E-commerce on new heights

Online retailer **Bergzeit** seeked to become more resilient towards changing order structures and fluctuating demand

At a glance

Company
Bergzeit

Industry
E-commerce

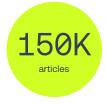**Facility**
Distribution center
Otterfing, Germany

Warehouse size
14,000 sqm

Umfang

- Warehouse Management System (WMS)
- Shipping & Dispatch System (SDS)

Bergzeit's twenty-year success story began as a regional touring portal and evolved into Europe's leading mountain sports platform. The company's journey has been closely linked to the digital age, the storage and management of countless mountain sports products, and the dispatch of countless shipments to customers passionate about the outdoors.

With over 1.5 million visitors per month, Bergzeit is one of the largest online shops in the mountain sports, outdoor, and travel sectors. As well as its online shop, Bergzeit offers customers courses and tours, and an extensive magazine for mountain sports enthusiasts. Since 2017, Bergzeit has been based in a new administration and logistics building in the Bavarian Oberland, on the edge of the Alps. The online retailer supplies 500,000 customers from 23 countries from its central distribution centre. Its product range comprises around 150,000 items and almost 600 outdoor brands from all over the world.

150K
articles

7K
parcels / day

infios
a Körber company

bergzeit

Setting the course

With its new warehouse and administration building in Otterfing, Bergzeit is setting the course for the future. With over 50,000 storage spaces, significantly more outdoor products will be stored than before. Up to 7,000 parcels a day will also be delivered here in future. Infios equipped the system for the new central warehouse.

Thanks to the WMS, Bergzeit can respond to the complex requirements of online trading, which demands high levels of transparency in tracking goods. The new logistics landscape has been specifically designed to cope with growing shipping volumes. The new building has five gates with dock levellers, a three-storey platform system, and a small parts warehouse with 56,000 storage locations. A manual high-bay warehouse provides an additional 750 pallet spaces.

Multifunctional and intelligent

The software provides a multifunctional basis for stock and order management, as well as storage, retrieval and dispatch to customers all over the world. The warehouse management solution supports flexible workflows in the incoming goods process by processing goods for separation on a piece-by-piece basis, for example.

During the order management process, batch formation takes various parameters into account for the respective batches, such as storage location, sorting, the number of orders in the batch and the subsequent picking strategy. The Infios warehouse management system supports the implementation of various picking strategies, including control components for single or multi-order picking (with subsequent sorting via put-to-light technology).

The system not only handles the growing number of online orders, but also deliveries to branches in Großhartpenning (Holzkirchen) and Moosrain (Gmund), which operate in close proximity to the company headquarters. Dispatch processes can range from small individual orders to comprehensive replenishment orders and often require more comprehensive system features. This is why Bergzeit also relies on the Shipping & Dispatch System (SDS) from Infios, which combines additional functionalities for dispatch processing. When goods are dispatched via one of three conveyor belts, SDS supports the transmission of order-related data and label printing, among other things.

> "Throughout the entire project phase, the Infios team was a reliable partner. During the business-critical warehouse relocation and simultaneous implementation of the WMS, in particular, we were a strong ‚rope team', and this experience has made us want to climb further peaks."
>
> **Holger Cecco-Stark**
> Head of Technical Business Solutions, Bergzeit

The parcels are then automatically scanned and transported to the gate of the assigned CEP service provider.

Flexibly into the future

In the new logistics centre, Infios quickly created a central system platform that can be used to standardise the management of the online retailer's entire logistics. Bergzeit's main objective is to enhance its ability to respond to changes in order structures and typical market fluctuations. The warehouse management system can adapt flexibly to such logistical requirements.

At the same time, it creates complete transparency of stock for goods still in stock. When critical minimum quantities are reached, the system automatically initiates replenishment. Thanks to the system's wide range of functions, Bergzeit is ideally equipped for future requirements.

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