

Published: 1/9/2004

PocketBiz

S A L E S

Melissa – Kikizas, one of the biggest Greek food companies, uses SiEBEN's PocketBiz Sales to manage its sales process



Melissa – Kikizas Food Products is one of the biggest food companies in Greece. It is the largest pasta and semolina industry and controls approximately 40% of the Greek pasta market. It supplies big chains of supermarkets and grocery stores and controls a network of 23 dealers. Melissa owns a network of approximately 40 agents-distributors all over Greece who are responsible of distributing the company products even to the smallest and most distant sale point.

Solution Summary

Profile:

MELISSA – KIKIZAS FOOD PRODUCTS produces and sells 500 kinds of food products all over Greece, controls 2.500 points of sale and owns a network of 40 agents.

Products and technologies that were used:

SiEBEN® PocketBiz Sales:

- Order entry
- Customers Ledger Card
- Merchandising
- Sales statistics

Microsoft® Small Business Server 2000

- Windows 2000 Server, IIS 5.0
- SQL Server 2000 & CE
- HP® iPAQ 3970
- Pentax® Thermal Printers
- Nokia® 6310i Mobile Phone
- Siemens TC35 GSM modem

Advantages:

- Salesmen productivity was increased by 28% and total orders by 23%
- Delivery times were decreased to 1 – 2 days
- Telephone expenses decreased by 84%
- Real time reporting for the management
- Improved customer service, accuracy in the time of delivery
- Order entry errors decreased by 94%

Company Presentation

The MELISSA - KIKIZAS company was founded in 1947 and is today one of the biggest food companies in Greece. With an annual production of over 60,000 tons, it is the largest pasta and semolina industry and controls approximately 40% of the Greek pasta market. The company controls one the most complete sales networks in the food industry in Greece that is responsible of distributing the MELISSA, PRIMO GUSTO, STELLA and DEVETA pasta brands, the VLAHA traditional pasta brand, the DEL MONTE canned fruit and juices brand and the TCHIBO coffee brand. Also, MELISSA KIKIZAS recently entered the pastry sector offering the famous KAZINO Loutraki Sweets. Exports are also an important business activity since 20% of total production is exported. The company employs approximately 230 people.

Business Challenge

MELISSA - KIKIZAS owns a modern ERP system through which it fully controls the entire production process. Despite this the company faced serious problems with the order taking process performed by the company salesmen.

The salesmen needed background information for every customer in order to negotiate their sales more effectively. Also, Melissa has special agreements with its most important customers to offer certain product and volume discounts. In many occasions the salesmen were not aware of the latest agreements which resulted to serious

delivery errors and significant returns. At the same time the salesmen needed to be updated about the available stock of each product in all of the company warehouses (Athens, Larissa etc) in order to be able to inform the customers about availability and estimated delivery time. Another serious problem was the delivery delays. This problem was more intense for the most distant customers because the salesmen that visited them were unable to return to the central office every day to hand over the orders they had received. In addition to that, an entire day was needed to enter hand-written orders in the ERP. MELISSA – Kikizas performed an extensive market research in order to gather information about the solutions available in the mobile market and choose the best one that would cover its requirements.

Solution

The answer to Melissa – Kikizas's requirements was SiEBEN's PocketBiz Sales. Beyond the basic modules (Order Entry, Customer Ledger Card, Merchandising, Sales Statistics), specific custom solutions were developed to fulfill special requirements. The most important technological innovation of PocketBiz Sales, which is the ability to synchronize data between salesmen and the company back-office information system in a way that in a few seconds information is exchanged both ways, helped Melissa – Kikizas dramatically reduce delivery times. Order dispatching and stock management became very easy to control. Moreover, a workflow process to handle the company orders was incorporated in PocketBiz Administration. Additionally, the salesmen were supplied with portable, thermal printers that allow them to print invoices and account balances and give copies of orders to customers. Finally the company IT department helped fully integrate PocketBiz Sales to the company ERP, so that data is exchanged both ways and dual entries are avoided.

HP iPAQ 3970 were selected for PDA devices while Nokia 6310i cell phones with Bluetooth were selected to perform the synchronization of data with the back-office information system. The communication is performed via RAS and for this purpose 3 GSM Modems (Siemens TC35) are connected to PocketBiz Server to respond to salesmen data calls. The thermal printers that were selected are Pentax's PocketJET 200.

Melissa's Benefits

The benefits that Melissa enjoys after implementing PocketBiz Sales are quite astonishing. Sales department productivity (visits to customers) grew 28% and customer orders 23%. Delivery times were reduced to 1 or 2 days due to the direct order dispatch that could now be realized since orders were now entered directly into the company back-office information system. The ordering process is fully automated, phone communication with the back-office has become obsolete (84% decrease in telephone charges) and errors have almost been eliminated (94% decrease). Finally, real time reporting for management has been achieved. This was particularly advantageous in managing the salesmen that serve distant customers, since without

"We choose PocketBiz Sales because SiEBEN's experience in successfully implementing this kind of projects provided us the certainty that we will achieve our sales and logistics goals."

Alexandros Paraskevas
Information & Logistics
Manager
MELISSA – KIKIZAS



PocketBiz Sales these salesmen had to return to the company to deliver their full sales report.

Customer service also improved dramatically. Customers can be aware of the exact delivery date of their order since the salesmen now have access to product availability and stock. Finally delivery errors that used to occur have now been seriously reduced.

Why MELISSA – KIKIZAS Company chose SiEBEN?

MELISSA – KIKIZAS performed a market research regarding the market for mobile order taking solutions. Five companies were promoted and from them SiEBEN was selected since PocketBiz Sales was the only solution that could resolve seamlessly the issue of the distant communication of the salesmen. Moreover SiEBEN's well qualified personnel offered reliable custom solutions to all special requirements that were raised.

PocketBiz is a pioneer mobile platform by SiEBEN. It was first introduced in May 2001 and since then various solutions adjusted to particular industries or market sectors have been introduced. PocketBiz platform is based exclusively on Microsoft® technologies.

For more information

For more information about SiEBEN's Products and Services please contact our Sales Department by phone at +30 210 2725350 or by e-mail at sales@sieben.gr. You can also visit our website at <http://www.sieben.gr/products> for SiEBEN Products and at <http://www.sieben.gr/services> for SiEBEN services.

© 2004 SiEBEN Innovative Solutions

