

# Wholesale Food Distributor Streamlines Order Management with a Powerful Mobile Application



**Comprehensive order management system to optimize inventory levels and boost profit margins**

## The Client

The client is an eminent wholesale food distributor based out of Dubai, UAE. For more than 25 years, they have been serving around 20,000 food service outlets including hotels, cafes, restaurants, healthcare facilities, and schools through a formidable workforce of over 15,000 employees.

## The Problem

The client's core challenge was the inefficiency of their order management process. Since the orders were mostly placed through phone calls or messaging apps and managed through multiple Excel sheets, delays and errors had become commonplace, especially during the peak season when the distributor struggled to fulfill demands coming in from various buyers.

Also, without a centralized platform to provide real-time visibility into inventory levels, overstocking and stockouts were frequent. In an industry marked with stiff competition, where customers demand hassle-free communication and impeccable service, the client felt the pressing need for a next-gen order management system.



Manual handling of orders led to frequent delays and discrepancies



Difficulty in fulfilling orders during peak demand periods



Lack of real-time visibility into stock levels led to inefficient inventory management



Need for a comprehensive purchase order management system to help the client deliver top-rated customer service

## The Solution

Damco's dedicated offshore development team conducted a thorough evaluation of the client's business goals as well as their key challenges. Following an agile development methodology, our software engineers developed and launched an advanced B2B order management application for both Android and iOS platforms, on time and within budget.

### Key features of the application:

- **Digital Catalog**

A catalog with extensive product information where users can search for, filter, and add multiple items to the cart to place an order. Users can also create their own order template/favorite list for quick ordering and track the status of each order in real-time.

- **360-Degree View of the Customer**

The app enables the client to get a 360-degree view of any buyer including their order history, payments, invoices, returns, and more. As a result, they can tailor their pricing and promotions accordingly and boost upselling and cross-selling.

- **Centralized Dashboard**

A unified dashboard enables the client to view updates related to fulfilled orders, pending orders, and failed orders in order to optimize deliveries and handle shipments efficiently.

- **Support for Multiple Payment Methods**

The application allows users to choose their preferred method of payment: debit cards, credit cards, mobile wallets, or even offline.

- **Easy Integration with ERP**

The application has been integrated with the client's ERP software to facilitate efficient inventory management.

## Value Delivered

Optimized order management, enhanced customer retention, and bolstered bottom line

- Timely, accurate order fulfillment resulted in improved CX, leading to improved retention rates
- Higher visibility into customer buying behavior allowed the client to customize their offerings, offer timely discounts, and boost profit margins
- End-to-end tracking of orders introduced transparency into the ecosystem, further improving buyer-supplier relations
- Integration with the ERP system helped the client maintain optimal stock levels at all times
- Flexibility in payment methods paved the way for timely payments, boosting cash flows



Need a powerful inventory ordering system like this  
one for your business?

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### About Damco

Damco Solutions is a trusted technology and digital transformation partner for businesses around the globe. We engineer software products, create new digital experiences, modernize applications and automate business processes for greater agility and business growth. With 27+ years of leadership in software engineering and digital solutions, our mission has remain constant - complete client success.

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