

## CASE STUDY

### MATZARIDIS BROS S.A.

### HORIZONTAL DIGITAL TRANSFORMATION FOR MATZARIDIS BROS S.A. WITH ENTERSOFT BUSINESS SUITE



#### Sector

Electrical/Electronic appliances

#### Company profile

Matzaridis Bros S.A. operates in the wholesale and retail sector, having under its umbrella a number of companies such as MAJAR, MATZARIDIS Outlets, [www.zmart.gr](http://www.zmart.gr) and AUTO TECHNIK.

#### Users

16

#### Challenge

The immediate replacement of manual data entry due to sales increase, as well as the highly complex management of service machines due to geographically dispersed orders

#### Solution

Entersoft ERP  
Entersoft CRM

#### Benefits

- Central control of all operations and consolidated information
- Organized, fast and error-free order service
- Documented process for stock replenishment
- Automated service processes
- Utilization of valuable working hours in more upgraded operations

“The collaboration with Entersoft has been going on for several years and is based on mutual trust and perfect communication between us. Entersoft "listened" to our needs, then built a modern ecosystem that makes our lives easier and offers us high-level decision-making tools, freeing us from any unnecessary workload. Through the unified system where all subsystems "talk" to each other and are automatically synchronized with our 3PL partner's system, our executives are relieved of the hassle of manual recording, while the precision and accuracy of information to all decision centers is ensured.”

*Nikolaos Matzaridis*  
Chief Operations Officer, MATZARIDIS BROS S.A.

#### The Company

The year 1978 MATZARIDIS BROS S.A. was founded, marked the beginning of the dynamic course of the company, selling mainly consumer and professional products/solutions in the audiovisual sector with high expertise and specialisation. Nowadays it is a leading distribution company with important export activity on technology products. The strategic partnerships with technology manufacturers, the development of an organized distribution system and the continuously increasing clientele at international level, form the tripartite that makes MAJAR a unique ecosystem-destination for any company that seeks differentiation through the acquisition of advanced technologies and solutions. The past few years, the company focuses on technologies such as Digital Signage, Robotics, Artificial Intelligence and Internet of Things. Major's mission is to offer responsibly to every company, through continuous improvement of expertise, high-end technologies now and in the future.

#### The Challenge

The need to modernize the company's internal infrastructure arose from the rapid development of its business activities, with the immediate concern of saving time from procedures that absorbed valuable working hours, and with the objective of delivering greater and better service.

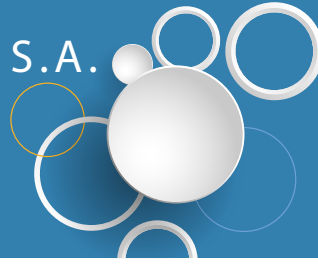
The current, first-generation computerized system was unable to meet the ever-increasing demands of Matzaridis Bros, while the surge in sales through electronic orders required the immediate replacement of manual data entry with fully automated procedures aimed at handling the daily operations at the e-shop with direct impact on the operations of the entire group. Furthermore, the management of the maintenance service of the equipment, the difficulty of which was intensified due to the wide geographical dispersion of the orders served by the company, relied exclusively on the staff's personal notes and mnemonic abilities. In general, the processes lacked central oversight and formal guidance, while the involvement of many people with multiple communications led to inevitable errors.



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The challenges that had to be faced were the following:

- Interface with the 3PL vendor for order processing
- Interconnection of the corporate website with the information system for recording sales and stocks
- Historicization of the already inflated base with 17 fiscal years
- Management of returns and tracking of equipment for service from anywhere in Greece
- The transition from using excel sheets to a unified work environment with automations

## Solution and Innovation

The evaluation criteria for the suitable technology partner were based on the tripartite:

**Automation - Speed - Flexibility.**

The main pillars on which the digital transformation of the company was based were:

- a) the efficient and error-free management of a vast volume of goods (including imports from abroad)
- b) the correct routing of orders in Greece and the Balkans
- c) interface with the online store
- d) oversight of the service process for machinery that are under warranty, and e) the electronic interface with the 3PL vendor



By selecting Entersoft, and specifically the Entersoft Business Suite (ERP and CRM) solutions, combined with the flexibility of customization as well as the level of expertise of the executives, the company achieved a result that justified the initial decision.

## Project description

The use of out of the box business models composed an advanced information system, with modern automated processes that save time, reduce operating expenditure, ensure data accuracy and are subject to central control.

Specifically, through the Entersoft Business Suite, the Commercial and Financial Management operations were upgraded in all fields:

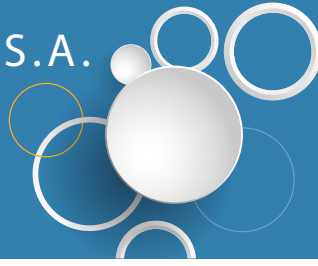


In addition, through targeted optimization of the Database, the operating environment is no longer burdened by the accumulated historical data of many years; while a significant improvement was achieved in the ease and speed of user access to this historical data (off-line) for any fiscal year.

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In addition, the Entersoft implementation included:

**Interconnection with the 3PL vendor** with automated order processing, file sending and informing staff about the entire retail volume. Through two-way automated communications, the system feeds orders to the 3PL vendor's WMS, which upon task completion automatically informs the central system (Entersoft Business Suite) to initiate invoicing. The approach of two-way automated communications was also applied to purchases-sales-internal transactions.



In addition, the process of **counterpayments** is ensured with automated order-payment matching, which in the previous environment was done manually; while now the company is informed immediately to take the corresponding actions in case of **loss/missing/non-location** of an order or customer respectively.

**Interconnection with the corporate e-Shop**, with two-way communications with Entersoft Business Suite for accurate stock recording, but also for the initiation of the invoicing process as soon as the preparation of the order is completed.



**Electronic file sending** to replace the previous manual, time-consuming process, resulting in significant reduction in operating costs (paper, ink, printer maintenance)



**Asset service management:** The surge in e-shop orders and the wide geographical dispersion of service requests required the introduction of the **FIFO within 24 hours** process, to track returns and spare parts based on serial number; therefore freeing up the accounting department and the commercial part from their prior (and necessary) involvement in service requests. Consequently, handwritten notes that caused delays, errors and inconvenience were eliminated and replaced by an automated prioritization process with centralized control and pre-approved incident management processes.



**Interconnection with a call center** where, through the **Entersoft CRM/CTI**, all communications with a customer are recorded in detail (from the opening of the customer card through conversion to quote request and purchase). The use of the application is excessive as it is a goldmine of information regarding the entire sales **Pipeline** as well as the status of each customer, with the extraction of all data done in a single step.



**Track & trace** process for automatically updating customers about the status of their orders.

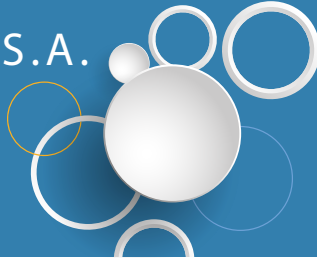


Finally, the system supports decision-making in relation to required replenishment orders, based on the data derived from the demand for the items from all sales channels

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## Qualitative benefits



**Unified and reliable** information in all parts of the ERP-WMS-3PL ecosystem with automatic updates



**Customized reports** of specific specifications regarding sales, purchases, internal transactions, cash on delivery



**Automation** of any repetitive and manual processes



**Facilitation** of interdepartmental communication



**Greater oversight** on day-to-day operations following specific central guidance



**Improved customer service**

## Quantitative benefits



**85%**

Increased productivity



**90%**

Reduced errors



**95%**

Saved administrative time



**90%**

Reduction of operating costs



**93%**

Data input speed



**96%**

Service speed