



Supermercados masymas automates the product onboarding process, achieving an 80% reduction in processing time and a 50% decrease in operational errors.



YEAR FOUNDED

1932

EMPLOYEES

1700+

GENERAL INFORMATION

Supermercados masymas (Hijos de Luis Rodríguez S.A.) is a family-owned supermarket chain with Asturian capital whose origins date back to 1932. Since then, it has followed a path of **steady growth**, positioning it as a leading business group in northwest Spain.

Under the management of the family's third generation, the company reinforces its commitment to driving economic and social development in its region, **creating more than 1,700 jobs and serving over 300,000 households**.

With a strong presence in Asturias and León, masymas Supermarkets operates **a network of over 50 company-owned stores and 4 cash & carry centers** in Asturias. It also has **over 70 franchisees** across Asturias, Castile and León, and Galicia, along with a wholesale distribution network and **an emerging export activity to expand into new markets**.

01 Situation

Masymas Supermarkets, a family-owned company with a long history in food distribution, has long embraced innovation and technology as drivers of continuous improvement. However, despite this commitment, **some internal processes have low levels of digitalization and rely heavily on manual tasks and paper-based documentation, involving the creation, storage, and handling of physical files**.

One of the clearest examples is **the product onboarding process**. This cross-departmental, highly complex workflow requires the involvement of multiple teams and staff members.

One of the clearest examples is the product onboarding process. This cross-departmental, highly complex workflow requires the involvement of multiple teams and staff members. It begins with a physical document that passes through several review stages, involving up to 14 different people, before the data is entered into the ERP system. Although tools such as spreadsheets are used to track statuses and participants, the lack of an automated structure limits real-time visibility, creates delays, and complicates coordination between departments. **As a result, completing the onboarding of a new product can take up to three months**, affecting operational efficiency and the company's ability to respond to market demands. According to Sonia Rodríguez, Director of Internal Management and Occupational Health, "Due to its low level of digitalization, the product onboarding process is a source of concern for the different parties involved."

Industry: Food and beverage retail.

Location: Spain.

<https://www.supermasymas.com/>



Given this situation, management set out to automate and optimize the product-onboarding process, along with other critical workflows with low levels of digitalization. The goal was to reduce reliance on manual tasks and physical documents while increasing operational agility and control across the organization.

In this context, the proven results achieved by other companies in the sector using AuraQuantic, combined with confidence in the technology and the expert support provided, **were key factors in choosing the platform as the strategic tool** to launch and accelerate the digitalization project.

02 Challenges

During the initial phases of the project, the inherent complexity of the product-onboarding process quickly became clear, **driven by the large number of participants and the multiple control points involved**. Early consulting sessions helped address this complexity through an in-depth analysis of tasks, roles, and resources, laying the foundation for designing the process efficiently and in line with the company's strategic goals.

Another key concern for the masymas Supermarkets team was **overcoming operational fragmentation and the lack of real-time visibility**. Employees from the departments involved also expressed initial doubts regarding the impact of automation and the integration of AuraQuantic with the corporate ERP (Libra). However, the professional guidance received and the platform's technological flexibility enabled effective management of these challenges.

According to Sonia Rodríguez, "although the analysis and definition phases require a significant investment of time due to the level of detail needed, the technical implementation and rollout of the process are remarkably agile." This is due to **the platform's No-Code approach, which allows users to make functional adjustments intuitively, even after go-live, supporting a smooth, disruption-free adoption**. For example, "some product types require process adjustments due to their specific characteristics; at that point, we realized these changes are not traumatic, AuraQuantic lets us apply them extremely quickly," she adds.



*"We have **completely eliminated the paper documents and Excel sheets** we used to track the product onboarding process."*

SONIA RODRÍGUEZ

Director of Internal Management and Occupational Health



03 Solution

By automating the product-onboarding process, masymas Supermarket **replaced a manual workflow based on paper records and Excel sheets with a structured digital flow** where every task, validation, and approval is automated and fully traceable.

The new process **integrates all departments involved**, including Commercial, Purchasing, Quality and Logistics, **within a collaborative environment** where every action is logged and visible to process owners. The platform also **enables proactive identification of bottlenecks, analysis of response times by area, and dynamic resource allocation** based on workload, improving overall efficiency.

Launching this first automated process marks the starting point of a broader automation strategy. As a result, masymas Supermarkets **continues to expand the use of the BPA platform across more departments**, developing a dedicated franchise portal and digitizing additional processes such as:



*“Thanks to process optimization and document digitalization, we’ve achieved annual **savings of around €7,000 in paper and time**. Reducing physical documents and automating tasks has **streamlined workflows and eliminated redundancies**, improving **operational efficiency**.”*

- ▶ **Supplier contract management.**
- ▶ **Commercial agreements.**
- ▶ **Onboarding of new franchisees.**
- ▶ **Communication with franchisees.**
- ▶ **New store openings.**
- ▶ **Employee benefits and perks.**

In parallel, the company has strengthened its internal culture, focusing on continuous improvement, **regularly identifying new opportunities to automate or enhance existing processes**. The internal team has also begun designing and implementing its own developments autonomously, facilitated by AuraQuantic’s ease of use and versatility.

ÁNGELA TRELLES

Head of Commercial Strategy



04 Results

Automating the product-onboarding process marks a milestone for masymas Supermarkets, delivering standout results such as **reducing average processing time from three months to just 18 days**. This improvement is clearly visible to employees through an informational message shown upon accessing the platform, acting as a constant reminder of the added value AuraQuantic provides and reinforcing the company's commitment to continuous improvement.

The **complete elimination of paper and spreadsheets** has simplified operations, reduced errors, and improved traceability of every task. According to Ángela Trelles, Head of Commercial Strategy, “automation has **reduced operational errors by 50%** and generated **annual savings of approximately €7,000** thanks to the optimization of time and material resources.”

Better data quality and improved product records facilitate trend analysis and more informed decision-making. Additionally, the ability to adjust workflows quickly, without complex development, is a key factor in accelerating adaptation to new business needs.

Other automated processes, such as **supplier contract management, commercial agreements, franchisee onboarding, and the creation of a dedicated franchise-management portal**, have also generated significant improvements. The digitalization of these workflows has enhanced operational efficiency and interdepartmental coordination. The franchise portal has streamlined the onboarding of new franchisees and improved network management.

Similarly, the **supplier portal** has reduced processing and validation times, while **the store-opening** process now allows real-time tracking of each project, improving resource allocation.

Today, AuraQuantic is used by professionals across multiple departments, particularly in Purchasing, Commercial, and Franchises. The platform has become a strategic tool essential to managing day-to-day operations. As Sonia Rodríguez notes, “It's hard to imagine managing the company's processes without AuraQuantic; its absence would be like taking away a mobile phone.”



“Automating the product onboarding process has completely transformed our operations, reducing processing time from three months to just 18 days.”

SONIA RODRÍGUEZ

Director of Internal Management and Occupational Health



Summary of results.

Quantitative benefits:



Reduction of product-onboarding time from three months to 18 days.



€7,000 savings in material resources.



50% reduction in operational errors, minimizing rework.

Qualitative benefits:

- **Better resource allocation** through bottleneck identification, improving response capability.
- **Improved data quality**, trend analysis, and product-history management.
- **Fewer errors** thanks to automation of manual and repetitive tasks.
- **More efficient decision-making** using precise, real-time data.
- **Increased process visibility** and control.
- **Optimization of workflows** by eliminating redundancies and streamlining operations.
- **Flexibility to adjust processes** quickly as needs evolve.
- **A stronger company mindset** around continuous improvement and automation.
- **Higher employee satisfaction** by removing manual and repetitive tasks.
- **Better customer satisfaction** through improved product availability and buying experience.
- **More accurate, timely stock updates** for improved inventory management.
- **Reinforced competitive advantage** through faster adaptation to market trends.



*“Process automation has **reduced data-handling and procedural errors by 50%, ensuring greater accuracy at every stage.** This has improved operational efficiency, minimized rework, and ensured higher-quality real-time information.”*

ÁNGELA TRELLES

Head of Commercial Strategy



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