

How Fidelio ERP Software Helped Distribution Paral Significantly Increase Its Sales Volume

Is it possible to increase your sales and manage a growing number of transactions? This was the challenge faced by Distribution Paral, a growing SME specialized in the distribution of dairy products in Québec and leader in the cheese sector. To meet this challenge, Alain Parent and Denis Parent decided to digitize their business processes. They chose Fidelio ERP, an integrated solution, to manage all their operations. Today, Distribution Paral manages over 1 000 sales transactions per day and continues to add new products. Learn how Fidelio helped the company sustain its growth and increase its sales volume substantially.

Digitalization Strategy

Distribution Paral is a family business founded in 1991. Specialized in the distribution of dairy products, it creates in 2006 a specialty cheese division. **The company gradually develops partnerships with renowned brands in the industry**, like Parmalat, Nestlé, Fromagerie Bergeron, Fromagerie Champêtre and Fromagerie Polyethnique. In 2015, its market extends throughout Québec and **its growth prospects for Canada are impressive, especially in the cheese sector.**


However, despite significant business opportunities, **Distribution Paral's growth is hampered by a lack of integrated tools and the use of manual processes.** Moreover, since the agrifood distribution sector is a very competitive industry, access to real time information is a major asset. In such a context, acquiring ERP software becomes key.

Up until then, Paral had no online ordering system to manage its sales processes. **Its sales force did not have access to customer information in real time and the increasing transaction volume had become too complicated to manage.** Adding to that, Alain Parent and Denis Parent also owned Total Alimentation, a distribution company that catered to food service establishments. For them, it had become a necessity to invest in an integrated management system.

Choosing a Fully-integrated Management System: Fidelio ERP

The goal of the investment was to use a single, fully-integrated solution to **manage all the operations of their two businesses**, Distribution Paral and Total Alimentation, with a single, fully integrated system. No more paper invoices and manual processes: **all the departments had to be integrated to the same solution.**

Another requirement: the solution needed to help their sales team **reach their objectives by automating their travel.** **Integration with a mobile solution** was key to allow for the tracking of sales objectives, prospects, appointments, orders and inventories, anywhere and any time.



“Fidelio became a favourite due to its rich features and integration: it was a great value-add for my company.”

Denis Parent
President of Distribution Paral and
Total Alimentation

Because they need software that includes all these features, they choose Fidelio:

- **EDI** (Electronic Data Interchange) to meet the requirements of large distribution chains.
- **Inventory control** and **stock management**
- **Management of sales processes**, from quotes, to invoicing, to order taking and delivery.
- **Mobile connectivity** to make representatives' work easier when they visit stores.
- **Accounting and financial management** that includes the calculation of costs, payables and receivables, as well as the creation of reports.

A Profitable Investment

Today, all the departments of Distribution Paral and Total Alimentation are **integrated into the system, along with their suppliers' tools**. Thanks to Fidelio's digitization process and its EDI, **paper has been practically eliminated**.

What's more, **sales representatives are better equipped to achieve their goals**. They can quickly view client information and take orders on their tablet when visiting a store. Their sales volume has increased and **over 1,000 transactions per day** are directly managed in the system.

"We are completely satisfied with Fidelio. Our sales are strong and we can manage large transaction volumes every day." With regards to our representatives, they have become more effective in stores and their analyses are more accurate." says Denis Parent who then adds: "Fidelio's EDI helped us **increase our transaction volume considerably over 4 years**."

And now?

In 2018, Distribution Paral increased its offer once again, thanks to a **partnership with one of the world leaders in the cheese market**. Fidelio was a key success factor. Control of in-store activity, quick access to information, easy tracking and communication: **all supplier requirements are met!**

For Alain Parent, another invaluable asset Fidelio has is the **ability to develop new features** to help them adapt to their growth and eventual needs.

What his next project? The implementation of a **CRM** optimized for their burgeoning activities!



"It was also essential that the management software fit perfectly with what our suppliers were using."

Denis Parent
President of Distribution Paral and Total Alimentation



Are you a manufacturer or distributor?

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