

**COMPANY:**

Emilia Development Ltd.

COUNTRY:

Israel

INDUSTRY:Distribution, Logistics,
Manufacturing**WEBSITE:**www.emilia.co.il

The Challenge

Emilia Development Group sought a scalable logistics solution to address manual handling challenges and adapt to evolving company needs while integrating with existing systems.

The Result

Emilia Development Group utilizes Priority's comprehensive solutions, including over 20 in-house applications, streamlining warehouse and logistics management, enabling non-standard delivery processes, successfully managing field agents, and improving work processes and inventory accuracy.

About Emilia Development Ltd Emilia

Founded in 1952, Emilia Development Ltd. is a prominent holding company with a diverse portfolio of approximately 20 privately held and public companies spanning various sectors and industries, including services, distribution, and logistics. Publicly traded on the Tel Aviv Stock Exchange under the ticker symbol EMDV:TLV, Emilia Development Group has established itself as a leading player in the market.

The Challenge

Emilia Development Group has been a longstanding client of Priority ERP. However, they faced challenges with their existing logistics management system, which lacked the flexibility to adapt to the evolving needs of the group's companies. Manual handling of logistics processes, such as transport planning, tracking, and delivery scheduling, resulted in extended picking times and calculation errors.

As the company expanded its operations, they sought a scalable and customizable solution that could interface with existing Priority systems, creating a unified management system while catering to the unique requirements of each company.



The Solution

Emilia Development Group opted to implement Priority's advanced Portal and Application generators, along with the POD (Proof of Delivery) module. These solutions offered operational ease, scalability, and the ability to customize business processes while ensuring organizational uniformity and data tracking. Emilia integrated various Priority modules across their companies, incorporating AI capabilities into the WMS (Warehouse Management System) module for optimizing task assignments and resource allocation. Additionally, the implementation of the POD module streamlined the entire delivery process, from inventory creation to customer signature, and they also adopted the advanced delivery planning (ADP) module for optimal route planning using a user-friendly map interface.

Moreover, Emilia utilized Priority's advanced portals and application generator to independently create unique web portals and mobile applications, allowing them to manage complex warehouse processes, automate business rules, and adapt rapidly to dynamic market conditions.



The Result

Today, Emilia Development Group leverages Priority's comprehensive solutions to manage the activities of all their companies, both as a group and on an individual basis. They have developed over 20 in-house generated applications, efficiently managing diverse aspects across numerous companies. The integration of the WMS system data and custom applications streamlines warehouse and logistics management, accommodating unique needs and facilitating real-time tracking of deliveries and inventory.

The POD system enables non-standard customization of delivery processes, including surfaces and pallets, as well as intelligent transport scheduling and management. Emilia successfully manages field agents through an advanced application, facilitating customer orders, service calls, inventory updates, and manufacturing processes with ease. Implementing Priority has led to improved work processes, enhanced inventory accuracy, and better intra-organizational communication and workflows.

According to Yaffa Brizinov, CIO at Emilia Development Ltd., the decision to expand Priority's solutions has been immensely beneficial for the organization, enabling them to address evolving needs swiftly and efficiently. Emilia continues to utilize Priority ERP to streamline daily activities, and the system's flexibility and simplicity in development have contributed significantly to their success as an organization.



"Since implementing the modules, we have created and adapted more than 20 applications that help us manage our daily activities. With each passing day, more needs arise from the field, and the flexibility of the system and the simplicity of development allow us to address these needs within a few days. The decision to expand Priority's solutions is one of the best we've made."

Yaffa Brizinov, CIO at Emilia Development Ltd.

See how Priority works for you

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