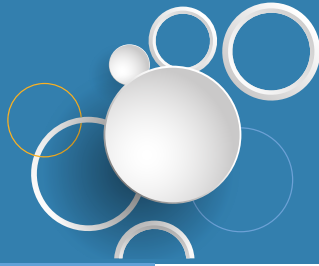


# CASE STUDY

## KOTSOVOLOS



### THE CHOICE OF ENTERSOFT ADVANCED ABERON TECHNOLOGIES, AS STRATEGIC MOVEMENT IN THE LOGISTICS CHAIN OF KOTSOVOLOS



**Sector**  
Electrical retail chain and electronics

**Profile**  
The first KOTSOVOLOS store in the center of Athens in 1950 marked the company's entry into the electrical/electronics equipment market becoming the leading Retailer of Electrical and Electronic Devices in Greece.

**Users**  
136

**Challenge**  
The effective management of the sudden order increase from the Distribution Centre during periods of high consumer intensity and the overall improvement of the logistics chain performance.

**Soution**  
Aberon

- Benefits**
- Improving the end to end operation of the supply chain
  - Efficient management of the increased order volume in specific periods
  - Maintaining high quality customer service regardless of the multitude of orders at the Distribution Centre

“ At KOTSOVOLOS we face every challenge as an opportunity for development with the objective that the vertical increase in sales in certain seasons continues to be a joy for the whole company and not a nightmare for the distribution center. The ENTERSOFT motto "Faster – More Efficiently – A new way of Management in the Supply Chain" is fully aligned with our corporate culture. ”

*Nikos Patiniotakis*  
Supply Chain Transformation Manager, DIXONS SOUTH-EAST EUROPE

“ The immaculate implementation of this project is due to the our solution’s flexibility and ability to adjust to the needs of KOTSOVOLOS, but also to the dozens of people from KOTSOVOLOS and ENTERSOFT who cooperated flawlessly to deliver a properly structured efficient system. It is these partnerships that optimize business practices and lead to the practical application and exploitation of innovative technologies. ”

*Tassos Patsilinakos*  
General Manager, Supply Chain Mgt, ENTERSOFT

### The Company

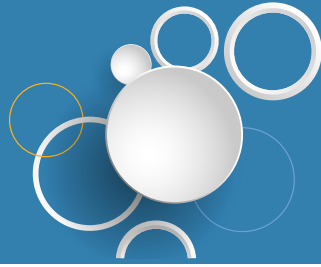
The first KOTSOVOLOS store in the center of Athens in 1950 marked the company's entry into the electrical/electronic equipment market. The company showed rapid growth in a few years, becoming the leader Retailer of Electrical and Electronic Devices in Greece; a position it holds to this day. In 2005 it joined forces with the Dixons Group, while at the same time upgraded its sales operations, strengthened its network and enhanced its online presence while continuing to innovate, with the objective to address the evolving needs of its customers.

### The Challenge

KOTSOVOLOS' decision to proceed with the restructuring of warehouse operations was triggered by the need for an immediate response to the steep increase in orders that had to be processed in seasons of **high consumer intensity**, to which the previous system was unable to respond. Black Friday week was one of those seasons and a logistics nightmare, as it involved the simultaneous service of hundreds of small orders with short delivery times to hundreds of different points throughout Greece.



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At the same time, the distribution center of KOTSOVOLOS is called upon to respond to rapid growth of the **online store** every year, which, in this particular season alone, reaches 55%. The transfer of pressure to warehouses due to increased sales, makes the automation of processes with the aim of increasing productivity a one-way street as the constant need to find seasonal staff for this purpose is a time-consuming and high-cost process.

In addition, any occasion of unanticipated increase in sales volume leads to a respective increased need to manage **inbound logistics** and **returns** faster, but also to the need to implement the required changes/additions as soon as possible.

As a result, the adoption of a flexible technology, through which the workflows of the Warehouse will be effectively redesigned, improving the performance of the supply chain "down to the last line of order", was set as an absolute priority goal.

The effective treatment of "relentless" indicators:



- 38%-40% **increase** in orders as a total within the week of Black Friday
- 35%-40% **increase** in ordering lines that the distribution center must handle that week
- 20%-30% **increase** each year in total Black Friday week claims
- >250,000 **courier shipments** and >250,000 **home deliveries**, with a constantly increasing trend

### Solution & Innovation

Having evaluated the market solutions that could respond to large-scale and complex environments, KOTSOVOLOS selected ENTERSOFT as their technology partner, based on the long experience and know-how of its executives, but also the breadth of the aberon WMS implemented customer base.

The processes that the new system was required to upgrade were:

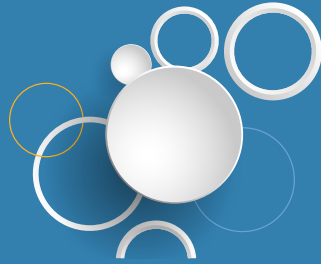
Store replenishment  
Service franchisees  
Home order service  
Management of courier shipments  
Inbound logistics  
Refunds

### Description of the solution

The immediate and smooth transition of the distribution center to the new system, so that it can operate on a completely different plan from the first minute of the most demanding (in terms of sales) seasons of the year, without compromising the quality of customer service, was the project's biggest bet.

The redesign of the KOTSOVOLOS logistics center through the **aberon WMS** platform was based on the implementation of the following solutions:

# CASE STUDY KOTSOVOLOS

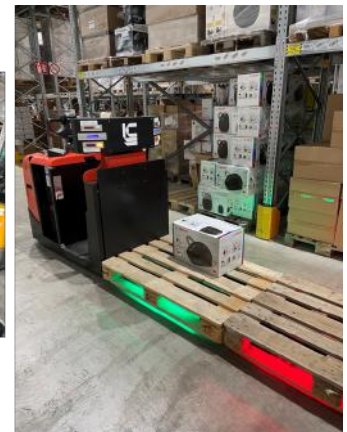


## THE CHOICE OF ENTERSOFT ADVANCED ABERON TECHNOLOGIES, AS STRATEGIC MOVEMENT IN THE LOGISTICS CHAIN OF KOTSOVOLOS

**Pick to cart** for micro picking and replacement of the voice picking solution, where an ergonomic cart was designed for picking **6 orders from different stores simultaneously**. At the same time, a ring scanner is used, while the process is completed via a tablet which, through specific software that supports voice command, informs the picker of the exact number of items, guiding them to the collection point in the warehouse. On reaching the end of the route, the process starts again to cater for the next 6 stores.



**Pick to pallet** for the back-to-back shelves where bulky products are mainly placed. By applying the pick to cart design to the electric pallet truck (pick to order), 2 orders from 2 stores respectively can be processed at the same time, with the simultaneous loading of 2 pallets on the machine, which now has LED lights added for greater accuracy. At the same time, through digital screens mounted on the machine, the operator is informed about the type of picking (items or boxes), while at the push of a button they match the item with a pallet.



**RF scanning** for white machines (MDA) with smart picking algorithm, replacing paper-based picking.

**Mobile printing – labelling** where at the end of each picking route (and before loading), the boxes or items of the orders for home delivery are scanned to affix a specific label, thus facilitating workflows in loading/distribution/end customer.

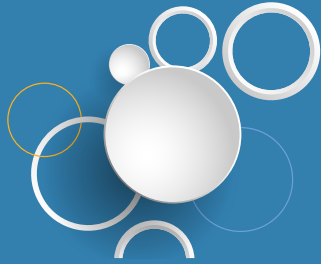
**Smart loading check application** with algorithms and new procedures to check loadings per sales channel, so that the customer receives the order without delays or missing items.

**Data collector design** for the measurement of small and large devices, aiming at the validity of system master data.

**Improvement of the reporting** exported by the system.

# CASE STUDY

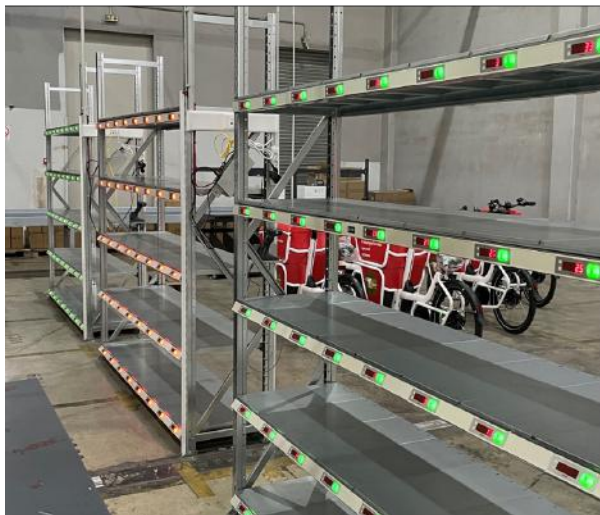
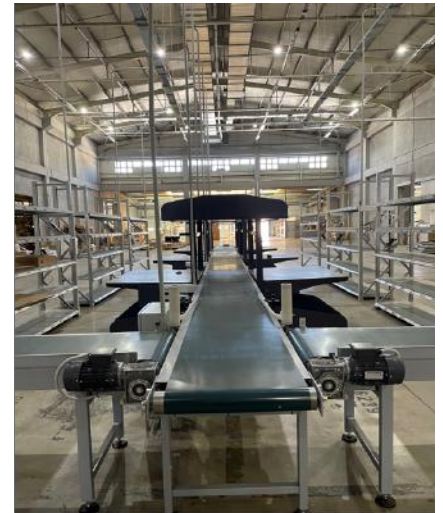
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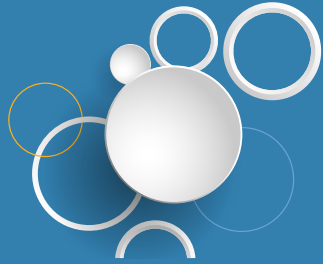
Complete redesign of the e-shop channel with the integration of **a) batch picking** for the simultaneous management of multiple orders, **b) put to wall** for the accurate placement of the product in the warehouse through a light indicator, **c) sorting** for efficient courier management

Specifically **Put to Wall** is used for sending small and medium sized box orders to customers via courier service. With the use of conveyors, stations and lockers with put to light, the process of splitting & packing becomes faster and easier, resulting in an increase in the capacity of the warehouse for a large number of orders; and faster service for the end customer.



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ΚΩΤΣΟΒΟΛΟΣ



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## Qualitative benefits



**Full visibility** and oversight of warehouse operations by supervisors & team leaders who have access to detailed reporting and direct knowledge of the stage of each package in the supply chain



**Reduction of loading times** due to faster collection of products



**High-level end customer service**



**Minimization of picking errors**



**Fast and flexible order preparation**



**Improved collaboration with suppliers**

## Quantitative benefits



**30%** Saving administrative time



**65%** Increased efficiency of back office operations



**30%** Reduction in order delivery time



**95%** Minimization of errors



**10%** Reduction in reception time

Productivity increase:

**30%**  
Pick to pallet  
(on Average Prod)

**30%-40%**  
Pick to cart (on Average Prod)

**40%**  
RF scanning for MDA