



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

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

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

900 users
more than 900 users in all stores in Greece

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.)

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

 **mobileworld**

8 DOIRANIS STR., 113 62 ATHENS, GREECE

+30 210 88 97 700

info@mobileworld.gr

mobileworld.gr