

# CASE STUDY

## UNILEVER CYPRUS



UNILEVER CYPRUS ADOPTS  
ENTERSOFT POCKETBIZ TO INCREASE ITS  
PRODUCTIVITY AND OPTIMIZE THE  
AVAILABLE TIME IN THE WAREHOUSE

### Sector

Marketing of household, personal care and ice cream products

### Profile

In 2012 Unilever Tseriotis Cyprus took over the sales and marketing of Unilever's household, personal care and ice cream products, including brand names such as Lux, Dove, Comfort, Cif, Domestos, Skip, Algida and Ben & Jerry's etc.

### Users

25

### Challenge

The effective management of the ice cream category small sales cycle, and the simultaneous increase of the available time for deliveries to the points of sale with continuous replenishments.

### Solution

Entersoft Pocketbiz xVan / Field Sales

### Benefits

- More efficient time management resulting in productivity increase
- Organization and control of salespeople visit cycle
- Effective management of accounting operations
- Consolidated information for all points of sale



### The Company

The successful collaboration between Unilever and P.M. Tseriotis, which dates back to 1916, went one step further with the creation of Unilever Tseriotis Cyprus in 2012, which took over the sales and marketing of Unilever's household, personal care and ice cream products. The portfolio includes household names such as Lux, Dove, Comfort, Cif, Domestos, Skip, Algida and Ben & Jerry's; while in 2014, Unilever Tseriotis Cyprus was strengthened by the acquisition of the food division of UNILEVER, with brands such as Flora, Lipton, Knorr and Pelargos.

### The Challenge

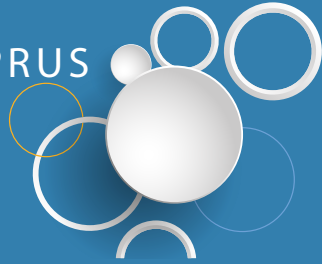
For Unilever Cyprus, the efficient management of the short sales cycle of the ice cream category was a major challenge, as it required an increase in warehouse productivity by reducing the stock held in warehouses, as well as increasing the time available for deliveries to the points of sale and continuous replenishment.

**Time** management in every link of the supply chain, combined with **zero tolerance for errors**, was for Unilever Cyprus the basis for selecting the right partner that would carry out the management of a product category with a strong specificity based on the seasonality of the products and characterized by a peak of sales accumulation in a limited period of time.



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In addition, strengthening the organization and control of the **visit cycle** of sales executives for immediate ordering and ensuring the best product display on the shelf was set as an equally important priority.

As a result, the need to equip the delivery vans for **on-car invoicing** as well as to reduce the preparation and visit time at points of sale quickly and efficiently, were two critical "pain" points for Unilever that required immediate improvement.

The constraints and challenges that had to be addressed were:

**Simultaneous go live** between the new information system (SAP) and Entersoft Pocketbiz

The "translation" of the **complex commercial policy** from SAP to Entersoft Pocketbiz and management of possible errors

The **involvement** of 3 (three) different companies with **heterogeneous technologies** and culture for data exchange

### Solution & Innovation

Entersoft passed with flying colors all the security procedures set by Unilever's central management, which were led by high and demanding results' accuracy standards for the ice cream product category. The Entersoft Pocketbiz xVan/SFA solution selected by Unilever would perfectly meet their needs, adding value to the entire supply chain. With the long experience and know-how of the Entersoft team, this project enabled Unilever to gain:

Speed and accuracy in the **Collection** and Delivery of products at points of sale

Efficient **management of receipts**, returns, clearances, credit, invoices and orders, as well as warehouse returns

**Ease** of ordering with immediate application of **credit policy** and **promotions**

Comprehensive **oversight** of tasks of the Sales team

Competition **watch** process

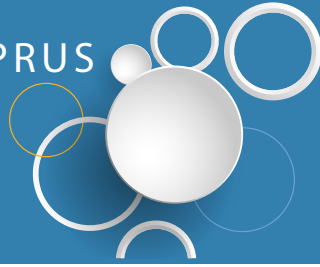
Upgraded **service** at points of sale

The flexibility provided by Entersoft solutions, combined with a proven record of immaculate deliveries in complex implementations, were the main selection criteria for Unilever's central management to proceed with the modernization of its processes. This way, the company enhances not only the flow speed of the information collected at the final point of sale, but also the possibility of immediate data processing and exploitation through rich reporting, achieving the main objective of the project; the **increase in productivity** through optimized time management.

At the same time, the entire value chain benefits and is upgraded, strengthening the brand image for products managed by Unilever Cyprus.

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## Description of the Solution

With quality of service for the customer being its main priority, Unilever Cyprus achieved, through the Entersoft implementation, the immediate and smooth transition to the new management system for invoicing on car and order taking at points of sale with seamless operation, even in the high demand season.

Furthermore, the uninterrupted operation and synchronization between the information system and Pocketbiz Central Base for the online two-way data exchange was ensured even in the event of a possible system breakdown, with the immediate application of appropriate "rescue tools" (disaster recovery tools), so that all procedures would be completed in the anticipated time and with accurate results, without being affected of potential issue, thus giving the necessary time to the backend to resolve it.

Time management was the focal point for the resign of related processes, with the following benefits for Unilever Cyprus:

### Time reduction :

- In **inventory** and **invoicing** through the integrated scanner in the driver's mobile device

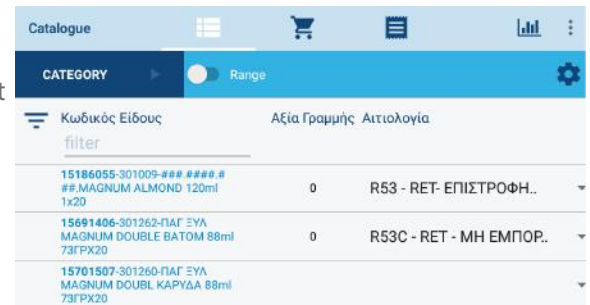
- In **printing** Invoices, Orders, Shipping Notes, Invoices, etc., through the use of thermal printers, having a complete display of the warehouse and availability of items in just **3** seconds!

- In **assigning a reason for returns** to the relevant code in SAP by filling in a specific field on the mobile device at the time of receipt by the driver and easy management from back office staff (issuance, cancellation, to be destroyed)

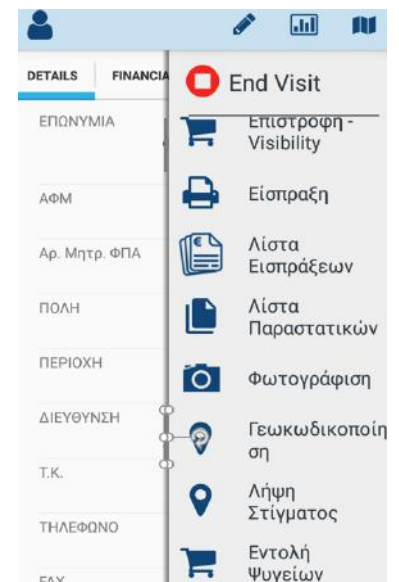
- In data management by accounting staff, thanks to the **automated matching** of receipts and open invoices by the driver via their mobile device with on-the-spot application of commercial policies and credit control

- In registration of orders for **utility loans** (refrigerators) at points of sale and qualitative procedures such as submitting questionnaires, taking photos of the product display on the shelves, recording of competition activities, etc.

- In **warehouse processes** and **internal handling** of products by receiving assignments in orders and actions with geographical display and time period definition, as well as receipts from the Van warehouse to cover stock replenishment needs, directly on the driver's mobile device with the ability to print on the thermal printer; reducing the time spent in the warehouse and at the same time increasing the available delivery time to points of sale



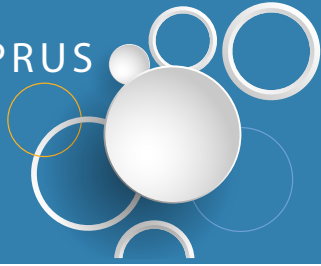
Κωδικός Ειδους	Αξία Γραμμής	Αιτιολογία
15186055-301009-### ### # #F.MAGNUM ALMOND 120ml 1x20	0	R53 - RET- ΕΠΙΣΤΡΟΦΗ..
15691406-301262-ΠΑΓ ΕΥΛ MAGNUM DOUBLE BATOM 88ml 73ΓΡΧ20	0	R53C - RET - ΜΗ ΕΜΠΟΡ..
15701507-301260-ΠΑΓ ΕΥΛ MAGNUM DOUBL KARYDA 88ml 73ΓΡΧ20		



DETAILS	FINANCIAL	End Visit
ΕΠΩΝΥΜΙΑ		Επιστροφή - Visibility
ΑΦΜ		Εισπραξη
Αρ. Μητρ. ΦΠΑ		Λίστα Εισπράξεων
ΠΟΛΗ		Λίστα Παραστατικών
ΠΕΡΙΟΧΗ		Φωτογράφιση
ΔΙΕΥΘΥΝΣΗ		Γεωκωδικοποίηση
Τ.Κ.		Λήψη Στίγματος
ΤΗΛΕΦΩΝΟ		Εντολή Ψυγείων
FAX		

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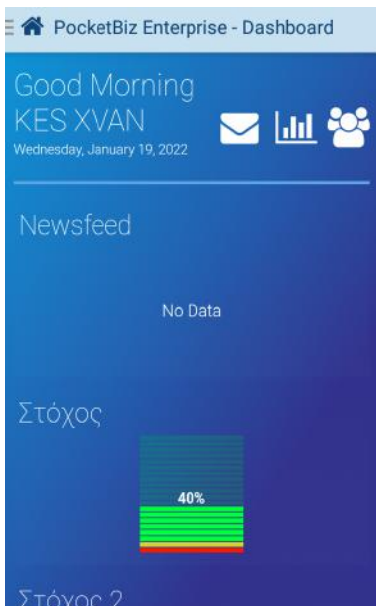
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- Timely update of the **drivers' calendars** to sync with the mobile device due to the ice cream market seasonality
- Direct application of the **discount policy** even in offline mode, individually and based on the agreement with each point of sale
- Optimization of the frequency plan for each van's visits to the point of sale through **route planning** processes
- Easy and quick **creation** and **adjustment** of the visit plan by sales executives through design filter, taking into account planned actions, pending tasks and monthly sales target

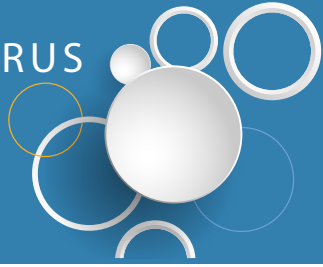


- **360° customer view** (accounting record, order history, user action history, balances, etc.) directly on the seller's mobile device during their visit at the point of sale, for immediate and optimal order taking, as well as simultaneous collections processing

At the end of each business day, a complete set of reports is available to Senior Management with transactions and sales per day, turnover, accounting and trade balance, imports/exports and available stock in the mobile warehouse of each car, as a valuable tool for future actions (overall or by geographical area based on local needs).

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## Qualitative assessment



Faster and more frequent deliveries



Reduction of administrative costs



Better cash flow planning with time savings in the accounting department



Easy ordering and replenishment at points of sale

## Quantitative assessment

Increase in :

**25%**

points of sale to visit / day

**33%**

orders / week

**40%**

salespersons' presence time at points of sale

Reduction of :

**40%**

waiting time in the warehouse for the completion of standard procedures (printing of Invoices, DA, etc.)

**52%**

securities management time by the accounting department

**55%**

stock outs in stores

**35%**

time spent by salespeople in the office

**60%**

data entry time