



COMARCH ECOD DISTRIBUTION AND COMARCH ECOD BUSINESS PORTAL IN AGROS NOVA

Agros Nova is a leading producer in the food industry in Poland and a leader in the fruit products market, including: juices, beverages, jams, preserves, sauces, concentrates and ketchups, as well as ready-made vegetable and meat and frozen dishes. The company is known for its renowned and valued brands such as Fortuna (Karotka), Tarczyn, Garden, Pysio and Dr Witt, as well as Łowicz, Krakus, Włocławek, Kotlin and Elbro.

A strong sales division in Agros Nova cooperates with all the key trade networks, distributors (wholesale facilities, retailers), the HoReCa channel and the refuelling station networks operating in Poland.



COMPREHENSIVE COMMUNICATION AND REPORTING FROM THE DISTRIBUTION NETWORK

Agros Nova established cooperation with Comarch SA as early as 2003. This cooperation was initially focused on the implementation of the Comarch ECOD Operator platform used for interchange of electronic documents with its business partners (trade networks and distributors), as well as the Comarch ECOD Agent system to support the work of sales representatives. In 2005, Agros Nova decided on another solution, Comarch ECOD Distribution, a system to support communication and reporting of data from the distribution network of a company. The project was executed in over 170 locations of 62 distributors. In 2009, the implemented Comarch ECOD Distribution system was expanded with the reporting and communication portal, Comarch ECOD Business Portal.

SITUATION BEFORE IMPLEMENTATION OF COMARCH ECOD DISTRIBUTION

Communication between Agros Nova and distributors was done by traditionally means (by email, fax, telephone or direct contact). The company was not capable of continuously receiving information about current inventory with individual distributors and the information about actual distributor resales to retail shops or to intermediate links in the supply chain (semi-wholesale operations). Due to the extent of the portfolio and irregular reception, the data acquired was not suitable for cyclical analysis over an extended period of time.

SOLUTION: COMPREHENSIVE REPORTING OF INFORMATION FROM THE DISTRIBUTOR NETWORK

The solution that was applied in the case of Agros Nova was the Comarch ECOD Distribution and Comarch ECOD Business Portal systems. Comarch ECOD is currently the only service in Poland which allows for comprehensive support of the distribution network (communication and data reporting) and which integrates SFA, EDI and BI types of solutions. It enables communication, reporting and control over processes in the sales departments of production, trade and service companies. The Comarch ECOD Distribution service, which compliments the functionality of the SFA system (Comarch ECOD Agent) and EDI (Comarch ECOD Operator), enables both communication and reporting of the data from the distribution network of the producer. The comprehensive service includes:

- ▶ The central platform for interchange of electronic documents
- ▶ Full integration with distributors
- ▶ Full integration with the producer
- ▶ Integration with the system for support of sales representatives (Comarch ECOD Agent)
- ▶ Decoding and conversion of product codes and business partners
- ▶ Reporting data and communication with distributors (Comarch ECOD Business Portal)
- ▶ Quality verification of data
- ▶ Central technical support and a call center

REALITY AFTER IMPLEMENTATION OF COMARCH ECOD DISTRIBUTION AND COMARCH ECOD BUSINESS PORTAL

With a wide spread distribution network, ongoing control over inventory as well as the participation and potential of individual distributors becomes a problem. A solution eliminating the flow of paper documents and one that reports coherent information to a company's headquarters may prove to be a solution in this situation.

Maciej Magnuszewski, Director, Market Analyses Department, Agros Nova, *"Implementation of Comarch ECOD Distribution was divided into stages in which particular distributors were connected to the system in groups of ten-odd each month. This depended mostly on the time necessary to prepare the appropriate interfaces for distributors in order to enable automatic communication with the Comarch ECOD platform. Currently as a result of the implementation, Comarch ECOD Distribution allows us to engage in full communication with all our key distributors. In the first order, communication and reporting of information about inventory and distributor resales was begun. We have currently been implementing a system for submitting information about orders from the mobile Comarch ECOD Agent system, which is operated by our sales representatives, directly with our distributors' systems. The completion of implementation of this solution, apart from the measurable advantages for our distributors, will significantly facilitate the settlements of our sales representatives with the actual purchases from our distributors by the points of sale which they visit. Our plans also include starting up further trade and logistics documents, including e-invoices.*

Comarch ECOD Distribution allows us to gain real business benefits in the scope of cooperation with distributors of our products and their recipients (points of retail sales). We have the possibility of specifying the actual resales with individual distributors, specifying their potential and analyzing distributor inventory. As a result, we are able to optimize organizational functions such as production planning, optimization of finished product inventory or the verification of quality and effectiveness of promotional activities conducted in retail shops and semi-wholesale activities. With hard work and the commitment of both parties, we are able to talk about a successful completion to the implementation of the service, one which meets our requirements."

BENEFITS

The implementation of the Comarch ECOD Distribution and Comarch ECOD Business Portal systems has brought about the following benefits to Agros Nova:

- ▶ Reduction in the costs to support distributors
- ▶ Faster and more precise reporting and analysis of resales and stock
- ▶ Quick and easy settlements of retrospective discounts (discounts calculated on the basis of actual and not stated data)
- ▶ The possibility of optimizing other organizational functions: planning production and the inventory level of finished and semi-finished products, optimization in the effectiveness of the conducted trade and marketing activities
- ▶ Time savings for the distributor (the orders reach the system directly, working time of the invoice clerk is optimized) as well as savings in materials (a reduction in the expenses for office materials).

Marek Sablik, IT Director, Agros Nova, *"We use the Comarch ECOD Distribution system in many ways and in different departments. The data from our distributors is aggregated on the side of the Comarch ECOD Distribution platform, and then handed over for further reporting and analysis into our internal data warehouse already used by end users. We have chosen this variant in order to make use of the already existing Business Intelligence tool. A new solution, which we began utilizing in 2009, came in the form of making the Comarch ECOD Business Portal tool available to distributors, thus giving them access to the data that they report and making it possible to check it on an ongoing basis.*

The entire Comarch ECOD system was purchased in the full outsourcing model, which saved us the necessity of investing in expensive hardware and transport infrastructure. Comarch assumes full responsibility for the correct functioning of the system, secures the appropriate hardware (servers, routers, firewalls), services (installation, training, help-desk), as well as, which is significant, preparation of integration with our distributors."

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