

Socleo (France)

Organisation: Cleop SARL

Geographical scope: France

Target users: Farmers, processors, producer groups, distributors and consumers.

Overview

Socleo is a comprehensive online management platform developed specifically for short food supply chains. Originally designed for producer associations, it has evolved into a commercial software solution combining e-commerce, logistics, administrative management and customer relationship tools within a single platform.

Main functionalities

- Online shop creation;
- Product catalogue and stock management;
- Order processing and delivery management;
- Invoicing and payment monitoring;
- Customer relationship management;
- Traceability functions;
- Point-of-sale module;
- Administrative reporting.

Contribution to biodiversity-based food marketing

Socleo enables producers and collective organisations to professionalise their online sales while reducing administrative workload. Its integrated management functions make it particularly suitable for biodiversity-based food initiatives operating through producer groups or territorial platforms.

Strengths

- Comprehensive management solution;
- Strong logistics and administrative functions;
- Well established within French short food supply chains;
- Extensive user support and documentation.

Limitations

The platform operates through a subscription model and offers a broader range of functionalities than may be required by very small producers.

Website

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

Userguide

The userguide is only available for registered users : <https://communaute.socleo.com>

Language : french