

Optimizing the ready-to-wear supply chain

C-Log: French-based logistics provider has accelerated its competitiveness in e-commerce and stimulated triple-digit sales growth with WMS & WCS solutions



Snapshot

Company
C-Log

Industry
3PL e-commerce / Textile

Key figures

- €153 million turnover
- 233% increase in picking performance (2018 & 2022)
- 100%+ growth
- 4+ new sites

Solution(s)

Warehouse Management System (WMS)
Warehouse Control System (WCS)

Facilities

- Cambrai, France
- Longueil-Sainte-Marie, France
- Saint-Malo, France
- Pleudihen-sur-Rance, France
- Vatry, France
- Ascoux, France
- Poupry, France
- Montierchaume, France

As a specialist in B2B and B2C logistics based in France, with over two decades of experience, C-Log stands out for its specialized services dedicated to the fashion industry. Its diverse clientele ranges from major luxury groups to mass-market companies, operating in three main regions: the Hauts-de-France, Central and Brittany regions.

Five years ago, C-Log launched an innovative e-commerce project, marking a crucial step in the transformation of its logistics approach. Infios played an essential role in supporting C-Log and the Beaumanoir Group in a strategic international omnichannel expansion, designed to respond to evolving consumer trends. Customers could now place a late night order to pickup next day in-store and returns are facilitated.

This project was designed with a holistic vision, highlighting three essential pillars that have shaped the company's success: the development of online business, the "made in France" approach and the integration of mechanization.

8,500

points of sale
delivered in 100
countries

100

million units
shipped per year

800K

orders per year
in Poupry, France

From a process point of view:

- Real-time order processing (no cut off)
- Transport pick-up by 10 p.m. for next-day delivery (6 days a week)
- Fully automated process
- Dedicated team for design, integration and follow-up of mechanized solutions

A crucial step in digitizing the supply chain

Faced with these challenges, C-Log chose to install several solutions from Infios's software suite, mainly the Warehouse Management System (WMS) and the Warehouse Control System (WCS). These flexible solutions meet the demanding criteria of C-Log's customers, ensuring centralized management of key logistics sites.

The WMS solution offers immediate visibility of stocks, employees and processes, providing real-time information. Thanks to configurable functionalities, this solution guarantees the flexibility essential for perfectly aligning processes with the company's unique needs and adapting to future developments.

As a centralized, integrated solution, Infios's WMS plays a fundamental role in the entire warehouse management process. It ensures precise orchestration of goods flows, covering receiving, storage, order picking and shipping. The adoption of the WMS by C-Log has resulted in a significant improvement in operational visibility, optimized use of storage space, and rigorous product traceability.

At the same time, the core model, custom-built to meet C-Log's specific needs, is a key element for rapid and efficient deployment. By defining a standardized central model, it harmonizes operations across the company, while offering the flexibility to adapt to the particular needs of each site or activity. Thus, the combination of the WMS and the core model is part of an overall strategy to reinforce C-Log's operational efficiency, ensuring optimal management of its logistics operations with an approach that is both flexible and adaptive.



"We believe that logistics innovation is the key to transformation. Every challenge is an opportunity to push back the boundaries of efficiency and open up new horizons in supply chain management."

Ottavio Rivelli
SVP Sales & Operations South Europe, Infios

Managing logistics challenges

In 2020, when C-Log took over the logistics activities of the brand La Halle, which was sold to the Beaumanoir Group in June of that year, Infios was once again called upon to meet the challenges of integrating La Halle's store network into the omnichannel transition. Using a single WMS environment proved to be a strategic solution, avoiding a major infrastructure project. The core model WMS, tailored to C-Log's specific needs, played a key role in the rapid deployment in less than two months. The strength of the partnership between C-Log and Infios, combined with the exceptional collaboration between the teams, was decisive in meeting this colossal challenge on time.

Centralizing for an omnichannel strategy

Infios continues to play a strategic role at the Poupry site, designed to be a strategic hub dedicated to e-commerce order management, with the aim of optimizing order management, mutualizing volumes and brands and promoting an omnichannel approach from a single site.

C-Log has set itself some ambitious targets, including enabling its customers in the Paris region to place orders up to 7:00 p.m., with guaranteed delivery by 10:00 a.m. the following day. The company is also aiming to reach an impressive peak of 50,000 orders per day.

The integration and control of Autonomous Mobile Robots (AMRs) marks a significant step forward in C-Log's strategy. More than 400 C-Log designed robots will be deployed at the Poupry site, representing an innovative solution to the sector's specific challenges. This initiative underlines the company's commitment to adopting cutting-edge automated solutions to optimize logistics operations and boost the efficiency of the Poupry site.

Infios has once again played a key role in optimizing operations by integrating the Warehouse Control System (WCS). Among other things, WCS interfaces with the AMR Robot Control System (RCS) developed by C-Log. Overall, this tool enables optimum management of flows, from scheduling to order fulfillment, ensuring that C-Log meets its customer service commitments. The company has succeeded in keeping its promise to process 4,000 bins per hour, with a bin presented every 7 seconds at the picking station.

The strength of the partnership

Since 2018, Infios and C-Log have succeeded, over the course of various implementations, in creating a genuine long-term partnership based on mutual trust and commitment. This fruitful collaboration has enabled us to explore new innovations, optimize operational processes and anticipate emerging industry challenges. Thanks to a collaborative and dynamic approach, the two companies have been able to evolve together, implementing innovative solutions to meet changing market needs. This solid partnership is the result of a shared vision, constant adaptability and a common desire to achieve excellence in supply chain management.

This strategic alliance underlines our operational quality and our ability to anticipate the dynamic needs of the fashion market.



“C-Log recognizes the ongoing support provided by Infios, highlighting their unrivalled expertise in the logistics field. The company also appreciates Infios’s significant contribution to its success in the fashion sector. This recognition underlines the value of the collaboration between the two entities and highlights Infios’s essential role in C-Log’s positioning and success in the fashion market”

Gwendal Buzulier
Industrialization Director C-Log

Today, thanks to the successful collaboration with Infios, C-Log ensures 24/7 operation, including critical periods such as Black Friday and the holiday season. The key to success lies in the exemplary mobilization of all our teams, and their unfailing commitment to this new project.