualité des opérations.

Value Creation Through Innovation and Agility

The introduction of innovative and agile tools allowed Marjane Holding to stay at the forefront of best practices in the sector, fostering continuous innovation and enabling rapid adaptation to market changes.

Are You Ready to Digitalize Your Purchasing Process?

Fill out the form

OR

Contact us via:



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