

Viada Baltija

How AI Transformed
Fuel **Retail Inventory**

35%

Overstock
Reduction



100%

Stations On
Auto-Order



93
Stores



1,650+
SKUs



3.673
Active Planograms
Digitized

KEY FACTS

One of the leading providers of petroleum products in Latvia, overseeing an extensive network of gas stations under the VIADA brand. Renowned for its commitment to exceptional service and top-notch products, VIADA has established itself as a trusted name among consumers and is a significant industry player.



Vertical:
Gas & Oil



93
Stores



1,650
Items



5K
Employees



CHALLENGES VIADA FACED BEFORE THE IMPLEMENTATION

- **Decentralized Order Management:**
Station managers handled orders independently, leading to errors, overstocking, and lost sales due to inconsistent replenishment practices.
- **Lack of Standardized Planograms:**
The absence of standardized planograms resulted in inefficient product placement and suboptimal use of retail space.
- **Limited Tools for Inventory and Planogram Management:**
Without dedicated roles or tools, the company struggled to track inventory performance, monitor KPIs, and ensure planogram compliance.



BUSINESS PROCESS CHANGES



Automated Ordering System

LEAFIO AI introduced an automated ordering system across all stations, significantly reducing manual intervention and improving order accuracy. This change ensured timely replenishment and streamlined inventory processes.



Seamless Integration of Inventory and Merchandising Systems

By integrating inventory management and merchandising, LEAFIO AI ensures that inventory levels are automatically adjusted based on product placement at the shelf level. This alignment helps maintain accurate stock levels, while planograms guide both assortment and safety buffer decisions, resulting in more efficient stock replenishment and better use of retail space.



Advanced Analytics and Reporting

With the integration of analytics and reporting, VIADA Baltija was able to make data-driven decisions to optimize both inventory management and merchandising. The system provided insights that allowed the team to adjust product placement, replace low-turnover items with high-demand products, and improve overall stock levels and sales performance by targeting the right products for the right locations.



Standardized and Digitized Planograms

Planograms were digitized and standardized, allowing for efficient product placement and better space utilization across all stations, ensuring consistency in the retail presentation.

IMPLEMENTATION RESULTS

↑4%

increase in
sales

↑8%

inventory turnover
improvement

↑4%

average stock
reduction

↑17%

availability
increase

↑35%

overstock
reduction

↑29%

lost sales
decrease

KEY BENEFITS:

Optimized Workflow & Efficiency

The LEAFIO Solution has lightened Viada's workload, automated key tasks, reduced errors, and accelerated order processing with greater accuracy.

Smarter Inventory & Assortment Control

Dynamic assortment management keeps product selections up-to-date, while supplier performance tracking ensures stable stock levels.

Continuous Support & Growth

Aversi now collaborates with LEAFIO's Customer Success team, benefiting from ongoing technical assistance, KPI monitoring, and process enhancements to drive long-term success.



Upon completing the platform implementation, Viada Baltija specialists will continue collaborating with the LEAFIO Customer Success team, providing ongoing support to ensure optimal system utilization.



Take the next step toward smarter retail automation.
Request a personalized consultation today.

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