

CASE STUDY

# Virbac

## Modernising Accounts Payable Through Cloud Automation

"Everything just works so seamlessly now. It has completely changed the way we manage payables."

# About the Customer

Virbac is a leading global animal health company with a long history of supporting veterinarians, farmers and pet owners with trusted pharmaceutical and vaccine solutions. Their Australian operations span multiple teams and locations, with staff working both onsite and remotely across the country.

In recent years, the business has experienced sustained growth. With that growth came a renewed focus on modernising internal systems, improving visibility, and strengthening financial governance to support the next stage of operational scale.



## The Challenge



Long-term FUJIFILM Process Automation customer, Virbac had been using an earlier generation accounts payable (AP) system for several years. While the solution had served its purpose at the time of implementation, continued double-digit growth meant the business eventually outgrew the platform.

Daily invoice processing was increasingly time-consuming. Staff were required to move invoices through several steps and multiple programs just to get them into the system. Approvers also faced challenges — the legacy platform was server-based, making it difficult for leaders and sales managers who spent most of the week travelling. Approvals involved navigating multiple screens, logging in through slow connections, and manually tracing the correct workflow.

When Finance Manager Paul Fowler joined Virbac, these issues were becoming more visible. Invoices were difficult to track, some were missing or duplicated, and overdue supplier balances had started to accumulate. Several suppliers had even placed accounts on hold. Reporting was equally challenging, with cashflow visibility largely dependent on manual estimates rather than reliable system data.

“We needed to improve user experience, accuracy and control,” Paul explained. “By the time I joined, there were invoices everywhere. We needed a better way of working.”

The business needed a modern, cloud-based platform that could support its growth, reduce administrative load, and create clearer financial oversight across the entire organisation.

## The Solution



Virbac partnered with FUJIFILM Process Automation to implement Esker’s cloud-based Accounts Payable (AP) and Expenses modules. With an existing long-term relationship already in place, FUJIFILM worked closely with both local teams and Esker’s specialists in Singapore to deliver a seamless transition.

The Esker AP module now handles approximately 2,000 supplier invoices each month. Invoices flow directly from email into the platform, removing the multi-step upload process and eliminating the manual handling previously required. Approvers receive clear, intuitive workflows that can be actioned from any location, making approvals significantly faster for managers who are regularly on the road.

Virbac also adopted Esker’s Expenses module, giving sales and field teams the ability to capture receipts via a mobile app. This has reduced the administrative

bottlenecks associated with missing receipts and manual claim entry.

Throughout the project, FUJIFILM Process Automation coordinated configuration, customisation, testing and deployment using shared project tools. Paul acted as the primary business representative, ensuring the platform reflected Virbac's specific reporting and approval requirements.

"Everyone we worked with — both locally and in Singapore — was super helpful," Paul said. "We would not have come back for the Expenses project if the AP rollout hadn't gone well."

## The Impact for Virbac

Virbac has seen significant improvements across operations, visibility and user experience since adopting Esker.

### User Experience Transformed

Staff across finance and the wider business have quickly embraced the new system. Approvers no longer navigate complex, server-based screens, and sales teams can submit receipts instantly from the field. Several regional managers have proactively praised the system for its ease of use.

"From a user perspective, it's chalk and cheese compared with what we had before," Paul said. "The interface is in a completely different world."

### Capacity Unlocked Across Finance and Administration

Work that previously required input from multiple roles is now centralised and automated. Reception staff have been released from invoice administration entirely, transitioning into broader office management responsibilities. The dedicated AP specialist now has the capacity to focus on more value-adding work rather than repetitive invoice handling. Overall, efficiencies gained equate to approximately 1-1.5 FTEs in administrative capacity — redeployed rather than reduced.

### Stronger Supplier Relationships

With improved visibility and processing accuracy, historical issues with missing invoices, duplicate payments and overdue balances have been resolved. Suppliers now receive consistent, timely payments, helping stabilise Virbac's broader supply chain operations.

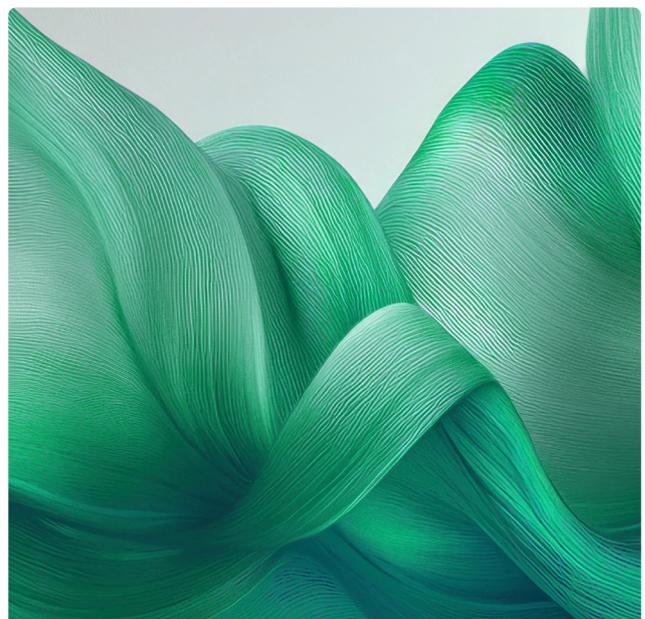
### Reliable Cashflow Forecasting

Paul has built a standard monthly report that provides an immediate, accurate view of all unpaid invoices, including amounts, currencies, due dates and status. This has dramatically improved the accuracy of cashflow forecasting and supports monthly reporting to Virbac's group headquarters in France. Additional automated reports support tax validation and project cost visibility for the R&D team.

"It makes cashflow forecasting a lot smoother, and more accurate compared to how it was being run previously," Paul explained.

### Cultural Shift Toward Modernisation

One of the most meaningful changes has been a shift in mindset. Team members who were initially hesitant about replacing a familiar system have become strong advocates for automation after experiencing its benefits. The successful AP implementation gave Virbac the confidence to proceed with the Expenses module, and the business now has a clear path to explore future digitisation opportunities as it continues to scale.



## The Impact for Virbac (Summary)



Approximately **2,000 invoices** processed monthly through Esker



Accurate, data-driven cashflow forecasting using built-in reporting



Significant administrative capacity released



High adoption across finance, sales and leadership



Invoice errors and overdue supplier issues resolved



Strong platform foundation for future automation modules



Faster, simpler approvals for a distributed workforce



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