

**CASE STUDY**

# Infinite Data Automation

**Mustafa Koita Food & Beverages Trading LLC** - Scaling up sales and operations with Infinite Data Automation Suite

## General information

**KOITA**

**Mustafa Koita Food & Beverages Trading LLC**

**Industry:** FMCG

**Country:** UAE (Dubai)

[www.koita.com](http://www.koita.com)

Established in 2012, **Koita** Foods' products are now available through direct supply or via distributors in more than 10 countries. Koita has quickly acquired the status of a reputed dairy company and can be seen expanding its business and consumer base in the region.

## Before deployment

Before implementing Data Automation Suite with their largest modern trade customer (Carrefour), Koita Foods was spending almost 2-3 hours daily just processing the LPO's from Carrefour for its 100+ stores. Daily operational tasks such as manual data entry from Carrefour LPO's was taking several hours for Koita Foods. These manual tasks not only created higher operational costs but also meant that there was still a chance of some human errors in the order processing.

Koita Foods' main challenge was:

- To reduce the time frame to complete the order processing

The time to receive an order request (LPO) from different Carrefour stores was random and therefore, challenging to fulfill multiple orders at various times, while ensuring a smooth and organized supply chain.

## Projects requirements

The concept of Data Automation Suite was new to Koita Foods but the benefits were immediate as it impacted the bottom-line cost of operations and ensured a better supply chain process.

## **Koita Foods was looking for an experienced partner to implement the Data Automation system.**

We seemed to be a perfect fit as Infinite IT Solutions enjoys excellent long-term partnerships with renowned MNC companies across the world, and is the largest seller of Data Automation systems in the United Arab Emirates.

Infinite developed and configured a new API to enable Data Automation integration with DEAR systems to ensure smooth integration and flawless document exchange between the systems.

## **Deployment**

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**Infinite** worked closely with the **Koita Foods** team to form an equal partnership that was critical through the implementation and the overall success. An uncompromised requirement for Infinite was to adapt to DEAR systems and work within the scope of the such a system for the first time and make sure the project integration was seamless. The implementation took place over a 6 week period from start to the go-live date. Infinite continued to provide strategic support to ensure that Koita Food's users were initially acclimated to the new processes and still continues to provide enhancements as their business continues to grow.

The highly successful implementation provided Koita Foods with an integrated and sustainable platform to confidently move forward into the company's next chapter.

As a result of Data Automation project, the company was able to rapidly speed up business transactions that now happen almost instantly and provide Koita Foods with real-time data, improved reporting processes and the ability to continuously build upon their platform. They now have greater visibility into general processes which allows them to instantly track sales and revenue.

## **Custom solutions**

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By default, Koita Food's DEAR system didn't have an outlet codes configuration, so Infinite IT Solutions customized this by adding outlet codes without any developments or modifications done by DEAR systems.

Infinite's API now smoothly connects document exchange between Koita Foods and its multiple customers, be it modern trade retailer or **e-commerce giant Amazon.ae (UAE)** using latest technology; without any additional development or any need of customizations as per each customers system requirement, truly befitting the statement „One to Many”.

- LPOs from multiple modern trade
- E-commerce customers messages

These are the messages that are being exchanged at the moment, however more messages are ready to be introduced as per each customers business need.

## **After deployment**

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Company has been using our solution **since July 2019**

Koita Foods uses G Suite for emails and received LPO's as CSV files from Spinneys by email which proved to be cumbersome. Infinite IT Solutions created a script for downloading the attachments into the Google Drive from where Infinite could monitor and pick up the CSV files and send processed

data back to Koita Food's DEAR systems. This was first of a kind project by Infinite and is highly successful showcasing out solution-oriented approach.

## Benefits

The Data Automation Suite implementation resulted in a reduction of costs related to managing paper documents (filling, sending, storing), reduction of errors occurring in the case of processing sales orders manually. Electronic data exchange is a fast, flawless and, above all, secure way of sending information between business partners.

- 100% data accuracy while processing sales orders in record time
- Direct integration with regions biggest retail chain to exchange documents system to system
- Automation of Sales orders from their top 3 modern trade customers

Koita Foods achieved a higher SLA with their retailer after the Data Automation Suite implementation thanks to the quick order processing and 100% data accuracy.

They have also saved up to 3 hours of manual tasks for each retailer they implemented EDI for and maximized staff productivity by having their staff focus on other important responsibilities and thereby keeping minimal operational costs, thanks to **Infinite's Data Automation solution.**

Next, Infinite will work on implementing the Data Automation system for the next 5 retailers in the following 3 months, and also expand the scope of Data Automation with Koita Foods' best HoReCa customers.

Our aim is to automate each and every task as much as possible and encourage minimum manual intervention to create a Best Practices supply chain model.

Mustafa Koita, CEO

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Contact form →