



Pernod Ricard Deutschland

Keeping Emails and Invoices Safe and Available for the Long Term Pernod Ricard Archives Audit-Proof with iCAS

■ Industry:

Wine & Spirits Producer

■ Background:

Pernod Ricard Germany identified the need to archive emails according to legal guidelines. Furthermore, the ability to verify invoices while traveling would improve operational efficiency. A project commenced to implement an audit-ready digital invoice archive.

■ Challenge:

The solution had to seamlessly integrate into the existing IT infrastructure and ECM system, and fulfill all legal requirements, including the audit-proof archiving of emails and invoices.

■ Solution:

iTernity iCAS
HPE EVA4400 Storage
ECM-System ELO professional

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Holger Marks, Infrastructure Administrator and Project Manager at Pernod Ricard Germany.



About Pernod Ricard:

Headquartered in Paris, Pernod Ricard Group is the second largest spirits and wine company in the world with a leading market position in every continent. Pernod Ricard sells and markets spirits and wines worldwide with 18,800 employees in 75 countries. On the German market, the group is represented by Pernod Ricard Deutschland GmbH, headquartered in Cologne. The product range includes, among others, the brands Ramazzotti, Havana Club, Absolut, Ballantine's, Chivas Regal, Jameson, the Glenlivet, Malibu, and Lillet.



Revision-proof archiving of emails as the first project

The new IT manager of Pernod Ricard Germany, Simon Hopkins, set the ball rolling. As part of an effort to ensure that IT-related legal requirements were fulfilled, the revision-proof archiving of emails came into scope.

Because the contents of an email can prove legally relevant, and emails are considered to have similar legal significance as a traditional letter, email archiving is considered to be a tax accounting obligation. Thus, an inadequate email archiving can be evaluated on a case-by-case basis as a violation of the commercial accounting law, which is equal to a violation of the tax accounting obligation.

"We no longer wanted to take this risk," says Holger Marks, Infrastructure Administrator and Project Manager at Pernod Ricard Germany, the German subsidiary of the international spirits and wine corporation. The IT team there supports a total of 190 employees.

Data protection on existing infrastructure

The company was looking for a solution that could be seamlessly integrated into the existing infrastructure, consisting of the HPE EVA4400 storage solution and the ELO professional document management system.

Marks: *"We did not want to purchase new hardware for audit-proof archiving and wanted a solution that was flexible and scalable, to keep pace with the enormously increasing volume of email data."*

With this in mind, Pernod Ricard chose to deploy iCAS software from iTernity. Now, when emails arrive on the Microsoft Exchange Server, they are immediately stored in unmodifiable form on iCAS via ELO before they are forwarded to the 190 users in Germany.

"Since iCAS has been installed for email archiving, the system runs reliably and without problems. Besides, it hardly causes additional efforts in the administration. That's why we already started the next iCAS project half a year later, the revision-proof archiving of invoices," says Marks.

Archiving of invoices as the basis for electronic invoice verification

The company had a standing objective to enable the electronic verification of invoice reception. The management and sales force no longer wanted to receive invoices for payment approval per email when they were travelling.

This process often led to delays in invoice processing and ultimately in the settlement of invoices as well. Technical challenges made it difficult to implement a workflow-controlled solution. Using ELO and iCAS, the company now has a 2-step process that is efficient, secure and works with any end device.

First, incoming paper invoices are scanned in TIF format to the ELO mailbox. Scanned invoices are then forwarded to an employee-approver, while also audit-ready archived on iCAS.

ELO then controls the invoice verification workflow. At Pernod Ricard, invoices are approved via ELO based on a CITRIX system from any end device, including mobile devices like iPad and iPhone.

Not only management and sales force benefit from the solution, but also other end users - for example the accounting department. Today, if they are looking for an invoice, they no longer have to spend a lot of time searching for the paper archive in the basement. Via ELO, they can retrieve the original invoice from iCAS to the desktop within seconds.

"In addition, the audit-proof archiving of invoices saves us cash in the form of archive space for paper documents," says Marks. *"Over the ten years period stipulated by law, our archive has taken up over 150 m² of space. In the city center of Cologne, the meter prices for renting an archiving space are high. We plan to be able to completely avoid paper archive in the future."*

Pernod Ricard's auditors have certified iCAS for invoice archiving, and the company is undertaking the organizational

steps required to fully eliminate the need to maintain paper copies of invoices.

Pernod Ricard's IT also benefits from the fact that the iCAS concept of self-sustaining containers allows the backups of archive data to be fully integrated into the standard backup processes. At Pernod Ricard Germany, this data is stored via the Internet in the cloud of a backup provider from England.

Email growth is not foreseeable

Initially, Pernod Ricard Germany licensed in total 2 TB archive volume for iCAS; of which, 1,5 TB were allocated to email archiving. About 1,5 years later, 1 TB of it were already utilized. Thus, an extension to 1 TB has already been planned.

"I assume, based on today's situation, that we will archive an average of 1 TB email data each year," says the project manager. "But it is difficult to estimate whether this will happen or whether there will be more or fewer emails. Whatever the case may be, with iCAS we are on



the safe side, because the software, as an intermediate layer between the DMS system and the storage system, archives all data in an audit-proof manner, and we can expand it flexibly at any time."

Future-Proof Solution for Data Integrity and Long-Term Archiving

Companies of all sectors with the most diverse demands on secure data storage rely on the software solution iCAS. All well-known ECM, ERP, DMS, PACS and e-mail systems are certified for iCAS and can be easily connected with it. iCAS helps you meet legal and internal compliance requirements, thereby minimizing your business risks significantly. As a hardware-independent solution, iCAS protects the integrity and security of your data for the long term – flexible, future-proof, and cost-efficient!



A Central Platform for Your Data Management

The software solution iCAS acts as a central management layer between your applications and the storage infrastructure. iCAS ensures data integrity and availability over long periods of time regardless of the hardware used. Thus, you can change your storage technologies and applications over time; nevertheless, your stored data remains consistent and secure. Data migrations can be conducted by iCAS in the background without burdening the productive systems.

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