



Palma & Palma

Mobile Logistics

Founded in 1991, **Palma & Palma** company has, over these 20 years, asserting in the textile of the national business. Performing in the hospitality sector this company has developed this activity in order to offer to the customers the guarantee of **quality, innovation** and **variety**.

This company has a great diversity of products, such as, porcelain, glasses, cutlery, cooking utensils or industrial hygiene and cleanliness. Nowadays, this company represents few of the biggest national and international brands in this branch.

EXECUTIVE SUMMARY

Customer: Palma & Palma, Lda.

Business Sector: Hospitality - Distribution utensils and hotel supplies

Location: Areal-Gordo, Faro

www.palma-palma.pt

CHALLENGE

- ▶ Error reduction;
- ▶ Optimization of resources;
- ▶ Integrated solution adapted to the real needs of the company
- ▶ Minimize errors in picking
- ▶ Sign the customer order in store with PDA and inform the Stock available;
- ▶ Simplify tasks (inventory);
- ▶ Time reduction.

APPROACH

Adoption of a complete and integrated logistics solution, which allows minimizing errors and time spent on tasks performed.

RESULTS

- ▶ Extra time in various sections;
- ▶ Positive feedback from the customers;
- ▶ Sales increase;
- ▶ Cost saving;
- ▶ Fast process of articles separation;
- ▶ Available information of various platforms (PAD/PC);
- ▶ Error reduction to separate material with "picking";
- ▶ Customer order record in the store with PDA;
- ▶ Stocks update in real time.

CHALLENGE

The necessity of an efficient and modern solution came from the high number of errors and loss of time in the separation the articles because of the big diversity of products, making hard various tasks such as inventory, invoicing and registration of orders that would eventually provide a cost and wasted time.

It was in this way how we started the initiative to implement the **Mobile Logistics**, a solution that aims to reduce errors and save time in various sections as separation in the warehouse, invoicing, order entry in the shop and inventories.

“With the implementation of Mobile Logistics, we got a generic increase in sales and a positive feedback regarding the service by customers. At the same time, significant cost and resource saving has been achieved.”

Vitor Raminhos, Responsible for the Warehouse, Palma & Palma, Lda.

APPROACH

At the same time, in view of the identified obstacles, the customer was looking to implement in the company a similar system to the one that currently exist in Hypermarkets. With Algardata partnership it was possible to look together for a suitable solution to the reality of the company, to respond quickly to the challenges that you were placed.

The following option could only be implemented a practical solution that would reduce errors and optimize resources in conducting inventories - **Mobile Logistics**.

"Is it to emphasize the invoice advantage, timely separation of articles and information exchange between PDA / PC."

Vitor Raminhos, Responsible for the Warehouse, Palma & Palma, Lda.

ADVANTAGES

- ▶ Efficiency of various tasks;
- ▶ Error reduction;
- ▶ Orders registration with the customer;
- ▶ Stock update in real time;
- ▶ Savings cost/timing;
- ▶ Reduced time spent.

IMPLEMENTED SOLUTION

Mobile Logistics – Warehouse Management System

ml.algardata.com



IMPLEMENTATION

Being **Palma & Palma** a company provided with technological equipment suitable for the implementation of this solution, the installation was fast and easy, being operational with adequate functions for the company needs after their implementation.

Periods of verified interruption occurred only when there were Hardware problems, those problems were resolved by **Algardata** professionals, either through phone or as in person. There were also some incompatibilities in terms of software, but minor and easily resolved with the integration of systems.



"There were several advantages obtained with this solution, not only the reduction of costs and time but also increased sales, customer satisfaction and speed of processes!"

Vitor Raminhos, Responsible for the Warehouse, Palma & Palma, Lda.

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