# CASE STUDY

Reference customer: Coop, Switzerland. Implementation of the warehouse management software WAMAS® in an e-commerce warehouse.

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**◢WAMAS®**

**SSI SCHÄFER**

# HOW TRADITIONAL COMPANIES RESPOND TO THE E-FOOD TREND: COOP, SWITZERLAND

A great number of renowned grocery store chains are dreading the step towards digitization and e-commerce. However, Coop is different.
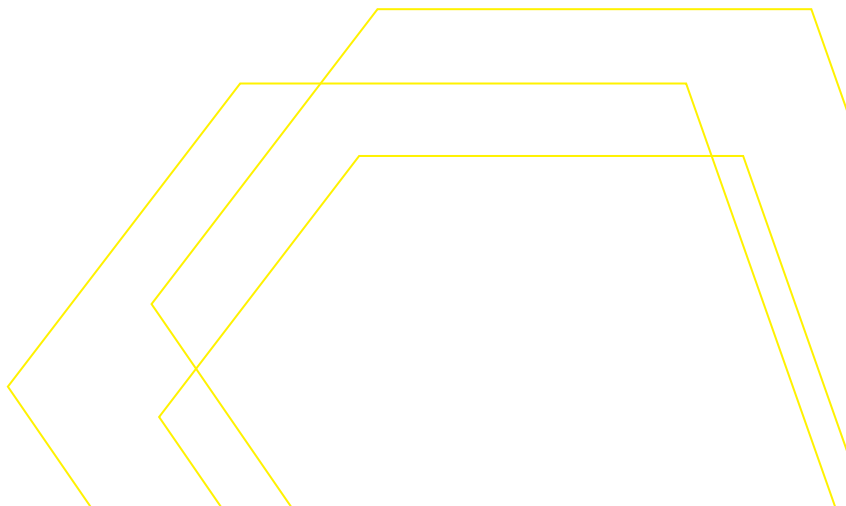
The Coop Group is deeply rooted in Switzerland and can reflect back on over 150 years of existence. What started out as a small consumer cooperative has become an international retail and wholesale company with around 90,000 employees. The model company with a tradition in bricks-and-mortar retail has almost 2,500 sales outlets and recorded total sales of 30.17 billion CHF in 2020.

The successful online store coop.ch was launched on 24 August 2001. With a turnover of 150 million CHF in 2019, the company's online division succeeded in contributing 1.5% to the overall sales of Coop supermarkets (10,452 million CHF). During the very challenging spring of 2020, orders doubled compared to the previous year. In 2020, the total sales recorded by coop.ch rose to over 230 million CHF.



## coop.ch
### The Project

| | |
|---|---|
| Sector: | Food retail/e-commerce |
| Headquarters: | Switzerland |
| Warehouse location: | Altishofen, Switzerland |
| Type of warehouse: | E-commerce warehouse for top 100 products |
| Picking stations: | 300 / multi-placement |
| Storage space: | 6,000 m² |
| Employees: | 120 |
| Software: | WAMAS® |
| Commissioning time: | 14 days |

# WAREHOUSE PUT INTO SERVICE IN RECORD TIME

The warehouse management system WAMAS® from SSI SCHAEFER facilitates transformation into new e-commerce warehouse.

The challenges regarding the supply and service value chain, especially with regard to aspects such as freshness, promptness and service quality, are reaching new dimensions. Ultimately, the main objective is to maintain a seamless and agile supply chain.
In order to remain competitive, food retailers must increase their flexibility and service several sales channels at the same time.

Ideally, the channels of distribution can complement each other for mutual benefit. However, is this just as easy to implement as it sounds?
How do traditional food retailers like the Swiss Coop Group respond to the e-food trend? And what role do a reliable intralogistics partner and a modern WMS play in overcoming unforeseen fluctuations in demand?

**WAMAS®**

# FLEXIBILITY & AGILITY:
# TWIN-PILLAR STRATEGY FOR ONLINE RETAIL

The surge in demand during the COVID-19 lockdown in spring 2020 saw capacities at breaking point. A rapid solution had to be found to avoid bottlenecks in supply.

During normal operations, Coop supplied the e-commerce customers of coop.ch from two main and two secondary warehouse locations: Spreitenbach in the Zürich area with Dietikon and Bussigny with Chesseaux near Geneva/Lausanne. Coop was forced to respond quickly to the upsurge in demand in online retail, and adopted a twin-pillar strategy for its e-commerce deliveries.

**Focus on top 100 products in the online range**
As the first element of its two-pronged strategy, Coop defined its own top 100 range for the e-commerce sector comprising the 100 most important products for an average Swiss household. This action allowed Coop to quickly eliminate complexity from the online range (which usually consists of 11,000 items), and to do so without making any noticeable cuts in relation to customer demands. Furthermore, there was a positive aspect to the reduced range: it had a simplifying effect on the customer's shopping experience.

**New warehouse commissioned in record time**
The second pillar of Coop's twofold strategy was a planned new warehouse location for the top 100 products in its range. It was commissioning in an incredible 14 days. To deliver this show of strength under such extreme time pressure, Coop rented a 6,000 m² warehouse. SSI SCHAEFER supported Coop with the installation and commissioning of WAMAS®. The new site had to be equipped with IT and logistics infrastructure from scratch and connected to the Coop network.

The logistics processes of the new warehouse were deliberately kept as simple as possible. For example, the decision was made to route incoming goods directly to the picking station. This meant it was possible to dispense with separate reserve areas due to the rapid stock rotation.

Just two weeks after Coop asked SSI SCHAEFER for support, over 100 order pickers were taking care of the daily online orders. Most of the employees had never worked with WAMAS® before - underlining the particularly user-friendly and simple operability of the software, as well as the straightforward induction process.

# COOP HAS BEEN RELYING ON WAMAS® FOR A DECADE

Coop has been placing its trust in SSI SCHAEFER's first-class expertise and globally esteemed competence in warehouse management since 2001.

With the proprietary logistics software WAMAS® developed in-house by SSI SCHAEFER, the company realized a uniform WMS solution at numerous Coop locations.

The use of WAMAS® not only led to performance optimization, but also to the harmonization of logistics processes. This proved to be very beneficial, especially when it comes to unpredictable challenges such as the sharp increase in demand, both stationary and online.

For the project manager at SSI SCHAEFER, the long-standing partnership between Coop and SSI SCHAEFER, the mutual trust, and the comprehensive expertise of all parties involved are the three most important factors for the success of this project. The perfect interaction between all these factors made it possible to set up a warehouse from scratch and put it into operation in an extremely short time.

**Setting up a warehouse from scratch and putting it into operation in just 14 days** is only possible with dependable partners, a team where everyone knows what to do, and if you can fully rely on each other.

Martin Nyfeler
Head of IT Pro. WW Logistics/SCM, Coop

# PROMISES FOR YOUR INTRALOGISTICS. RELIABLE PARTNERSHIP IN EVERY SITUATION

Challenging times require rapid solutions, the utmost in flexibility, and implementation strength - and of course a competent software partner like SSI SCHAEFER, who not only understands the industry sector, but also the customer-specific requirements.

Seasonal fluctuations in demand can be observed in many industry sectors. Businesses are familiar with peak times and are already preparing for them months in advance. However, sometimes it is simply not possible to predict fluctuations in time and intensity. Nevertheless, the supply chain must work smoothly. With the help of SSI SCHAEFER and WAMAS®,

Coop was able to successfully set up a new warehouse location and put it into operation in a very short time.

**Our SSI SCHAEFER promise:** Flexibility & speed, security & stability in every situation.

## Flexibility & speed

SSI SCHAEFER set up a completely new e-commerce warehouse for Coop in Switzerland, equipped it with its WAMAS® logistics software. **After an incredible two weeks, the new Coop warehouse went into operation** and was able to successfully neutralize impending supply bottlenecks due to the rapid increase in demand.

## Security & stability

In unpredictable times more than ever, security and stability are in high demand. Values that are embodied by **SSI SCHAEFER - the world's leading provider of solutions for modular warehouse and logistics systems -** and its employees every day. Together with our comprehensive portfolio of products and services, we guarantee partners such as Coop not only innovative and tailored solutions, but above all a reliable partner for decades.

## WAMAS® - part of the Magic Quadrant

The renowned US research and consulting company **Gartner, Inc.** lists SSI SCHAEFER with its software WAMAS® 2021 in the "**Magic Quadrant for Warehouse Management Systems\***".
This serves as clear testimony to the quality and the pivotal role of the software within SSI SCHAEFER.

*\* Gartner, Magic Quadrant for Warehouse Management Systems, Simon Tunstall, Dwight Klappich, 30 June 2021*

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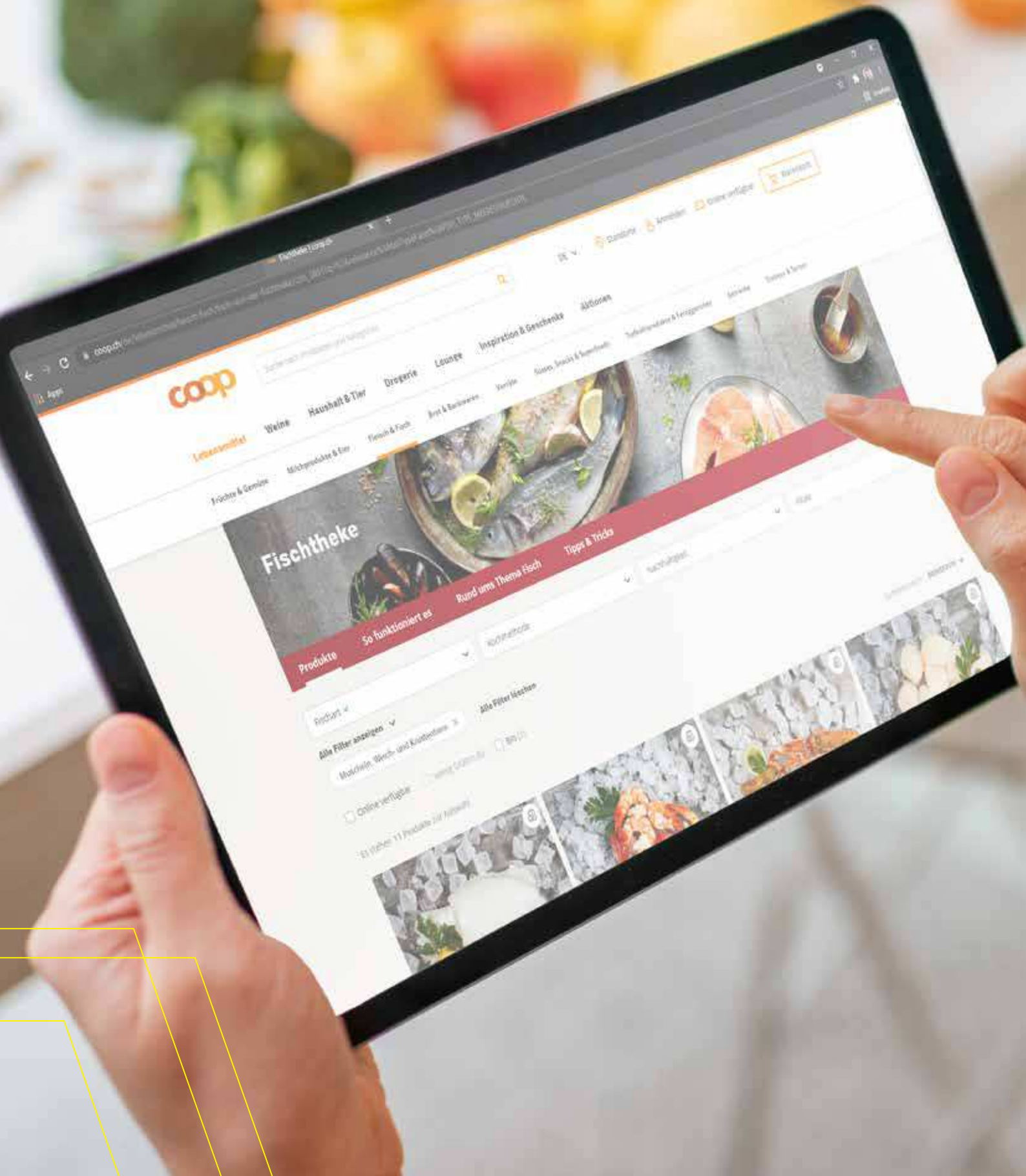
# SIX REASONS WHY YOU SHOULD CHOOSE SSI SCHAEFER

- **Security**
  As a financially independent family business, SSI SCHAEFER thinks long-term; you can rely on our expert team to be there for you today, tomorrow and into the future.

- **Cost-effectiveness**
  SSI SCHAEFER solutions are scalable and grow with your requirements, so you can retrofit or modernize at any time.

- **Quality**
  As a system specialist with its own production facility, SSI SCHAEFER delivers you high-quality solutions tailored for your individual needs, all from one source.

- **Reliability**
  Thanks to our own worldwide customer service support network, SSI SCHAEFER can ensure your system functions smoothly in the long term, both during and even long after installation.

- **Expertise**
  SSI SCHAEFER's solutions are always state-of-the-art and can be integrated seamlessly into your existing (IT) landscape.

- **International presence**
  As a global business, SSI SCHAEFER has local branches worldwide; with around 70 operating companies, our expert team speaks your language.

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