

Hit your stride

Fleet Feet: Scaling operations with WMS and AMR solutions to automate workflows, boost efficiency and drive growth

Snapshot

Company
Fleet Feet

Industry
Retail

Locations
270+

Warehouse Size
76,000 sq. ft.

Infios Competency

Supply Chain Software & Automation Solutions

Solution(s)

Infios Warehouse Management (WM) Edge
Autonomous Mobile Robots (AMRs)

Complexity

Overcome the challenges of outdated warehouse practices and the complexities of a growing multichannel business.

Best practice

Drive business growth with digitization and process automation.

Into the future

Fleet Feet, a women-founded company, serves as a running hub for communities, offering shoes, socks and accessories. With over 270 locations—both company-owned and franchised—they're known for exceptional service, attention to detail and a personalized customer experience.

Fleet Feet's rapid growth pushed its operations to scale fast. Five years ago, they ran out of a single 7,500-square-foot distribution center (DC). Growth led to a move into a 25,000-square-foot facility in North Carolina, but they quickly outgrew it, adding a second DC nearby. Expansion continued with the acquisition of a third facility in Colorado.

As Fleet Feet expanded, they consolidated their two North Carolina DCs to streamline operations. But with growth came challenges—their Warehouse Management System (WMS) couldn't keep up. At the same time, the finance team transitioned to NetSuite Enterprise Resource Planning (ERP) platform, only to find the existing WMS wasn't compatible. To keep pace and stay efficient, they needed a new, integrated solution.

112%

increase in units
picked per hour

2x

weekly order
fulfillments

Order fill rate
increased to over

20%

Getting on the right track

Fleet Feet needed a more powerful system—one that could handle their rapid growth and scale with them for years to come. A top priority was the ability to split orders across multiple facilities without relying on error-prone, custom IT work. They also needed strong cycle counting, robust reporting and seamless management of multiple sales channels, including Amazon, FleetFeet.com, franchise stores and company-owned locations.

Fleet Feet took a hands-on approach in selecting a WMS, actively engaging in the process to ensure the best fit. “Their willingness to be a part of the process, have open conversations, participate in discovery, analysis and idea creation fueled a successful process to get the most out of the partnerships they were creating for the project,” said Philip Garrison, Sales Account Executive at Infios.

Partners in this together

With guidance from Myers Holum, a NetSuite Alliance Partner, Fleet Feet evaluated several WMS providers that aligned with their operations and could integrate seamlessly with NetSuite. After thorough discussions, Infios’s Warehouse Management solution, powered by SaaS, was chosen as the best partner for their needs.

Before selecting Infios WM Edge and NetSuite’s ERP, and NetSuite, Fleet Feet began exploring the use of Autonomous Mobile Robots (AMR) for e-commerce fulfillment. However, they faced challenges in efficiently using robotics with large orders, sometimes up to 3,000 units. “One of the cool things about Körber is it allowed us to break the orders up into smaller pieces. You still have this whole large order, but we could break it up into smaller parts,” said Anthony Pendola, Senior Manager of Distribution at Fleet Feet. This capability enabled Infios to partner with Locus Robotics, and together they developed a solution to break down large orders into manageable segments.

Hitting their stride

Infios WM Edge was implemented across the entire distribution center operation, and 22 Locus Origin Autonomous Mobile Robots were deployed in the outbound area.

After scanning an order, the robot autonomously navigates the warehouse, selecting the fastest path to the nearest picking location. A picker uses the robot’s screen for guidance to locate and pick the required item. Once the item is scanned and placed in the appropriate tote, the robot moves on to the next pick location, continuing the process without operator intervention.

To handle bulkier shoe boxes, Fleet Feet collaborated with their shipping material supplier and Locus Robotics to design a custom-made box that fits on the robot. Taking it further, the box the pickers place the order into is the same one used for shipping, streamlining the process. For smaller items like socks, accessories, and nutrition products, 40-gallon tubs provided by Locus are used, further enhancing efficiency.

Initially, Fleet Feet’s distribution center associates were hesitant about the change, but they quickly adapted and became satisfied with the automation. After the go-live, training began, and by week four, the team hit their stride, fully realizing the capabilities of the new system. They saw a significant decrease in training time and smoother onboarding for new associates.

With Infios WM Edge’s seamless integration with NetSuite, alongside strong partnerships with Locus and Myers Holum, Fleet Feet was able to tap into valuable subject matter expertise. Combined with their openness to collaboration and investment in the discovery process, this approach led to the ideal outcome.

Fleet Feet realized several key benefits

- 112% increase in units picked per hour
- Inventory accuracy increased to over 97.5%
- Order fill rate increased to over 98%
- Increased lines picked per hour while decreasing pickers by 50%
- Training time was significantly reduced—before the WMS and AMR implementation, training took 2 to 3 days. Now, it’s completed in just 15 to 30 minutes.

Looking ahead

Fleet Feet plans to keep scaling its business, expanding stores and distribution centers nationwide. The company is excited to continue strengthening the new partnerships formed through this project.



“What was really important to us is, if we make this jump to a SMB WMS, are we going to be able to stay on it for 8–10 years. We found that with Infios.”

Anthony Pendola

Senior Manager of Distribution, Fleet Feet