

From Manual to Automated: How Crakmedia Achieved 30% Time Savings in Just Two Months

When Quebec-based marketing company Crakmedia completed their Workday implementation in 2024, they knew their next challenge was streamlining accounts payable. Processing 2,000 invoices monthly through manual entry was consuming significant resources and limiting their team's ability to focus on strategic initiatives.

The Challenge: Manual Processing at Scale

Before partnering with Ascend, Crakmedia's AP operations relied entirely on manual processes. David, who handles invoice processing alongside his other responsibilities at the company, spent two hours daily entering invoices into Workday, with an additional three to four days required at month-end for credit card processing.

«We were doing everything manually. I was the only one at the time to enter all the invoices in Workday, so it took me a lot of time to do all this,» David explained during a recent implementation review.

With 2,000 invoices processed monthly, this manual approach was proportionately time-consuming for Crakmedia's small team, limiting their ability to focus on growth initiatives.



The Solution: Focused Workday Invoice Automation

Crakmedia discovered Ascend through Workday's partner recommendations and evaluated several providers before making their decision. The selection criteria extended beyond technology capabilities to include team dynamics and solution focus.

«Ascend was recommended for us by Workday... and we finally chose Ascend because the other providers we met offered very complicated solutions whereas Ascend was focused and simple to use -- plus Ascend had the most easygoing team,» David noted.

Key factors in Crakmedia's decision included:

- **Specialized focus:** Unlike competitors offering broad procure-to-pay suites, Ascend's dedicated invoice automation approach aligned with Crakmedia's specific needs
- **Customization capabilities:** Ability to adapt to unique business requirements, including Quebec tax regulations
- **Native Workday integration:** Seamless compatibility with their existing ERP environment

Implementation Excellence: Two Months to Go-Live

Crakmedia's AP implementation timeline demonstrates the efficiency possible with focused, customer-driven development. From project kickoff in January to go-live in March 2025, the entire process required just over two months.

«The implementation went very well. It was fast and it was what we were expecting,» David reported.

The implementation process included several customizations specific to Crakmedia's operational requirements:

- Quebec tax regulation compliance
- Custom purchase order mapping configurations
- Tailored document rules for their supplier base

Working closely with Ascend's solutions consultants Katie and Clint, Crakmedia received the personalized attention that differentiates Ascend's approach.

«We definitely had that kind of attention. We have customized a couple of things for us to work well for our needs.»



Measurable Results: Immediate Efficiency Gains

Within just two months of going live, Crakmedia has achieved significant AP implementation timeline improvements and measurable efficiency gains:

Current Performance:

- 30% reduction in invoice processing time
- Projected 50% time savings longer term

This invoice processing efficiency improvement has transformed Crakmedia's AP operations from a resource-intensive manual process to a streamlined, automated workflow.

Implementation Success Factors

Crakmedia's experience highlights several critical elements that contributed to their successful transition:

Simplified Complexity: Rather than forcing process changes, Ascend adapted to Crakmedia's existing workflows while introducing automation benefits.

Technical Integration: The native Workday invoice automation eliminated integration challenges that could have extended the timeline or created ongoing maintenance issues.

Partnership Approach: Unlike previous implementations, which David described as «really hard» and «complicated,» the Ascend process was «really easy.»

Looking Forward

With the foundation now established, Crakmedia is positioned to scale their operations without proportionally increasing AP resources. The time previously spent on manual data entry can now be redirected toward higher-value financial activities and strategic initiatives. David's assessment captures the transformation: «We really like the team that you have at Ascend, and we really like to work with you guys.»

For organizations evaluating AP automation solutions, Crakmedia's experience demonstrates that the right technology partner can deliver significant efficiency improvements without the complexity and extended timelines often associated with enterprise software implementations.

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