



Case Study

Auchan Telecom

Auchan Telecom is part of the Auchan Group – a company owning one of the largest retail chains in the world (over 1220 hyper- and supermarkets; turnover about EUR 40 bln). Auchan Telecom, better known under the brand of Auchan Mobile, is a mobile virtual network operator (MVNO), offering services connected with mobile telecommunication: pre-paid cards, mobile Internet, online invoicing.

Within the MVNO sector, the company offers novel features such as personalized phone numbers. Auchan Telecom has about 450 thousand pre-paid customers and additionally manages the distribution of pre-paid cards of other operators within the sales network of the entire Auchan Group.

The business situation before the implementation of the ERP system

Delivering virtual mobile telephony services in the pre-paid model is a demanding undertaking. One of the highest priorities is to guarantee the smooth, error-free and safe handling of a high number of daily transactions.

In particular this includes the process of purchasing PIN code packages (virtual telecommunication products – recharging codes that are either printed out on the cashier ticket or available on scratch-cards) from the suppliers, selling them to intermediaries or end customers, as well as tracking each PIN code until it has been used up.

Before the implementation of Comarch ALTUM most processes within the company were handled manually: including the manual creation of purchase orders (based on files containing PIN codes sent by the suppliers) and the additional, manual validation of the uniqueness of each product serial number. In addition, the import process into the Auchan Telecom database had to be launched and processed individually. Settlements with suppliers and customers were handled by sending manually created documents, a task that required the engagement of many resources.

The handling of complaints, product returns and checking the usage status of PIN codes was also a long process with many stages, enabling the occurrence of mistakes.

The Comarch ALTUM solution

The open architecture of Comarch ALTUM, which guarantees full compatibility with the software environment of Auchan, as well as the complementary offer for the telecommunication industry that has been proposed by Comarch from the beginning, have been key factors in the final decision to choose the Comarch ALTUM management system.

Thanks to the fully accessible API and the possibility to use the Comarch ALTUM workflow engine as a platform for integrating and automating business processes, it was possible to deliver a solution that completely fulfilled the demanding requirements of the customer.

The core of the implemented solution is Comarch ALTUM, cooperating with Comarch Voucher Management Database, a dedicated solution for the storage of virtual telecommunication products such as PIN codes.

Every day, the system deals with more than 25 thousand transactions. It handles the invoicing process and distribution to intermediaries (more than 10,000 points of sales belonging to 7 different retail chains and distribution networks such as la Poste - the largest French postal service provider and a great deal of corner shops) and to end-customers.



Activity

Retail Sales

Turnover

37 Miliards Euros

Localization

Villeneuve d'Ascq

Comarch Solution

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Using the built-in workflow engine of Comarch ALTUM allowed for significant facilitation of Auchan Telecom's business processes and automation of tasks, that until then had been performed manually by company employees.

«A good example is the process of purchasing and ordering PIN codes, where Comarch ALTUM, based on a daily updated demand analysis, automatically generates the required purchase orders. After having received the electronic confirmation of order realization from the supplier, the system uploads them to the Comarch Voucher Management Database.

The implementation of Comarch ALTUM made possible the automation of many other processes in Auchan Telecom, such as the weekly invoicing of customers (including the automatic calculation and granting of discounts) the issue of monthly commission documents for clients and suppliers, the automatic generation of purchase documents and the handling of returns and complaints, a very complicated process in this industry, as the uniqueness of each recharging code has to be preserved»
– explains Mathieu Abt, Director of the IT Department at the Auchan Group.

For Auchan Telecom, the Business Intelligence tools available in Comarch ALTUM form not only the basis for demand analyses and forecasting but also allow for thorough analyses of sales, purchases, warehouse states and turnover.

The generation of reports and access to information has become much easier with the use of a data warehouse and OLAP, delivering multidimensional analytical areas, both integrated as a standard in Comarch ALTUM. The tools make the decision-making process faster and more efficient.

Benefits gained through the implementation of Comarch ALTUM

- Significant reduction of the amount of work, as the handling of PIN codes from ordering to sales is fully managed and automated by Comarch ALTUM, which makes human involvement no longer necessary.
- Significant reduction of monetary costs and financial risk, as the optimized and error-free handling of returns, complaints and product recalls prevents fraudulent use.
- The possibility to fully track each and every PIN code and to control its uniqueness ensures transparency and appropriate order within the system and, above all, eliminates misunderstandings and expensive customer service mistakes.
- Automatic handling of orders, trade and warehouse documents, etc., enabled the streamlining of logistical processes, which results in time savings.
- Reports and analyses that are generated in the system enabled better planning of purchases.
- The possibility of immediate verification of a given PIN code status led to significant improvements in customer service.



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