



GENFROCO SA: Traceability of fresh fish and seafood products with SAP® Business One



“SAP® Business One inspired trust from the beginning, due to its stability, power and flexibility. We have managed to comply quickly with new industry regulations, introduce value critical procedures and achieve transaction insight and better control over company’s business processes. All these have been accomplished with the invaluable support and guidance of GVISION.”

Thanasis Piliounis, CEO, GENFROCO SA

Executive overview

Company

Genfroco SA

Headquarters

Aspropyrgos Attikis, Greece

Industry

Wholesale Distribution

Products and Services

Trade and Distribution of fresh fish and seafood products

Employees

50

Web Site

www.genfroco.gr

Partner

GVISION

www.gvision.gr

BUSINESS TRANSFORMATION

Objectives

- Adopt a simple software system that minimizes company's complexity.
- Improve traceability information and profitability reporting per item batch.
- Gain access to real-time information across the business.

Why SAP

- Globally recognized business application for growing companies.
- Prepackaged with key business functions and innovative features.
- Ability to be customized and extended, supporting special business needs.

Resolution

Worked with GVISION to deploy **SAP® Business One** for the quick compliance to new industry regulations.

Benefits

- Total control management achieved.
- Transaction insight gained.
- Best practices applied and international standards adopted.
- Automation with smart devices reached.

The Company

Large supermarket chains locally, as well as globally, rely on quality of fresh fish and seafood products provided by **GENFROCO**. Founded in 1985, **GENFROCO** is a reliable supplier to all its customers, from large supermarket chains to small businesses offering them the assurance and reliability needed to feel confident.

GENFROCO applied the ISO 22000:2005 Certification for Food Safety Management, specifically for storage, packaging and transportation to secure the excellence of its services.

With guidance and support from SAP channel partner GVISION, **GENFROCO** has managed to simplify its procedures and adopt international processes standards. **SAP® Business One** as a single, scalable system captured all business information and offered solutions to the most pressing issues with integrated business intelligence. Moreover, SAP solution has provided clear visibility into the entire business and complete control over every aspect of everyday operations. This complex implementation was awarded as Silver Winner in 2016 SAP Quality Awards for Greece & Cyprus.

TOP BENEFITS ACHIEVED

100%

End-to-end product traceability achieved.

24h

Daily operating hours.

20.000kg

Daily average fresh fish delivery.

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