

Order Management System

Saving on your order intake in a not-so-digital world

*Why your order process is
the key to margin recovery*

Growzer
wholesale

The reality: margins under pressure, chaos in orders

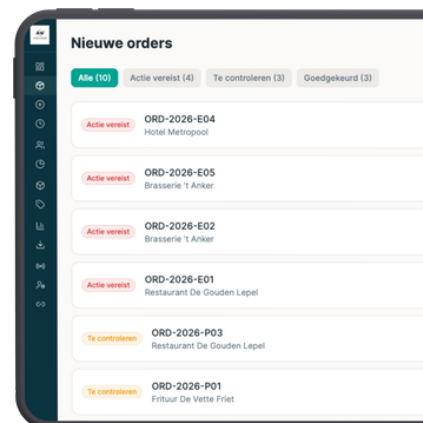
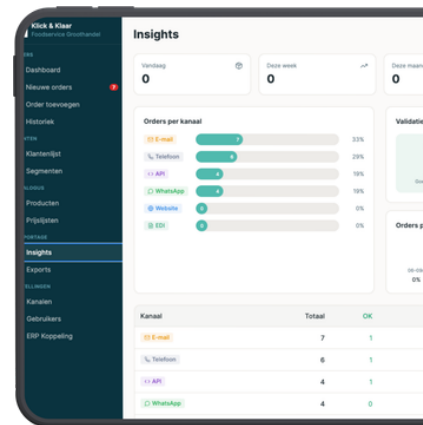
The foodservice wholesaler is currently in a perfect storm. Prices are under pressure, costs are rising, and the predictability you used to be able to rely on has disappeared.

- 🌀 Energy prices? Unstable.
- 🌀 Raw materials? Volatile.
- 🌀 Political context? Uncertain.

As a wholesaler, you have little direct control over that. But there is good news: there are still levers you can pull. And one of them is closer than you think: your order intake.

Because let's be honest: how are your orders coming in today?

Webshop Email (Excel, PDF, free text...) Telephone
Voicemail WhatsApp CSV uploads API / EDI



For your customer, that is flexibility.
For you, it is often pure complexity.
And then the real work begins: retyping, checking, correcting, processing.

- 🌀 How many orders are still entered manually daily?
- 🌀 How many people are working on that?

And more importantly: how much value does that add?
The answer is confronting: zero.

The overtime is no service.

It is a cost.
And a risk.



The hidden cost of “that’s how we always do it”

Many wholesalers remain stuck in existing processes because they think that change will scare off their customers.

“My customers will never order digitally.” “I cannot force them to.”

That's right. And it doesn't have to be. But what is often forgotten: the real cost lies not in how customers order, but in how you handle it.

Every manual action means:

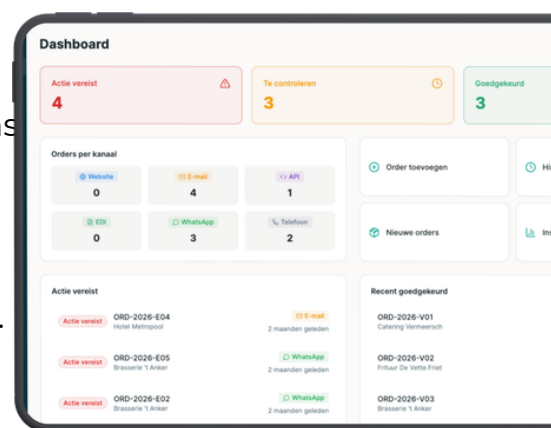
- 🕒 Loss of time
- 💰 Personnel costs
- 🔄 Errors (and therefore corrections, returns, frustrations)
- 👁️ No real-time insight into workload
- 📈 Limited scalability

And meanwhile, the complexity only continues to grow.

- 📶 More channels.
- 👥 More customers.
- 🌈 More variety.

So the question is not: how do I digitize my customer?

But: how do I digitize my processing without changing my customer?



The shift: from fragmentation to one central engine

That is where Growzer's solution comes into play.

- 🕒 Not a classic tool.
- 📶 No extra channel.

A master connector for your entire order intake. The Growzer OMS (Order Management System) was built based on one simple idea:

*Let customers order however they want.
We ensure that it is processed perfectly.*

Growzer OMS: your master connector

Growzer brings all order flows together in one central platform. Whether it concerns:

- 📧 Emails with attachments
- 📧 PDF orders
- 📧 WhatsApp messages
- 📧 Telephone orders
- 📧 API or EDI connections
- 📧 Direct links to Customer ERPs

Everything comes together in one system.

But it doesn't stop there.

The real power lies in our AI engine. Our technology:

- 📧 Automatically reads and interprets orders
- 📧 Recognizes products, volumes, and customer agreements
- 📧 Validates and qualifies every order
- 📧 Continuously learns based on your data

The result?

- 📧 Your employee only needs to intervene in case of doubt.
- 📧 The rest runs automatically.



“Can that really work?”

Yes.

Today's technology is no longer that of yesterday. AI has matured. And Growzer has developed its own models, specifically for foodservice. What does that mean in concrete terms?

- 🕒 The more data you add, the smarter the system becomes.
- 🕒 Error margins decrease rapidly as the system learns.
- 🕒 You maintain control via validation flows.
- 🕒 You build a system that is perfectly tailored to your reality.

And perhaps the biggest advantage:

You only need one integration: with your own ERP.

We'll do the rest.

We connect you with the entire world of your customers.



The benefits you feel immediately

01. Speed

Orders are processed in real-time.
No queues, no delays.

02. 24/7 processing

Orders keep coming in and are processed immediately. Even outside office hours.

03. Fewer errors

No manual retyping = drastic reduction in errors.

04. Lower costs

Less administrative work → less pressure on staff.

05. Scalability

Grow without your team having to grow exponentially.

06. Insight & control

Via the dashboard, you see exactly what is happening:

- 📊 Which customers often make mistakes
- 📊 Which products cause problems
- 📊 Where bottlenecks are
- 📊 How your workload evolves

This allows you to make proactive adjustments.



From reactive to proactive

An often underestimated benefit of a smart OMS is insight.
Where today you are mainly putting out fires, tomorrow you will get:

- 🔗 Data on customer behavior
- 🔗 Order trends
- 🔗 Structural errors in processes
- 🔗 Opportunities for optimization

For example:

Do you see a customer consistently ordering incorrect sizes? → adjust

Do you notice certain products frequently going out of stock? → optimize your inventory

Do you discover that one channel generates many errors?
→ improve or automate

You are moving from “correcting afterwards” to
“optimizing beforehand”.



Without forcing your customer

Perhaps Growzer's strongest point:

- 🔗 You don't have to change your customer.

No obligation to have a webshop.

No complex onboarding.

No resistance.

Customers keep ordering as they are used to.
And you?

You become more efficient, faster, and more
error-free, without friction.



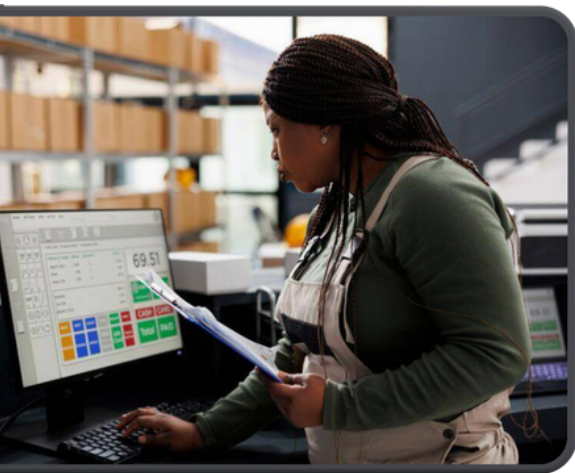
The real profit: focus on what counts

By automating your order intake, you free up space.

For:

- 📈 Customer relationships
- 📈 Commercial growth
- 📈 Service improvement
- 📈 Strategic choices

No longer dealing with administration.
But with creating value.



Time to take back control

You are not going to change the market.
The pressure will remain.

But your internal processes?
That is something you do have under control.

And that is where one of the biggest levers for profit and efficiency lies today.

Ready to reinvent your order intake?

Do you want to know how much you can save on your order processing?
Curious how many manual tasks you can eliminate?
Or just want to see how this works in practice?

Schedule a demo with Growzer.

And discover how your chaos can turn into control.

Contact us today.

Because every order you manually enter tomorrow... is one too many.



www.growzer.com
sales@growzer.be
+ 32 (0)472 95 24 81

Emiel Banningstraat 47
2000 Antwerp
VAT BE 0636 843 897

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