



CASE STUDY:

Gadisa delivers fresh produce to hundreds of outlets every day with help from Ricoh



Gadisa replaced slow, complex procurement processes with the Ricoh eShop, reducing ordering times, gaining a deeper view of product availability and delivery times, and cutting long-term spending.

COMPANY & CHALLENGE

Formed in 1986, Gallega de Distribuidores de Alimentación S.A. (Gadisa) is a wholesale food distributor and retailer. Headquartered in Betanzos in northwest Spain, the company operates seven lines of business, including the Gadis chain of 224 supermarkets, 183 Claudio convenience stores, and the gadisline.com e-commerce platform. With almost 8,000 employees, Gadisa reported total revenues of more than €1.22 billion in 2019.

Gadisa has grown into a billion-euro enterprise by managing every step in the food distribution chain, from origin to point of sale. Digital workflows play an essential role in delivering suppliers' fresh produce to shop shelves, but acquiring critical IT equipment was a slow process that often left users frustrated, waiting for deliveries. How could the company accelerate procurement and gain a clearer picture of product pricing and availability?

Gadisa quickly adopted the Ricoh eShop for all purchasing of new IT equipment. Within the portal, the company's approved users can browse the catalogue and assess detailed product specifications, key selling points, pricing, and technical information.



OBJECTIVES

To ensure fresh, high-quality produce reaches the shelves of its 400 retail outlets, Gadisa runs multiple interconnected operational processes. From liaising with more than 900 local suppliers and maintaining a 200-strong fleet of vehicles, to processing, packing, and dispatching 30,000 different items daily, the company's business and operational teams alike have their hands full.

Naturally, Gadisa relies on digital solutions to track, manage, and coordinate many of these processes, with employees using a variety of laptops, desktops, and related network equipment. As the company expanded in recent years, and with the inevitable effects of wear and tear on older equipment, business teams were placing more and more orders for new IT devices.

However, Gadisa's existing purchasing strategy involved many time-consuming steps: searching long product and price lists from multiple vendors, completing lengthy proposal forms, followed by extensive back-and-forth email exchanges to place orders. This approach meant the company often missed out on the best prices, while lack of clarity on stock levels led to frequent delivery delays that left users frustrated, waiting for new equipment.

To remedy this, the company looked for a new procurement model that would provide greater clarity into product availability and pricing, and that would accelerate the purchasing and delivery of key IT supplies. The ultimate aim was to enable business teams to spend more time on strategic activities and operational enhancements.

SOLUTION

Searching for a solution, Gadisa looked for the agility and automation features that many consumer e-commerce platforms offer, but are very difficult to find in the B2B space. During discussions with long-term partner Ricoh, the company found the perfect answer in the Ricoh eShop, which would provide online access to a catalogue of 30,000 Ricoh and third-party products and services, 24/7.

Keen to harness the flexibility and sophisticated digital capabilities on offer, Gadisa quickly adopted the Ricoh eShop for all purchasing of new IT equipment. Within the portal, the company's approved users can browse the catalogue and assess detailed product specifications, key selling points, pricing, and technical information. To facilitate recurrent purchases of laptops, monitors, and other IT accessories, Gadisa can also save products to a favourites list, and review previous orders.



Spokesperson, Gadisa, comments: “We find the Ricoh eShop very intuitive and easy to navigate. The product catalogue offers an exceptionally wide range of IT solutions. We can quickly compare the advantages and disadvantages of each model, identify the most appropriate and cost-effective for our needs, and place the order with confirmed delivery times.”

If users have queries about products and prices, Gadisa can gain round-the-clock support from a dedicated sales representative or the Ricoh eShop team. “One of the most impressive things about working with Ricoh in the past has been the high level of personalised support that we received,” adds the Spokesperson. “With the Ricoh eShop, we still enjoy the personal touch that is a trademark of the Ricoh service.”

BENEFITS

Moving to the Ricoh eShop has enabled Gadisa to accelerate and simplify the purchasing of key IT supplies. Where the company previously searched through multiple supplier catalogues and price lists, filled out paper forms, and wrote emails, the Ricoh solution provides a single, one-stop-shop for all IT procurement, with rapid ordering and checkout.



With the Ricoh eShop, Gadisa can purchase everything that we need quickly, efficiently, and at a great price. It has been a great success.

Gadisa Spokesperson



By switching to this agile, efficient model, business teams now have more time and energy to focus on key business tasks, rather than sourcing and purchasing devices.

With the company's older procurement model, checking on stock levels and delivery times involved contacting vendors by phone or email, and providing answers to often-frustrated users. With the Ricoh eShop, users have a clear real-time picture of product availability and delivery times, enabling them to plan their work schedules more effectively and removing the hassle and inconvenience from the process.

Previously, searching through various supplier product lists meant the best available prices were often hard to find for Gadisa. Within the Ricoh eShop, the company benefits from agreed pricing structures, designed to reduce total spend, and users know that the Ricoh platform offers the best possible deals.

Spokesperson concludes: "We are growing all the time as a company, adding more supermarkets, stores, and franchises to our network. Digital processes are so important to supporting that expansion, and we know we will continue to acquire new IT equipment well into the future. With the Ricoh eShop, Gadisa can purchase everything that we need quickly, efficiently, and at a great price. It has been a great success."

ABOUT RICOH

Ricoh offers innovative services and solutions for the digital workplace, enabling people and companies to use smart working more widely. For 85 years, Ricoh has helped to transform workplaces with document management solutions, IT services, communication services, commercial and industrial printing, digital cameras and industrial products.

Headquartered in Tokyo, Ricoh operates in more than 200 countries. In the financial year ending March 2020, the company had global sales of \$19.06 billion.

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