

Digitization drives fulfillment efficiency

Boulanger leads France's appliance and multimedia market, accelerating e-commerce with WMS, DOM, Voice and AMR technologies.



At a glance

Company
Boulanger

Industry
Home appliances and multimedia

Facility

Main site: 80,000 sq meters, Hénin-Beaumont

Key figures

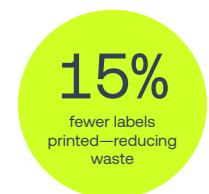
- Receiving and shipping: An average of 100 trucks per day
- Order volume: The Henin Beaumont site processes 55% of store orders and 100% of e-shop orders
- 400 employees, 24 hours a day, 7 days a week
- 16 million parts yearly IN and OUT (B2B and B2C orders, returns processing)

Solutions

- Infios Warehouse Management (WM)
- Infios Distributed Order Management (DOM)
- Infios Logistics Service Accounting (LSA)
- Infios Voice Solutions
- Integrated person-to-goods Autonomous Mobile Robots (AMRs) solution—5 month implementation

With almost 70 years' experience and an offer of 25,000 items available through 225 stores, its website and its app, Boulanger is the specialist in household appliances, multimedia and leisure products in France. With sales of 4.371 billion euros in 2023, Boulanger is part of the United.b group, a platform of 7 interconnected companies. Boulanger is committed to offering an optimal customer experience and guaranteeing in-store availability of any order placed before 10pm the previous day, thanks to a flexible logistics organization and the continuous optimization of its flows.

Faced with logistical challenges such as managing order peaks, preparing orders on time and transporting orders to stores, Boulanger aims to maintain its customer promise and sustain its growth to be ever more competitive.





Acceleration of e-commerce

Boulanger was looking for a Warehouse Management System (WMS) capable of interfacing with new warehouse technologies in an agile way, and which could be easily configured to adjust order processing according to business needs.

With the increase in online B2C sales accelerated by the COVID-19 pandemic, it was essential for Boulanger to synchronize its inventories with its web platform, to improve delivery times and to optimize e-commerce processes.

A holistic project approach

Infios's answer to this was a two-fold approach, combining the strengths of two proven solutions: its SaaS-based Warehouse Management System (WMS) and its Distributed Order Management System (DOM). A detailed migration roadmap guided the implementation, followed by their go-live in 2024.

Innovative warehouse technologies such as Pick-By-Voice and the interfacing of the Autonomous Mobile Robots (AMRs) person-to-goods solution from Infios's long-term partner Locus Robotics have also been deployed to facilitate the picking of small parts on the main site.

The teams collaborated closely and intensive support was provided during go-live to ensure continuity of operations.

Impact of WMS and DOM on logistics processes

The new WMS and DOM solutions have had a significant impact on Boulanger's logistics processes. By modifying aspects such as scheduling, trimming and order release, Boulanger was able to standardize its warehouse operations across its various sites, including key processes like stock and inventory management. This led to major improvements into the visibility of pre-booked and remaining available inventory on both WMS and ERP operational levels.

A significant highlight was Boulanger's move to a Software as a Service (SaaS)-based WMS which provides immediate visibility of inventory, personnel and processes. Thanks to configurable functionalities, this solution guarantees the flexibility to align processes with evolving operational needs. It also streamlined the deployment and provides real-time system visibility for all stakeholders. As a centralized, integrated solution, it plays a fundamental role in end-to-end warehouse management. It also enables precise orchestration of goods flows, across receiving, storage, order picking and dispatch.

In addition, persons-to-good AMRs were integrated by Infios and have enabled Boulanger to significantly improve operational efficiency, reduce the need for employees to lift heavy items and perform monotonous, repetitive tasks, and have improved working conditions overall. Employees can concentrate on higher value-added tasks, while the goods-to-person AMR solution also optimizes the use of space, labor and energy resources on-site.

Overall, the improvements enable Boulanger to process 10,000 order lines per day, and to achieve ROI in less than one year.



"Infios's technology is designed for seamless integration, smooth implementation and ultimate agility to keep up with our customers' ever-changing needs."

Cyrille Bardet

Director of Software Operations France
Infios

Core model development

Boulanger's goal was to develop a new warehousing solution that would cover 90% of its warehouse processes and could be rolled out to its other sites. Infios played a key role in this process by ensuring that the logistical challenges were addressed, through numerous workshops and exchanges, and close cooperation with the customer teams.

Significant operational improvements

- Operational teams can now configure inbound and outbound workflows independently. This has enabled Boulanger to be more agile and responsive to customers' needs.
- The SaaS-hosted WMS offers high levels availability, providing real-time data for all stakeholders, with virtually no latency. Moreover, it greatly streamlines deployments and requires only lightweight workstations on-site.
- Dedicated KPI analysis and reports enable real-time monitoring of order fulfillment flows.
- A dedicated test environment enables the project team to run configuration and simulations before switching over to production, thus ensuring a smooth, uninterrupted transition.

These technological and organizational changes have significantly improved operational efficiency, while elevating Boulanger's customer service and optimally supporting employees in their daily work.

A strong partnership



“With Infios, we opted for a unique solution provider to ensure a holistic approach, despite the specific IT or systems architecture at Boulanger. The proof of concept (POC) with our data demonstrated the operational benefits we could expect from the implementation and gave us the confidence to move forward with the overall solution. The WMS, designed to evolve naturally towards automation and robotization, proved to be an essential strategic choice.”

Olivier Henin and Marc Sroka
Warehouse Process Manager
and Logistics Director
Boulanger