



EcoATM International Limited

EcoATM is an American company that buys used mobile phones to recondition them and resell them, or recycle them. The purchase is done in a fully automated way, via a kiosk. The kiosk estimates the value of the mobile phone in a few minutes and proposes a purchase price. If the seller accepts this price, the machine proceeds to an instant payment.

Business Solution
Distribution & Retail

Sector
Wholesale/Retail

Collaborators
50 - 70

Website
www.ecoatm.com

CHALLENGE

Present in the United States since 2009, EcoATM entered the European market a few years ago. The Oracle software package that the company was using in the US was too cumbersome to transpose to Europe, so they had to start from scratch. Their need? A logistical/operational management system that would allow them to track the mobile phones deposited in the kiosks (to know when and where to pick them up) and to manage the three logistical centers and two repair centers, spread over three collection countries. The challenge? To obtain a traceability of the deposited mobile phones and a traceability of the costs to know the profitability of each mobile phone.

SOLUTION

EcoATM chose Odoo for its flexibility, its quick implementation and its low licensing costs. Eezee-it's expertise allowed us to set up a real time connection between Odoo and the kiosks (when and where a mobile phone is dropped off, which model, which price...). Thanks to a web application, the operators who collect the mobile phones can scan the reception of each mobile phone at each kiosk. A complete and

automated logistic flow follows in Odoo with the help of the "barcode" application: once collected, the mobile phones are sent to the sorting center and then directed to a reconditioning center.

A connection with sales platforms such as BackMarket with real-time stock status allows a quick and efficient sale of the refurbished mobile phones. A summary of orders and invoices and advanced reporting follow the process of each mobile phone step by step (notion of tracking and forecasting) but also a cost reporting.

RESULTS

Currently, EcoATM is becoming more and more established on the European market and continues to gain market share. The number of kiosks and mobile phones collected continues to grow. This growth has been made possible by the implementation of a powerful, automated and flexible centralized tool that has adapted to the changes linked to the launch of EcoATM on European soil (frequent changes in processes, changes in logistic flows, suppliers...).

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Modules

Accounting

Inventory

Invoicing

Purchase

Sales

Website