

C.A. Papaellina



C.A. Papaellina comes back for another load of Interactive Warehousing

C.A. Papaellina & Co Ltd (CAP) retains its cutting edge technology, Interactive Warehousing from Indigo Software Ltd and System21 ERP software from Geac, to seize new market opportunities and achieve maximum efficiency.

Founded in 1930, CAP has since been established as one of the leading and most reputable Distribution companies in Cyprus. The company's commitment to its world wide principals (including Kleenex, Panadol, Lucozade, Ribena, Douwe Egberts, Jean Paul Gaultier, ROC etc) in providing them with high quality services is realised through its modern Distribution Centre, it's Networking all over Cyprus, its Strategic Partnerships with other companies, and the use of cutting edge warehouse management technology provided by Indigo that seamlessly integrates to their System21 ERP solution.

CAP recently undertook a full business process and system review in conjunction with their consultation partner 'Planning A.E. of Greece'. Their brief was to investigate CAP's existing infrastructure, uncover opportunities that could improve efficiency and performance, and ensure that it was complying to industry best practice. This exercise was recently completed and their existing software platform from Indigo and Geac retained. After 4 years and nearly 3 million picking events, the faultless performance of Interactive Warehousing and System21 was acknowledged as key elements in CAP's growth plans.

It was recognised that CAP has managed significant growth in their business each year without the need for headcount increase, which would not have been possible without Indigo's interactive and automated warehouse management system that fully integrates to their System21 ERP solution.

Christos Papaellinas, CEO of CAP, explains their company's loyalty to Indigo and Geac:

"CAP took the decision to exploit cutting edge technology to maximise market opportunities and the Interactive Warehousing system is an example of this. Its integration into System21 allows us to support and optimise our warehouse operations, by exploiting hand-held terminals in all of the warehousing processes providing automation. These systems play a vital role in our day-to-day order processing cycle and it would be difficult to imagine life without them."

"We were already using Geac's international System21 ERP software running on an IBM i-Series Server when we were first introduced to Indigo Software during the summer of 2000 by our local Geac consultant.



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We understood that infrastructure changes planned to our warehouse operations required the introduction of a state-of-the-art warehouse management system. We were involved in process re-engineering to provide greater efficiency and traceability and Interactive Warehousing promised to effectively support and optimise our warehouse operations through the use of hand held terminals and the barcode system for the selection and storage of products."

"At that time, CAP's warehouse was in the process of being completely refurbished from the ground up, as well as being extended and the layout modified to increase storage capacity. We were using a mixture of "live-racking" and more nominal pallet locations for storage, the warehouse being divided into three main areas of business; Consumer, Pharmaceutical, and Cosmetic, for the purpose of order processing. The pharmaceuticals and cosmetics areas were manned by a small team of focused employees who fulfilled the sales order process as accurately as they could but with very little in the way of system guidance. This resulted in the overall process, although being well defined, being fraught with the risk of errors; we relied on staff to perform their tasks accurately and consistently without stock location or automation capabilities. In addition, the flow of goods both into and out of the warehouse was encountering logistical issues, receiving and dispatching especially required attention as our ability to grow the business was hindered by the lack of structured space available. It was testament to the level of commitment shown by our employees that we were able to successfully grow the business through that period."

Indigo's leading off-the-shelf solution for warehouse management enabled CAP to revolutionise the sales order process, seamlessly integrate to their System21 ERP software, and handle the very different process requirements in Cyprus from that of a typical UK distribution business, for example drivers making the delivery are often given sales invoices and in many cases can receive payment for goods left at kiosks.

Christos Papaellinas continued: "By the introduction of the new system we were able to consolidate our delivery channels into two logical areas; Consumer Goods and Pharmaceuticals/Cosmetics. This reduced the overall transaction overhead involved in maintaining separate logical stock rooms and resulted in a more structured approach to CAP's picking processes. Interactive Warehousing allows all picking instructions to be completed without the use of any paper based routines, which provides full traceability and enables the order-to-dispatch-cycle to be measured in hour's ad minutes instead of days"

Through the introduction of Interactive Warehousing, CAP were able to: optimise receipts, binding, picking and shipment procedures; reduce stock checking time; achieve greater precision in stock level information; and the ability to trace product history from the time of entry in the company until the time that it is received by the customer. In addition, CAP were looking to support FIFO; Lot tracing; minimise time-to-customer; increase warehouse productivity and reducing operational costs by reducing, among others, internal material movement and improve better warehouse utilisation.

Simon Dadswell, Marketing Manager, Indigo Software said: "I'm always delighted when we can help a company realise significant growth and development. We've had an excellent relationship with CAP for 4 years now, and it's great to think that we can support their growth plans and enable them to improve their visibility and traceability across their distribution processes as the company gets bigger and more complex. Christos Papaellinas and his team have also demonstrated how easy it is to exploit the full potential of Interactive Warehousing. Yet I can't think of another warehouse management software product on the market today that can offer the same levels of capability and sophistication, as well as integration with Geac System21 ERP software as Indigo's Interactive Warehousing."

Indigo Project Manager Eric Carter, who often visits the warehouse in Cyprus, said "I really enjoy working with CAP. During the last 4 years I have become very close to the team in Cyprus and when on vacation always take the opportunity to visit the warehouse at Latsia to check on their progress. They have really embraced the new technology, and language difficulties have been minimised due to the cosmopolitan nature of the Cypriot people."

"CAP has an impressive and ever increasing list of blue chip clients in Cyprus and they are able to truly demonstrate the value of a fully integrated warehouse management solution. Their forward thinking attitude to technology and the quality of the people on the ground make them an ideal partner in this Gateway to the East."