AMR solution for luxury retail brand

Bolloré Logistics partnered with Infios to deploy Autonomous Mobile Robot (AMR) solutions for luxury retail goods

Snapshot

Company
Bolloré Logistics Australia

Industry
Transport and Logistics

Number of Employees
289

Warehouse Size
2,400 sqm

Infios Competency
Automation Solutions

Solution(s)
Autonomous Mobile Robots (AMRs)

Complexity

Bolloré Logistics was seeking a new and innovative solution to improve the efficiency of its customer's operation and the experience for the end users.

Best practice

Infios's AMR solution was an automated picking process with 28 AMRs facilitating the delivery of luxury goods via multiple eCommerce platforms and retail outlets across Australia and New Zealand.

A leader in Third-Party Logistics (3PL), Bolloré Logistics built an organization focused on servicing luxury brands, but when they were approached by a high-end Australian retailer to develop a new retail processing system, time was a luxury they couldn't afford.

Bolloré Logistics has built a significant presence in Australia since its full establishment in the country in 1992. In the 29 years since, the organization has grown to employ 289 employees across its five offices and six logistics centers nation-wide and became the first logistics business to be accredited as a Trusted Trader under the Australian Economic Operator program.

Abroad, Bolloré Logistics has a trusted network across 19 countries, with expertise in Aerospace, Luxury Fashion, Perfumes and Cosmetics. Their "Powering Sustainable Logistics" corporate social responsibility program was designed to provide customers with sustainable supply chain solutions and high value-added integrated services.

48k
of active pick-faces in 1,190sqm area

4,000
mixed eCommerce and retail orderlines per day

360+
pieces across three pick-stations

infios
a Körber company

BOLLORÉ LOGISTICS

As a major multinational business, Bolloré Logistics' had a major reputation to live up to. When their new luxury client needed specialty care and a compelling reason to select their 3PL services. It was only natural to turn to Infios and discuss how the Geek+ AMR solution could benefit all three parties involved. Infios stands out in the Australian tech landscape as a leading integrator and developer of forward-thinking solutions. They act as an idea generating partner for strategic concepts and leverage these to enable rapid optimization of workflows and processes.

From their multiple offices across the Asia Pacific, Infios can envision, create, and deploy innovative technology transformations for supply chain and logistics verticals, including bespoke solutions for warehousing and distribution centers, transportation, manufacturing, health care, pharmaceutical, FMCG and retail.

Enterprise-grade solutions from Infios range from hands-free workflows enabled by voice-powered technology to software solutions, mobility solutions, and retail fulfillment options that lean heavily on the latest in workflow optimization, including AMR for automation in picking and packing in distribution centers.

Four things that made Infios stand out when Bolloré Logistics' needed help were: that the companies had worked together successfully before, Geek+ had engaged with high-end consumer brands in the past, Bolloré Logistics' was familiar with Infios's AMR solutions from their website and recent talks, and the team at Infios were willing to work within the unique constraints of a tight turnaround.

After a thorough consultation and assessment of the client's site and parameters, Infios oversaw the integration of 28 AMRs in Bolloré Logistics' Sydney warehouse. This facilitated the delivery of luxury goods across various brands via multiple eCommerce platforms and retail outlets across Australia and New Zealand.

The AMR project reduced space usage by increasing storage density and minimized operational costs by delivering efficient picking and high throughput in the form of active pick faces in an area of 1,190 square meters, all accessible by warehouse personnel on ground level. Alongside this, the integration of end-to-end data ensured faster, more accurate order fulfilment, resulting in up to more than 360 picks per hour per pick station at the three individual pick stations. In comparison to conventional picking procedures using radio frequency scanning devices yielding about 40–50 picks per hour, this AMR-powered solution allows for near error-free capability and helped ensure that these flagship fashion brands deliver a superb eCommerce and retail experience for its end customers. This allows Bolloré to process up to 4,000 mixed eCommerce and retail orderlines a day.

It took just three months from the initial introduction to the deployment of the AMRs, showcasing the agility of the Infios team in consulting, planning and realizing the optimal solution for the space and requirements of the Bolloré warehouse staff.

The partnership between Infios and Bolloré has already led to the first use of robotics in high-end retail processing in the Australian market and opens many avenues for the continued prominence of automated technologies in the supply chain. As a result of working alongside Infios's experts, Bolloré were able to continue living up to their reputation as a reliable 3PL provider for luxury brands and deliver a highly efficient order fulfilment experience.

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