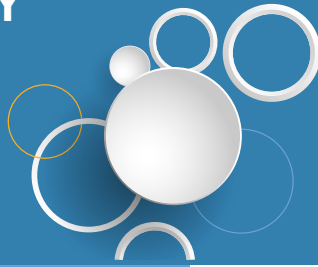


CASE STUDY

MATI MATI



MATI - MATI PROCEEDED WITH ITS DIGITAL TRANSFORMATION WITH THE CONCLUSIVE SOLUTION OF ERP - CRM - RETAIL BY ENTERSOFT

Sector

Optical and sunglasses chain stores

Profile

Starting in 2000 with an optical store in Larissa, PAPAPANAGIOTOU OPTICAL STORES (distinctive title MATI MATI) has evolved in 20 years as one of the largest chains of optical stores

Users

120

Challenge

The transition to an advanced information system aiming at the infrastructure upgrade and the depiction of the company's operation, became an urgent need for the company.

Solution

Entersoft ERP, Entersoft CRM, Entersoft Retail

Benefits

- Modern work environment with integrated information
- Cost savings and allocation of human resources to more creative tasks
- Immediate response to customer needs
- Credibility in the reporting of financial results

“Entersoft's combined solutions along with the added value of Logon SA, covered all our specialized needs through one centralized information system. As a result, we have real time information end-to-end regarding all our processes, from the warehouses to the accounting department, both in Greek and Cyprus stores. We soon achieved a visible improvement in the efficiency and service of our customers but mainly we acquired an extendable tool that will support the future development plans of the company.”

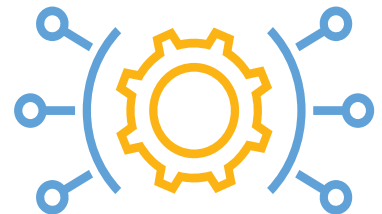
Papapanagioutou Panagiotis
Chief Executive Officer, Mati Mati

The Company

Starting in 2000 with an optical store in Larissa, PAPAPANAGIOTOU OPTICAL STORES (distinctive title MATI MATI) has evolved in 20 years as one of the largest chains of optical stores and one of the most recognizable brands in Greece and the Balkans.

The Challenge

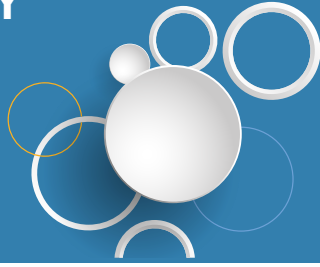
In the previous situation, the collection of information came from two different programs 1. **custom ERP** for monitoring warehouses & a **retail program** for monitoring the points of sale, 2. **accounting program** for invoicing, payroll, etc., without any connection between them.



In addition, the accounting procedures were performed manually (risking duplicate entries) depriving valuable manpower from other tasks, while at the same time there was difficulty in monitoring central warehouses and branches, as well as inventory costing.

An additional burden on the operation of the points of sale was the large volume of data exchanges, which caused delays in the retail program of the stores and occasionally delays in customer service, without the possibility of offline operation. Consequently, the General Management did not receive clear and timely information, while there was lack of homogeneity in its depiction as it came from two different programs.

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As a result, integrating and using information to draw conclusions in order to form the corporate strategy has been extremely difficult and time consuming.

Briefly the restrictions and challenges that had to be faced were:

- The **interconnection of two different mentalities-operations**, stores and accounting, in a structured system of automated communication
- The **training of employees** in stores and headquarters regarding the new procedures and the transition to the new system
- The **large number of stores** in Greece and Cyprus, as well as the **number** of simultaneous users combined with the **large volume** of items and the **range of opening hours**

Description of the solution

The company, due to its rapid growth in Greece and Cyprus and the growing needs to upgrade its information infrastructure, has thoroughly researched the available solutions of various providers and selected the Entersoft ERP, CRM & Retail systems, evaluating its know-how, reputation and in-depth experience.



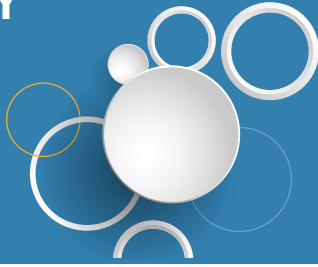
Both Entersoft and its partner "Logon SA" responded fully to the needs of a highly demanding project: from the proper organization and monitoring of sales in stores, inventory management & costing, accounting & financial management, to the prescriptions for optics, automation in order completion as well as the ERP interface with the e-shop for the update of items, prices & orders.

MATI-MATI optics have at their disposal a comprehensive information system that includes new **infrastructure and security systems** in order to **integrate all activities, internal organization**, central management of **retail outlets** (including all their individual needs for barcode use, recipe procedures, immediate retrieval of customer historical data, etc.), **customer relationship management** and **detailed reporting required by the Management** for decision making.

The solution specialized was implemented in the optics industry, with the company's commercial and accounting system operating in a unified environment, now having access to rich reports that are exported automatically, therefore saving up on time and human resources. Finally, the financial results are available to the Management with accuracy and reliability, as well as full consistency between commercial and financial figures.

CASE STUDY

MATI MATI



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The project was implemented by Logon SA - a certified Entersoft partner who created a software solution, with special configuration through the Entersoft ERP system, for the management of prescriptions of eyeglasses through the orders module, as well as the internal transfers with the production points, and the creation of an integrated environment between the e-Shop and the suppliers.

The success of the project was based on the dedication of the teams involved in the demanding implementation schedule, training and kick-off, which lasted only **3 months** and immediately provided a number of visible benefits:

01 ACCOUNTING

The Accounting procedures have been integrated



04 ERP & E-SHOP CONNECTION

Implementation of interconnection and two-way communication between the Online Store and ERP (automatic update of available stock in the e-Shop, automatic update of retail orders from the e-Shop to ERP)



07 ORDER MANAGEMENT

The eyeglass processing laboratories have now a central system for managing customer orders from the stores and a procedure for controlling the necessary materials handling



02 COLLECTIONS

The POS collections of each store automatically update the ERP system



05 AUTOMATED UPDATE

Implementation of automatic update procedures for the customers (eg sending an SMS for the completion and reception of their order) and the company executives



08 STOCKS

Complete inventory overview in stores with new procedures regarding updates and stock counting



03 DATA ENTRY

Implementation of a new function for the data entry of ophthalmic prescriptions



06 MARKET MONITORING

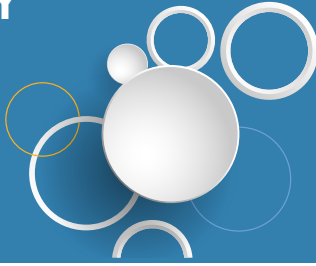
Purchases and imports are monitored in detail, including possible differences, for the correct purchase costs and the implementation of competitive pricing policies, by controlling the cost of sales



Additionally, the stores now have:

1. Control on receptions and internal transfers
2. Immediate response to demand with the ability to send orders directly from other stores
3. Online - Offline function in case of connection deficiency

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Qualitative benefits



Increase of productivity



Faster handling of orders



Organization of the accounting department and minimization of errors



Accuracy in stock information



Easy management of the stores & e-Shop and improved response time



Rich reporting and statistical analysis of sales data

Quantitative benefits



70%

Saving of management time



88%

Decrease in data entry times



90%

Speed of ERP data updates



100%

Data quality