



Photogalerie

PhotoGalerie is active in the distribution of photo material. The company is leader in Belgium and Luxembourg. PGA (Photo Galerie) distributes its products via 5 physical stores and an online store. The group consists of 3 companies and a central warehouse. The company is experiencing growth of 10% per year for 5 years in a depressed market (-20%) due to the launch of the smartphone.

Business Solution
Distribution & Retail

Sector
Wholesale/Retail

Collaborators
50 - 249

Website
www.photogalerie.com

CHALLENGE

How to survive in a market in decline with the arrival of the smartphone in 2012? How to deal with this radical transformation of this market where several actors are missing?

SOLUTION

Photo Galerie is above all a team of specialists passionate about their job and doing their utmost to provide an experienced advice to customers. The success of their positioning strategy is based on a successful multi-channel strategy and the optimisation of their points of sale:

1. By the creation of the online store in 2010 to create traffic and notoriety. This web to shop strategy has increased the number of visits to the store.
2. With a network of physical stores proposing high quality products and a high level of expertise.
3. A direct delivery process with consolidation of the suppliers' stock and direct deliveries from the supplier

to the final consumer.

4. Digital marketing based on user segmentation and content that adds value for users.

To successfully deploy this strategy, Photo Gallery uses ODOO for store management, order fulfillment, contact management and marketing preferences, inventory management, purchasing management, dropshipment flow management and sales reporting.

The ERP system is integrated with Magento for E-commerce and BOB for accounting.

RESULTS

The customer shared his experience during our I-lunch for CEO as an example of successful digital transformation in the retail industry.

Photo Gallery has managed to avoid the sectoral crisis through a successful digital transformation. Thanks to the services of Eezee-it, we managed to perfectly integrate our e-commerce (Magento), our ERP (Odo) and our accounting application (BOB). I am very confident for our future in this new economic environment.

Christophe Geoffroy • of Photogalerie

Project Manager

Modules

