



# PARFETTS CASE STUDY

Advanced Data Spectrum



## Background

Established in 1980, Parfett's is an employee-owned wholesaler with over 1,000 colleagues supporting 1,500 Symbol stores nationwide. Their vision is to empower independent retailers through comprehensive wholesale solutions, while their mission is to deliver exceptional service with over 7,500 product lines, free delivery, and the expertise that earned them FWD Retail Wholesaler of the Year twice running.

## Challenges Faced

Prior to implementing ADS, Parfett's faced significant operational bottlenecks in processing drop shipment invoices. Drop shipments allow retail customers to order chilled, frozen, and slow-moving products directly from third-party suppliers whilst benefiting from Parfett's negotiated pricing. However, this required manual double-entry of each invoice, once on the supplier record and again on the customer record.

Key challenges included:

- **Excessive manual workload:** One team member spent their entire 38-hour working week inputting invoices, processing 70-80 invoices daily from a single supplier, plus weekly batches of 200+ invoices from others
- **No value-added work:** The labour-intensive process was purely administrative data entry with no reward beyond keeping the system updated
- **Restricted business growth:** The manual bottleneck prevented Parfett's from expanding drop shipment services to more retailers or onboarding additional suppliers, directly limiting revenue opportunities and competitive positioning

## Why Parfett's Chose ADS

Parfett's evaluated several document automation providers before selecting ADS. Three critical factors differentiated ADS from competitors:

**Straight-Talking Approach:** Unlike vendors who oversold complex solutions, ADS understood Parfett's actual requirements. "They didn't try and sell us a Rolls Royce treatment," explained Nick Crossley, Financial Controller. "We needed a simple system. ADS got that immediately."

### Translating Business into Technical Solutions:

ADS bridged the gap between finance and IT, delivering working solutions without jargon. The team communicated in language the finance department could understand.

### Can-Do Attitude Without Hard Selling:

ADS presented solutions transparently rather than pushing products. "Kevin would say, 'When you're ready, come back,'" Nick recalled. "That put control in our court."

Despite Parfett's outdated legacy system, ADS made the integration work seamlessly from day one.



**“Moving from our manual process to ADS was night and day. We watched 400 invoices go through the system... the message went up to the board straight away because my office was next door to the joint MD's. He heard the whooping. ADS are super easy to work with. It's such a *can do* company. I've never had a no.” - Nick Crossley, Financial Controller**

## Solutions Implemented

ADS deployed ADS Capture, a Machine Learning powered document automation platform, to completely transform Parfett's drop shipment invoice processing. Following a successful first phase implementation, additional pain points were identified across the finance operation and addressed in additional phases.

### Phase 1: Drop Shipment Invoice Automation

ADS Capture was configured to automatically capture PDF invoices from suppliers via a dedicated email address. The system reads supplier and customer information from each invoice and posts transactions to both records in Parfett's accounting system. Invoices placed in a monitored folder are automatically processed with minimal manual intervention.

### Phase 2: Email Distribution

The solution eliminated manual statement distribution. Previously, a team member in Sheffield printed invoices, organised them into customer-specific piles, and posted physical packs each Friday, costing over £1,000 per fortnight in postage alone. ADS Capture now handles automatic email distribution of invoices and statements directly to customers.

### Phase 3: Statement Processing & Invoice Output

Additional automation was deployed to handle customer statements and outbound invoice communications, further reducing manual touchpoints across the invoice-to-cash cycle.

### Phase 4: Purchase Invoices

Most recently, ADS Capture's capabilities were expanded to capture and process purchase stock invoices. At the same time, Parfett's was migrating to a new ERP system. ADS Capture not only read complete invoice data and sent it to Parfett's new ERP system for automated GRN matching, but ADS also worked directly with the new ERP supplier to ensure a seamless transition for Parfett's.

## The Future

Parfett's partnership with ADS continues to evolve as the business expands. Since implementing ADS Capture, Parfett's has grown from 6 depots to 9, with each new location bringing additional supplier relationships and invoice volumes that would have been **impossible** to manage manually.

## Upcoming Initiatives

- Expense invoice automation using the same fundamentals as the purchase invoices implementation
- Exploring ADS's AI capabilities for enhanced automation and exception handling
- Potential to utilise ADS' EDI capabilities for Purchase Invoice processing
- Continued supplier onboarding across remaining supply chain partners

**"We couldn't do it without ADS. We'd need double the staff. It's simply not possible to go back."**

# Parfett's



# Make your data work for you

## About Advanced Data Spectrum

Advanced Data Spectrum (ADS) is a leading provider of data and document management solutions, transforming documents into actionable information for organisations worldwide.

ADS has evolved from a software consulting company into a full-service document technology solutions provider. In 2010, the company expanded globally through acquiring Peladon Software, establishing operations across the U.S. and U.K.

We work with clients to understand their unique business challenges and deliver tailored automation solutions that genuinely address their needs, rather than one-size-fits-all approaches.

Our DataSpectrum Framework automates the entire document lifecycle—from capture to processing and integration—helping organisations significantly reduce operating costs, streamline critical business processes, and improve data integrity. With offices in Allen, Texas and Milton Keynes, UK, ADS maintains a reputation for technical excellence, responsive support and practical solutions that deliver measurable business impact across multiple industries.



For more information please contact us:  
Advanced Data Spectrum Ltd

T: 01908 035070

E: [sales@advanceddataspectrum.co.uk](mailto:sales@advanceddataspectrum.co.uk)

W: [www.advanceddataspectrum.co.uk](http://www.advanceddataspectrum.co.uk)