



## SUCCESS STORY

FACTORIES & 1300 FARMS

DELTA is the largest buyer of milk in Greece, as it absorbs more than 1/5 of the total Greek production of cow's milk.

# DELTA DAIRY CASE STUDY

A challenge in xVan and in the food distribution sector of a company with more than 65 years of experience in the dairy distribution sector. DELTA's interest is focused on taking care of meeting the most specialized needs of the Greek consumer, always taking into account the high quality and safety regulations.



**ΜΕΓΑΛ**

Το γάλα είναι η ζωή μας

The company

Area  
Athens, Greece

Type  
Private Sector

Website  
[www.delta.gr](http://www.delta.gr)

HR  
1,179 employees in Greece

## THE CLIENT

DELTA, since its founding in 1952, produces innovative products, of excellent quality, high nutritional value and excellent taste, which are in the hearts of consumers and have won their trust. The Company holds the first place in our country in the general category of white milk, in fresh milk (from 100% Greek milk), in chocolate milk, in infant and child nutrition, the second place in yogurt and fresh refrigerator juices and the third place in iced tea.

DELTA is the largest buyer of milk in Greece (according to the official data of ELGO DIMITRA), as it absorbs more than 1/5 of the total Greek cow's milk production. The daily presence close to its customers, at least 3 times a week, offers consumers the possibility of daily access to its products and is one of the characteristics of its responsible operation, which distinguishes it from the competition.

DELTA has one of the largest distribution networks in Greece, more than 400 trucks, which serves 27,000 points of sale, with an average of 30 visits / day per route. Manages about 250 product codes and issues 4,000,000 invoices per year. The customers of the distribution network are supported by IT systems at all stages from the order to the sale, with tools for routing and monitoring the stock.

**With the integration to the "mobileworld suite", data transfer from the previous 14 years was achieved and the project was implemented in only 3 months!**

## THE CHALLENGE

DELTA needed an advanced information system, on site at the store, to provide real-time information and pricing proposals.

The highly competitive sector in which the modern needs of DELTA customers are active, created the need for a state-of-the-art solution and last but not least, they wanted to remain a customer-oriented business.

## THE SOLUTION

DELTA has chosen to proceed with the implementation of the mobileworld xVan platform for the better service of its trucks, while also helping other departments of the company, such as the commercial department and the sales department.

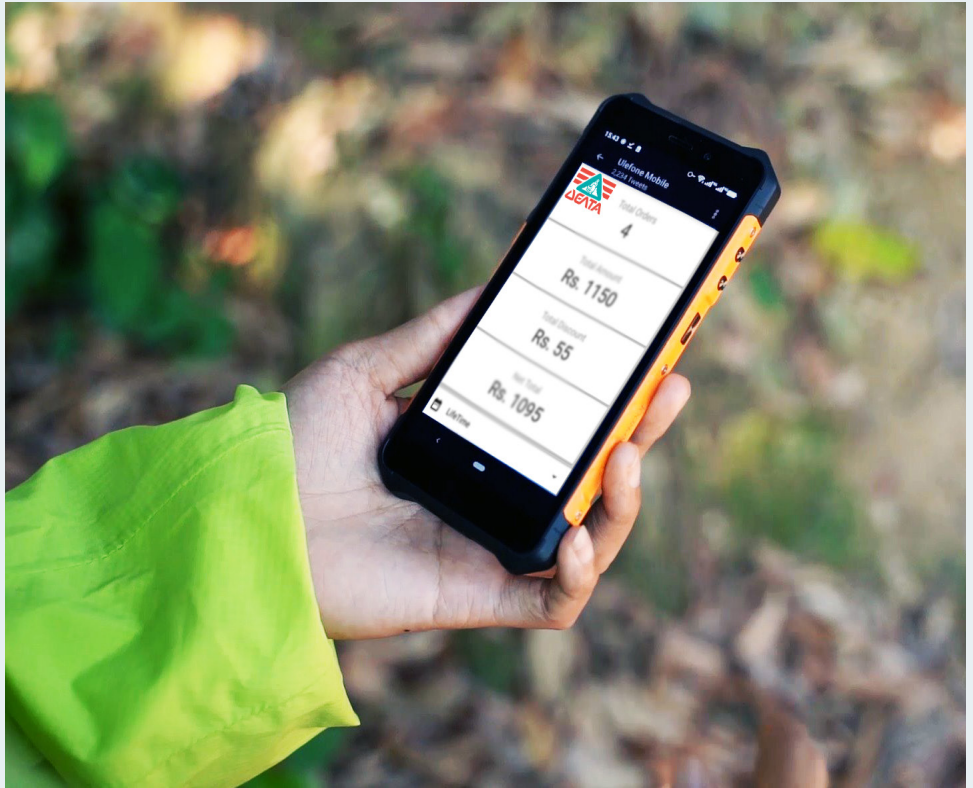
Mobileworld xVan has enabled DELTA to have valuable real-time information regarding points of sale and their connection with sales representatives, providing a complete picture of the customer with the most important points of sale.

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Also, mobileworld provided easy compatibility and integration with the commercial application of SAP and other IT systems utilized by DELTA.

With the integration in the “mobileworld suite”, data transfer from the previous 14 years was achieved and the project was implemented in just 3 months!

This is something that particularly impressed DELTA, because during the initial planning they had estimated that the transfer and adjustment would take about 6 months, but despite the difficulties and challenges, INFOSUPPORT helped them to successfully move to the “mobileworld suite”. Throughout this implementation, INFOSUPPORT was on the side of DELTA with continuous support.



“DELTA sells dairy products smarter than ever”

## THE RESULTS

- Received a reliable information system.
- Gained immediate and easy access to information for better decision making.
- Automated complex & time consuming processes, reducing errors & avoiding costs.
- Reduced inventory maintenance costs, without losing sales due to shortages.
- Improved forecasts for orders.
- Improved scheduling and reduced delivery times.
- Better control cash flows.
- And most importantly, they have improved their relationship with their customers.

The mobileworld solution for DELTA serves:

**250** trucks

lorries and vehicles of the private network DELTA

**27** thousand

sale points

**400** network trucks

truck / dealer network throughout Greece

**4** million

invoicing documents per year

 **mobileworld**

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