

CASE STUDY

Powering progress

bike-components redefines its digital future with a full system architecture upgrade, delivered in just 12 months.



At a glance

Company

bike-components

Industry

Handel / E-commerce

Location

Würselen, Germany

Storage space

25.000 sqm

Solution

Warehouse Management System (WMS)

Trailblazing the digital retail frontier

bike-components has long been a pioneer in Germany's retail landscape. Back in 1997, driven by pure passion for cycling, the company launched one of the first online shops dedicated to bicycle mail order. Fast forward to today, and bike-components stands as a leading force in the industry as they offer over 100,000 products from more than 340 brands, including an unmatched selection of bikes, parts, accessories and apparel.

Headquartered in Germany, the company employs over 230 people and generates annual revenues exceeding €100 million. What sets bike-components apart?

Customers rave about the lightning-fast, customer-first service, powered by real cycling experts who speak from experience. Independent surveys consistently rank bike-components as one of the best bike shops in the market.

Transformation in motion

Until 2024, bike-components operated on a legacy system landscape that had grown organically over time, but it was no longer fit to support the company's ambitious growth trajectory. A bold modernization initiative was set in motion to meet rising industry demands with agility and resilience. Enter the "RoadGap Program": a strategic overhaul involving the migration of eight core systems, including enterprise resource planning (ERP), customer relations management (CRM), product information management (PIM) and Warehouse Management System (WMS), by the start of the 2025 season.

100%

data consistency

12

months to go live

120

WMS users

infios



BIKE-COMPONENTS



“Today’s customers expect more than speed, they expect reliability. With Infios, our supply chain delivers exactly that. Every click, every order, every delivery hits the mark.”

Johannes Kurzawa
Project Manager Logistics, bike-components

To meet this challenge head-on, bike-components partnered with Infios to introduce a seamlessly integrated WMS solution. The Infios team brought more than just technical expertise, they delivered proven methodologies and deep industry insight, helping the company sidestep common transformation pitfalls.

The mission was clear:

- Launch fully digital warehouse operations powered by Infios’s Warehouse Management System (WMS)
- Complete the system migration within 12 months
- Maintain uninterrupted operations during peak season
- Ensure smooth integration with both legacy and new systems (ERP, webshop, shipping providers)

Zeroing in on what matters

From the outset, the joint project team homed in on the warehouse’s core processes—goods receipt, picking, shipping and inventory management—built to handle over one million orders annually. These mission-critical areas were prioritized, optimized and successfully rolled out in the initial phase, laying the foundation for integrating downstream functions.

Minimizing complexity was a key driver throughout the rollout. Existing custom solutions were rigorously evaluated and, where feasible, replaced with streamlined standard processes. This approach enabled faster implementation and a focused MVP strategy that ultimately led to a complete overhaul of the backend system landscape. By pragmatically leveraging the existing warehouse infrastructure (around 70,000 storage locations at the site) the team stayed true to a lean rollout model and delivered under a tight timeline.

Efficiency unleashed

With peak season fast approaching, the pressure was on. Pre-launch testing zeroed in on critical logistics functions and passed with flying colors. Seamless platform integration ensured a unified data foundation from day one, thanks to standardized interfaces across the system landscape.

The impact of the new Warehouse Management System was immediate and measurable. Core logistics processes such as returns, inventory, replenishment and order picking were streamlined and accelerated. A standout milestone: the complete shift to paperless logistics. Every warehouse process, from goods receipt to shipping, is now digitally executed. Mobile devices and scanners have replaced manual lists, boosting transparency, traceability and sustainability.

“Infios showed remarkable flexibility in meeting our ambitious MVP approach. We went live in just 12 months: fast, focused and right on schedule.”

Christof Kunz
Director Business Strategy & PMO, bike-components

infios



Data consistency has also taken a major leap forward. The tight integration of WMS with ERP and PIM systems has virtually eliminated duplicates, media breaks and inventory errors, unlocking smarter planning and sharper delivery performance.

And it doesn't stop there. Clearly defined standard processes are now in place, documented, and continuously optimized. With dashboards and KPI monitoring on the horizon, bike-components is primed for scalable growth and future-ready logistics.

Built for what's next

Partnering with Infios marked a pivotal moment for bike-components. The company's warehouse operations, its operational backbone, were fully standardized and reengineered for maximum customer focus. Today, a unified data foundation powers fast, informed decisions and frictionless processes from order click to doorstep delivery.

The results speak for themselves: faster shipping, greater transparency and a shopping experience that delights and builds loyalty. With Infios's Warehouse Management and a fully modernized backend architecture, bike-components is not just ready for growth—it's built for it.



"The new system architecture has not only accelerated our operations, it has built the foundation for long-term scalability. From goods receipt to shipping, everything now flows as one."

Nils Hollmann
Director Logistics, bike-components

infios

Infios.com

©Copyright 2025 Infios US, Inc.
All rights reserved. Reproduction and distribution under license only.