



CUSTOMER CASE STUDY

The One-Stop-Shop Solution: Hulu Removes Manual Processes with OneSource Virtual’s AP Automation

MEETING HULU’S BUSINESS NEEDS

To support anticipated business growth and eliminate their manual processes, Hulu needed a centralized automated processing solution and service to make up for the inadequacies of their old legacy system.

“We went with Workday because we needed a more scalable solution to handle Hulu’s aggressive growth,” says Amit Patel, director of strategic sourcing and procurement of Hulu, LLC. “Having a financial system of record tied into our HR platform made operational sense.”

From there, they had to find a service partner to help them with their ever-changing financial needs.

“We had a large team made up of a manager, four staff members, and three contractors,” Patel explains. “But I quickly learned there was a ton of mindless, manual data entry.”

75%+ | Invoices processed by OSV, eliminating Hulu’s manual data entry processing

This was due to the fact that Hulu had a separate ticketing system for intaking all their invoices, but after that, everything had to be manually entered into Workday. “We process about 3,000 invoices per month, so they would sit there for days before they were put into Workday.”

What they needed was a single solution that reduced their need for temporary workers but still gave them the support they needed.”

SERVICE OVER SOFTWARE

When making the final decision, Hulu chose OneSource Virtual because it provided great service without the need for additional software.

OVERVIEW

Hulu, LLC is a modern entertainment company providing original and licensed streaming video content to its 20 million users.

 LIVE SINCE 2012	 INDUSTRY Technology; entertainment
 HEADQUARTERS Los Angeles, CA	 FOUNDED 2007
 3,000 Invoices Processed per Month	 2,216 Employees

SERVICES PROVIDED

- Payroll Administration Premium
- Garnishment Administration
- Form 1095-C Print Service
- Payroll Tax Services
- W-2 and T4 Printing and Distribution
- Managed AP Services and Invoice Processing

BENEFITS

- 46%** | Cost savings by reducing the need for temporary staffers
- 0.3x** | More invoices entered per day due to OSV’s AP Automation
- Eliminate manual data entry processing
- One-stop-shop service

“I didn’t want another software to go work in,” Patel explains. “I didn’t want to troubleshoot in a separate tool or develop reporting for a separate tool. I wanted everything in Workday so I could simply push a button and have an idea of what’s going on. OSV offered this kind of service.”

As Hulu’s service partner, OSV processes over 75 percent of their invoices and has eliminated Hulu’s manual data entry processing through enhanced invoice imaging, full invoice coding and Workday fulfillment services.

“With OSV, every piece of paper is accounted for—whether it’s a communication or an invoice,” Patel says. “OSV uploads the email communication, plus invoice, into Workday, and they email the customer every single item that cannot be processed.”

COMMUNICATION

Another advantage with choosing OneSource Virtual was the communication before, during and after deployment.

“The communication is constant, the responses are immediate and the resolutions are quick,” Patel says. “During the enablement phase, we had standing weekly meetings and emails—even after post-production—between OSV, my AP manager and my team.”

CHANGE MANAGEMENT

Hulu went a step further in streamlining their transition process by keeping the same email aliases to minimize the changes for their business and their suppliers. “So our vendors didn’t see any new email addresses that might concern them,” Patel explains.

“With OSV’s AP automation, our employees can be more proactive instead of reactive.”

AMIT PATEL

Director of Strategic Sourcing and Procurement of Hulu, LLC

WORKING SMARTER NOT HARDER

Hulu’s new software solution and services have allowed them to scale without robbing their employees of the time and energy needed for more strategic work.



“Rather than performing manual data entry, employees now manage expense reports, vendor set ups, monthly reconciliations, 1099/1042 management, ad hoc requests, and they can review any invoices that are in exception and need to be troubleshooted,” Patel says. “Instead of manually recreating an entire invoice, they now spend time fixing a spend category or fixing a work tag.”

When asked what advice Hulu has for those who are thinking about moving to AP automation, Patel says: “Do it!”

“We’re definitely a younger group, with talented people wanting to do more than repeatable data entry or statistical validation. Because of the time we’ve saved with OSV, our FTEs are allowed to do the necessary work they actually have time to do now.”

KEY TAKEAWAYS:

01 | There are three choices for AP processes: manual entry, a software, or a service provider.

02 | With AP automation, size does not matter. Services will scale with you, allowing accounting professionals to focus on responsibilities that add more value to their organizations.

03 | When your Workday service provider partners with you before and after go-live, you enjoy one system of record and excellent customer service.