



COMPANY:
Eastronics

COUNTRY:
Israel

INDUSTRY:
oftware and
technologies,
Electronics

WEBSITE:
www.easx.co.il

The Challenge

Eastronics sought an advanced, future-proof ERP solution that offers system scalability and operational agility to facilitate customized workflows, support personalized processes and enhance its warehouse management capabilities as the business grows.

The Result

Eastronics streamlined the work of IT teams, enabled continuous and faultless workflows and helped to increase productivity and efficiency. Eastronics fully automated warehouse operations to accurately place thousands of received items, goods, and pallets, streamline processes and reduce manpower.

About Eastronics **EASTRONICS** One reliable source

Established in 1955, Eastronics is a leading distributor of electronic components, test and measurement instruments and embedded tech systems.

Eastronics delivers a vast range of products and support services to the High-Tech Industry, using advanced CRM and ERP systems, VMI services, and EDI communication.

Eastronics operates large warehouses, integration & demo centers, service laboratories, training facilities, and offices in Tel Aviv Israel.



The Challenge

While looking to replace the legacy system, Eastronics sought an advanced, future-proof ERP solution that offers system scalability and operational agility to facilitate customized workflows, support personalized processes and enhance its warehouse management capabilities as the business grows.

Due to the company's rapid expansion, Eastronics hired a professional consulting company to help evaluate three leading ERP systems for customization and scalability capabilities. Eastronics selected Priority as it demonstrated advanced agility and illustrated the ability to set up additional, customized system fields, workflows, and processes within minutes.



The Solution

Priority has provided Eastronics with an easy-to-use ERP solution that applies a unified screen logic that makes it easy to use, doesn't require lengthy training, and shortens the onboarding process.

"One of Priority's strongest features is the system's customization ability. Priority effortlessly fits our business like a glove." Shared Yoav Shtal, CIO at Eastronics.

Eastronics implemented Priority's inventory management tool, sales, and customer service module, financial accounting solution, and warehouse management system and utilized Priority's open API to customize their business processes and workflows.



The Result

Priority contributed to streamlining the work of IT teams and enabled continuous and faultless workflows. The rich system functionality provided Eastronics with solutions that immediately helped to increase productivity and efficiency.

Priority helped Eastronics fully automate warehouse management operations, accurately place thousands of received items, goods, and pallets, streamline processes and reduce manpower. In addition, Priority helped Eastronics reduce the picking, packing, and delivery times, and inventory counts that took three days to complete now take half a day.

"The WMS system was a real game changer. As the supply chain and industry ecosystem evolve, we count on Priority to support us every step and allow us to grow, scale, change, and adapt as we go." Shtal concluded.



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Yoav Shtal, CIO at Eastronics.

See how Priority works for you

Book a demo today ►

