



## SUCCESS STORY

6 FACTORIES & 1300 FARMS

DELTA collaborates steadily with over than 1,300 milk producers, absorbing 25% of the Greek milk production

# DELTA DAIRY CASE STUDY

A challenge in the xVan and distribution zone for a company with more than 65 years of experience in the field of distributing dairy products. DELTA's interest is focused on taking care of covering the most specialized needs of the Greek consumer always considering highly quality and safety regulations.



ΜΕΒΓΑΛ

Το γάλα είναι η ζωή μας

## THE COMPANY

Location  
Athens, Greece

Type  
Private sector

Web Site  
[www.delta.gr](http://www.delta.gr)

Employees  
1,179 people in Greece

## THE CUSTOMER

With more than 1,200 employees, 2,500 associates and over 30,000 sales points for their products throughout Greece, DELTA is an active contributor to the country's employment.

For over 65 years, DELTA has been supporting the Greek primary production sector. Being fond of what they do, they are the biggest buyer of cow's milk from Greek farmers and they collaborate with about 1,300 Greek farmers from Thrace (northern Greece) to Peloponnese (southern Greece), building relationships of mutual trust and maintaining long collaborations with them.

The quality and safety of DELTA's products are non-negotiable.

DELTA is committed to, and implements, modern methods for the individual development of their employees, through the provision of programmes for ongoing and systematic education and training, and by applying state-of-the-art assessment and reward systems in order to make sure that their employees will have opportunities for continuous development and for showcasing their individual skills.

In this endeavour DELTA turned to INFOSUPPORT for the mobileworld suite solution.

## THE CHALLENGE

Delta, the dairy goods giant, was looking for a B2B digital platform that will help the company to maximize its van sales and retail execution activities, and enable the company to sell in a more efficient way, with full integration and synchronization to the different IT systems.

## THE SOLUTION

DELTA has chosen to implement mobileworld platform for its truck and van sales and trade marketing teams.

mobileworld xVan has enabled DELTA to have real-time information on how they look at the point-of-sale and connect the sales representatives to a 360-view of the customer with the important highlights.

Increased  
profits by  
minimizing  
losses from  
returning  
dairy  
products

By using a sophisticated series of algorithms, mobileworld xVan has the ability of conducting a forecast of the consumers trends for the past seven or more days. This forecast is the answer for DELTA in order to make sure to place on all convenience store and supermarket shelves and fridges the right quantity of goods, avoiding losses as precisely as possible.

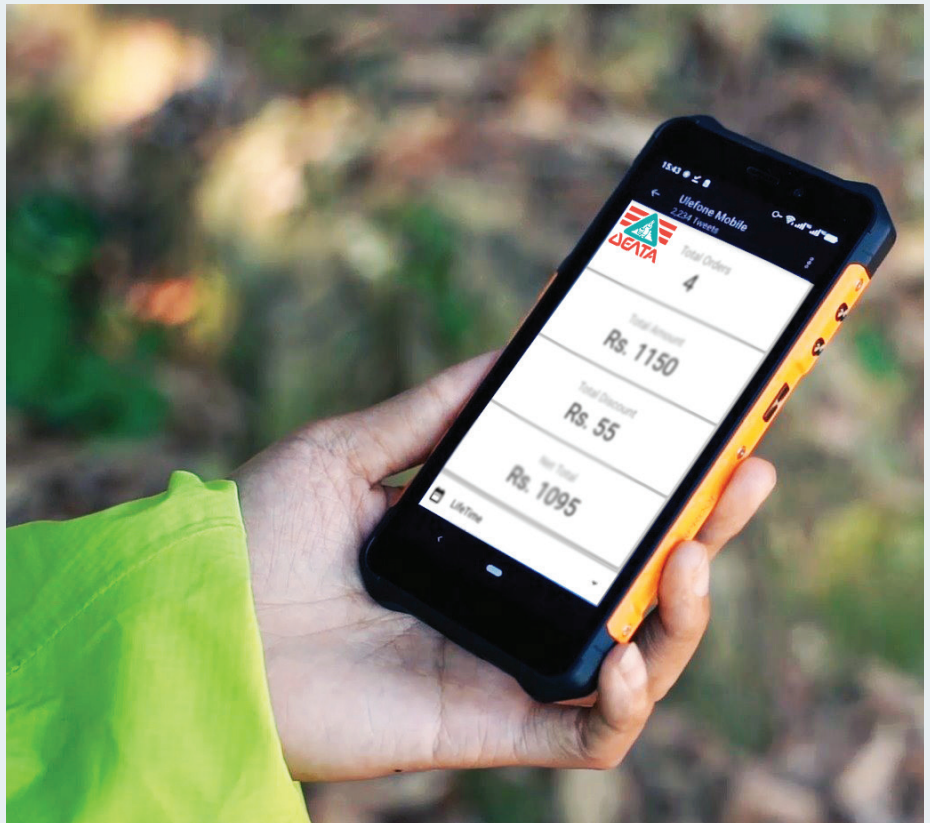
Also, mobileworld provided fast and secured integration to SAP-based IT systems in DELTA.

## THE RESULTS

With mobileworld xVan, the company managed to have a better control of the orders they place on a daily basis.

With the forecasting utility, they can predict accurately how many products will be consumed by the end customers. As a result, the right quantity is ordered and delivered in the fridges of supermarkets and convenience stores, having less returns and in turn less losses. Therefore, by minimizing losses, the company increases significantly profits.

Trade marketing and merchandising teams now have more information on each customer and item, enabling them to reach smarter decisions on the field, in real-time, and communicate it to the relevant person within the company.



“DELTA sells  
dairy products  
smarter  
than ever”





# DELTA mobileworld solution highlights

**250 Trucks**  
Truck and vans in a common network

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**20 Pre-sellers**  
Presellers & merchandisers

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**400 Trucks**  
Network vehicles nation wide

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**24/7 Support**  
Support at all times (24/7 365 days)



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## SUCCESS STORY

### 500 STORES & 80 TRUCKS

With a workforce of 14,586 people and more than 80 years of presence in the Greek retail sector, AB VASILOPOULOS is one of the most thriving businesses in Greece.

# AB VASILOPOULOS CASE STUDY

AB VASILOPOULOS has also been honored with the GOLD Award in the Supply Chain category at the Super Market Awards 2019, for reducing response time and stocks for fast-moving items in the company's supply chain.



## THE CLIENT

The company

With more than 14,000 employees, 500 stores nationwide and over 160,000 products, AB Vassilopoulos is one of the country's leading active employment providers.

Area

Athens, Greece

Through the implementation of its 60 million euro investment plan for 2019, AB Vassilopoulos stimulates direct and indirect employment by supporting local communities, investing in the country's economy with pride for the prospects of the Greek primary production, applying solidarity for our fellow human beings in need, looking after the environment.

Type

Private Sector

Website

[www.ab.gr](http://www.ab.gr)

Personnel

14.586 employees in Greece

AB is using technology to deliver all of this and to come closer to their customers serving them better. New technological applications are coming into its stores, with the ultimate goal of enhancing the customer's shopping experience.

Within this broader context, AB Vassilopoulos has entrusted INFOSUPPORT with the solution of the mobileworld suite for the development and better functioning of its supply chain.

## THE CHALLENGE

AB Vassilopoulos was looking for a solution to provide every branch across the country with the flexibility and speed needed to effectively manage all local Logistics processes, while offering the ability to collect and utilize all the necessary statistical data to make profitable decisions regarding the products disposal (type and number of actions, duration of each action, successful and failed actions, hours and days presenting the workload peak, the number of variations in prices and expiry dates, productivity of each user, etc.)

## THE SOLUTION

The INFOSUPPORT team designed and developed for AB Vassilopoulos, a custom made solution. An integrated system for managing all logistics processes related to retail chains, using mobile devices.

A system consisted of an application that acts as a kind of administrator, acting as a mediator between the database and the portable devices of each branch.

collecting and  
utilizing data for  
profitable product  
placement  
decisions



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The solution has interfaces that are compatible with all established ERPs in the market (e.g. ERP SinguarLogic and SAP).

The intermediate database available at each branch provides the security, autonomy, flexibility and speed needed to effectively manage all local Logistics processes.

On the mobile level, the mobileworld system covers the full range of operations of a retail chain branch. It is technologically adapted to handle hundreds of thousands of high-speed and secure SKUs and runs on any PDA running Windows Mobile or Android and is connected via Wi-Fi or bluetooth to a wide range of portable thermal printers and barcode scanners.



## THE RESULTS

The dealers can now collect information and immediately report on depleted stocks easier and faster than before.

Merchants have comprehensive customer information to understand cross-sell and up-sell opportunities to increase sales.

The back-office team can now create and edit surveys to understand consumer habits and market challenges in real time.

“increase revenue by improving promotional strategies”

mobileworld solution for AB serves:

**450** thousand products  
450.000 product management

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**900** users  
more than 900 users in all stores in Greece

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**8+** applications  
manage all branch-level functions with portable terminals (Suggestion Replacement Orders, Receipts, Inventories, Price Checks, Expiry Dates Checking, Shelf Labeling, Picking Orders, Schedules, etc.)

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**800+** portable devices  
android devices with barcode scanning capability and sending data for printing to thermal printers

 **mobileworld**

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## SUCCESS STORY

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6 FACTORIES, 7 BRANCHES 500 FARMS, 60 COMMERCIAL AGENTS. MEVGAL produces a variety of 170 pure & authentic products. Tasty healthy products that travel daily to thousands of retail stores in Greece & in more than 30 countries abroad

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# MEVGAL DAIRY CASE STUDY

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A challenge in the xVan and distribution zone for a company with more than 70 years of experience in the field of distributing dairy products. MEVGAL focuses on healthy eating, high quality, tradition, excellent raw material all combined with modern technology, and innovative solutions.



Το γάλα είναι η ζωή μας

#### THE COMPANY

Location  
Thessaloniki, Greece

Type  
Private sector

Web Site  
[www.mevgal.gr](http://www.mevgal.gr)

Employees  
800 people in Greece

## THE CUSTOMER

The freshness and high quality of the raw material is reflected in its final products: Fresh pasteurized milk, High pasteurized milk, European and Traditional yogurts, Cheese products, Desserts and rice pudding, jellies and cream. Delicious and healthy products that travel daily to thousands of retail stores in Greece and in more than 30 countries abroad.

The company employs about 800 employees in Koufalia, Thessaloniki as well as in other areas (Athens, Halkidiki, Katerini, Xanthi, Heraklion, Chania etc.), working with hundreds of local suppliers, supporting Greek breeders and therefore has managed to develop long-term economic partnerships with a multitude of local stakeholders, being a powerful lever of entrepreneurship in Northern Greece since the 1950s, when it was founded.

MEVGAL focuses on healthy eating, high quality, tradition, excellent raw material all combined with modern technology, and innovative solutions.

In this demanding field, MEVGAL turned to INFOSUPPORT for the mobileworld suite solution.

## THE CHALLENGE

In order to preserve a high quality of services for their dealers and the distribution points, MEVGAL was in search of a solution that would assist in the distribution services of all truck drivers. Furthermore, the company was looking for a B2B digital platform that will help the company to maximize its van sales and retail execution activities, and enable the company to sell in a more efficient way, with full integration and synchronization to the different IT systems.

## THE SOLUTION

The mobileworld team of INFOSUPPORT designed and developed a custom made solution for MEVGAL's needs. In order to serve all agent's needs, a separate database for each agent was developed, with access to its own data only. The database of each dealer includes the main records of MEVGAL's invoices, customers, items, pricelists etc., as well as additional items and prices for non-MEVGAL items.

Increased  
profits by  
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returning  
dairy  
products

It also provides daily automatic synchronization between back office and each dealer.

The xVan solution of mobileworld provides the ability to control and maintain key files from any agent (linking and mapping documents, clients, items, etc.) and enables access to a reporting unified system providing vital information (visit statistics, sales, indicators, goals, etc.) for each agent.

mobileworld xVan gives ability to import orders to MEVGAL, as well as view and inspect MEVGAL's shipping sheets.

## THE RESULTS

- Full control of all endpoints
- Single pricing and discount policy
- A single and optimized image of the entire network to end customers
- Optimizing communication with agents
- Optimizing the management and utilization of promotions
- Greater possibilities for forecasting aggregate demand
- Sophisticated, tested and robust portable terminal software, with the potential for future Merchandizing management, physical asset tracking, Lottery, Map Assisted Routing, Forecasting etc.
- Portable terminal application, easy to operate and with very low training requirements
- Possibility of gradual implementation, according to the capabilities of each representative
- Low cost high-tech equipment and robust manufacturing
- Low cost and ease of centralized management of both software and equipment



“mevgal sells  
dairy products  
smarter  
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# MEVGAL mobileworld solution highlights

**26.000** **Distribution Points**  
small and large distribution points

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**60** **Dealers**  
60 dealers all over Greece with a modern fleet of refrigerated trucks utilize mobileworld

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**30** **Countries**  
distributing in 30 countries worldwide

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**24/7** **Support**  
support at all times (24/7 365 days)



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