

Case Study - Manufacturing & Distribution

Adidas Moscow Has Chosen ABBYY FormReader in Work with Its Dealers "ABBYY FormReader helped us to organize our collaboration with partners in a most efficient way. Owing to this software we save time and resources, but what is more, we can competently build our relations with dealers making relations comfortable, both for us and for our partners." Igor Vasilenko, Senior Manager on Information Technologies, "adidas ltd." (Moscow).

The "adidas-Salomon" company has a tradition of conducting seminars for its partners. During these seminars dealers can place orders for the company's new product ranges for the international market. All partners are given a multipage catalogue covering the new range of sports gear. Each delegate fills in an order sheet, where they mark the quantity of goods required.

The forms are all scanned and the data exported to a database for aid production planning. This method of consultation with dealers gives important information for sales forecasting and for production scheduling which, in this high volume fashion market, takes place a year before product release.

When there were small numbers of "adidas-Salomon" dealers taking part in the seminars, a manual system worked perfectly. But more recently, because of the increasing number of dealers, a serious problem occurred; processing of even one order could take several hours. Due the contribution that this data could make to the days discussions, it was seen as important that all orders be processed during one day. This situation led "adidas" (Moscow) either to hire additional staff to process the information or to completely reconstruct the system on analysis.

Automatic processing of orders by means of ABBYY FormReader (an OCR/ICR software) provided a simple answer to the problem. This system is intended for mass input of handwritten forms, including check-box recognition and interpretation.

With the help of the "User Guide" enclosed with the software "adidas" (Moscow) IT department employees were quickly able to enable ABBYY FormReader to read their forms giving excellent recognition without any external assistance.

Thanks to ABBYY FormReader processing, one order takes now 7-10 minutes instead of 1.5 hours - 10 times quicker than before! This way "adidas" (Moscow) was able to avoid painful changes in the system of relations with dealers and to decrease the amount of equipment and staff involved in processing of commercial orders.

"adidas-Salomon" is one of the world first-rate sportswear and sports equipment producers which has long ago fundamentally settled in Russia. A developed trading network of the company involves many partners across Russian Federation.