

Automated exchange of business information and documents

Comarch EDI at Fantastico Bulgaria

Fantastico, the Bulgarian supermarket chain, was founded in 1991 and achieved significant success and market share in the general commerce of food products. Now, Fantastico is one of the local leaders in the retail market in Bulgaria. The chain consists of 40 shops and is constantly growing.

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Aims

Fantastico has 500 suppliers and sends approximately 60 000 orders per month. The chain needed to optimize communication with suppliers in terms of security, speed, reduction of errors and expenses. The principles of Electronic Data Interchange (EDI) cover the needs of optimization, and Fantastico chose Comarch and Eltrade (Comarch's Bulgarian partner) as partners for implementation of EDI. Fantastico decided to exchange business information and documents using the Comarch EDI platform.

Comarch EDI is a comprehensive EDI solution allowing for the automated exchange of business information and documents, such as order forms, invoices, sales reports and others, in the form of electronic documents consistent with industry standards.

How do we do it?

Fantastico decided to implement EDI in 2007, in order to optimize the sending of orders to suppliers.

Around 20% of suppliers were already familiar with EDI, but the retail chain would only benefit from this tool if more than 80% of suppliers began to use EDI. There were three basic methods to influence the implementation of EDI at smaller companies:

- ▶ **Information:** Organizing of conferences, publications in specialized media, personal conversations. Leading retailers work together as partners and share locomotive power
- ▶ **Education:** General popularization and demonstration of benefits - together with the Comarch/Eltrade Team and other retailers
- ▶ **Economical means:** The most effective instruments for influencing suppliers. Fantastico's experience shows that using economic methods speeds up the EDI project considerably, and, therefore, both parties can reap the benefits in the short term.



Benefits

- ▶ Fewer errors thanks to automated data processing
- ▶ More rapid document processing and better communication with business partners
- ▶ Reduction in document turnover costs
- ▶ Faster and better quality order filling.

Results

Implementation of EDI at approximately 60% of suppliers, covering around 80% of documents interchange. This means:

- ▶ Sending an electronic order requires only a few seconds or minutes
- ▶ More than 2000 man hours are saved per month
- ▶ Expenses for communication with partners were lowered by 50%.

Customer satisfaction

"The EDI Project at Fantastico started in March 2008, and thanks to the experience and professionalism of the partners, and comprehensive relationships with suppliers, within only 2 months 60% of suppliers started the EDI project. Right now, Fantastico has almost 80% of its documents exchanged via EDI" – states Kaloyan Nikolov, IT Director of the Fantastico Retail Chain in Bulgaria.



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