



## 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 minimizing losses from 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  
than ever”



**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)

 **mobileworld**

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