

## AL PACK GROUP

Tames Business Processes Complexity  
with Easy-to-use Low-code Solutions



### ABOUT THE COMPANY

Al Pack Group, a manufacturer of aluminum packaging, dedicates itself to “the art of extending the life of products.” With over 25 years of experience in accomplishing perfection for products and practicing attention to detail, Al Pack Group offers innovative and diverse packaging solutions for different categories of FMCG including dairy products, pet food, pharmaceuticals, and cosmetics. The company takes pride in its end-to-end processes management, which enables them to ensure the highest quality of products delivered to customers in over 28 countries across the world.

### WHY CREATIO

Al Pack Group has several subsidiaries and a range of complex, cross-functional operations. With no tools to streamline processes, the company couldn't bring the desired level of transparency and alignment to its operations. They were on a look out for a powerful software solution to keep all its processes in perfect order.

*“We believe that all employee activities and business processes should be standardized. Without standardization, it is the beginning of chaotic environment in the company, which cannot be allowed.” - Ognjen Kovačević, Business Process & Operations Manager at Al Pack Group.*

To standardize its business processes effectively, Al Pack Group needed a robust technology incorporating an ERP system with a data-driven business process management tool. While there were many process management solution systems on the market, it was challenging for the company to find a solution that could serve as a combination of both. When the company came across Creatio, they realized they finally found the solution they were looking for that their search was over.

*“We wanted to utilize Creatio for 90% of our business operations, covering all workplace activities except for ad-hoc ones,” Kovačević stated. “Together with Creatio, we set the direction for large-scale business processes automation and continuous workflows improvement, building a technology roadmap for scaling the software as we move forward.*

## ONE SYSTEM TO CONNECT

### MULTIPLE TEAMS

One of the key breakthrough points for Al Pack Group was shifting from Google sheet based process management to a unified digital workplace across the company's different branches.

Substituting the company's disconnected processes management with a single platform for mutual activities of different subsidiaries was groundbreaking for Al Pack Group – as Creatio was deployed across the entire group, the company acquired exceptional visibility of all business operations. With real-time data at their fingertips, the company's employees could streamline their daily working tasks, improving overall operational efficiency as a result.

## ROBUST BPM TOOL FOR LARGE-SCALE

### BUSINESS PROCESSES

*“Creatio is a master system in the company from a standpoint of multiple functions - managing tasks, running business processes, monitoring customer data, and many others.” - Ognjen Kovačević, Business Process & Operations Manager at Al Pack Group.*

Thanks to the system's comprehensive BPM capabilities, Creatio was able to meet the company's key business needs. Al Pack Group carries out large-scale design preparation and printing processes, so the company benefits greatly from business processes standardization and automation. Al Pack Group monitors complex multistage operations closely thanks to the cross-departmental data alignment Creatio provides. The company manages end-to-end product design preparation, with multiple workflows operating simultaneously. Pre-set business rules guide employees through specific activities, which gives them more control over their performance.

As Ognjen states, no-code development features are frequently utilized in the company. *“A pre-configured page is a masterpiece of the possibilities provided to Creatio users. Now, instead of doing 10 tasks one by one in a standard activity desk, our employees interact with the system using a pre-configured page and managing everything in a single window”.*



Thanks to the system's low-code development tools, Creatio users can design industry-specific processes no matter is the complexity; some configured business processes developed in Creatio include over 1,000 process elements. Currently, there are five large-scale workflows developed in the system, each having a sequence of other sub-processes – in total, the system runs almost 100 business processes, with new processes being created on a regular basis. *“It is all just the tip of the iceberg,”* claims Ognjen, mentioning that the company plans to fully manage end-to-end process flows in Creatio system, covering production maps preparation, purchase orders preparation, and production processes themselves. *“Creatio’s remarkable scalability encourages us to keep our mind open to further business processes innovations”.*

## PRODUCTIVITY REDISCOVERED

With vast business processes automation and an effective user-system interaction model, Al Pack Group changed its perspective of effective workforce performance.

Creatio's productivity tools reduced employees' workload of manual tasks, increased their productivity, and turned the system's end-users into Creatio's advocates. Al Pack Group's employees leverage a range of Creatio solutions including automated data quality controls, website behavior tracking, synchronized email, contacts data enrichment, and custom task management workflows with next-best-action capabilities. *“Employees do not need to spend their time double-checking product data, prioritizing the tasks or managing the calendar - the system takes care of it”* – claims Ognjen Kovačević. *“Moreover, together with Creatio, we said goodbye to writing emails – the system automatically fills in all data tables based on pre-designed templates and customer data history, leaving no other tasks for employees.*

## THE SYSTEM THAT IS ALWAYS

## ON THE WATCH

Creatio provides Al Pack Group with a package of process monitoring solutions for any kind of processes complexity. Creatio's wide configuration capabilities allowed Al Pack Group to turn the system into an exceptional tracker, Ognjen Kovačević states. *“As a part of our design preparation process, we need to send hard copies of design samples to three different locations. As each design sample is stored in Creatio under specific ID, we can easily track the full trajectory of one sample from the moment we receive it from customers until we store it”*, claims Kovačević. *“We have evidence of all the deliveries, who was the carrier, who received the sample and when, etc. One sending design process can be used to send up to 20 samples, so it's very efficient.”*

Al Pack Group gained complete visibility of everything happening in the system. If any kind of incident is traced in Creatio, an automated email is sent to the system administrator instantly. *“Every day the clock strikes 10 a.m., I receive a system's notification informing me about the number of incidents that happened during 24 hours”* - Ognjen Kovačević. Thus a system administrator is able to monitor all company activities and quickly identify the bottlenecks of specific processes and make data-driven decisions based on the provided data.