

Warehouse Management System for B2B Wholesaler

AXRO relies on a customized LFS

AXRO GmbH, a globally operating B2B wholesaler and distributor in the office communication sector, relies on the highly modular and adaptable Warehouse Management System LFS from EPG (Ehrhardt Partner Group). Spread across three warehouse locations with a total of approximately 10,000 square meters of storage space, LFS customizes the complex processes and material flows of the office communication expert. EPG's multi-carrier shipping software, the International Shipping System (ISS), and the AutoStore automated small parts warehouse, which delivers goods directly to employees, were seamlessly integrated into LFS. This integration enables AXRO to leverage optimization opportunities, supporting the company's planned scaling and expansion in Hamburg.

From individual shipments of small parts to consolidated goods and full container shipments, the Hamburg-based office communication expert supplies over 3,000 resellers in 67 countries with a range of more than 6,000 original items, including toner, ink, printers, copiers, and spare parts. For its planned expansion and the extension of its service portfolio in the Logistics-as-a-Service (LaaS) sector, AXRO requires an adaptable WMS that can manage both the individualized picking processes of highly diverse orders and the new AutoStore system with 78,000 bins. The focus was not only on fully customizing the software but also on providing comprehensive training for employees, ensuring that future configurations and adjustments can be carried out in-house.

Custom Programming, Workarounds, and a Test Warehouse

“The product portfolio of AXRO is very extensive in both breadth and depth,” explains Pascal Ostermann, Head of Logistics Projects at AXRO. “In addition, the orders vary significantly in volume and product type. While one customer might order tiny spare parts for express delivery, a major client might order 500 multifunction printers. Consequently, we needed to adapt LFS to these specific characteristics in the flow of goods and the picking processes. To achieve this, the close and collaborative partnership with EPG and the simulation of all processes in a test warehouse beforehand were extremely beneficial.”

Simultaneously with the go-live, AXRO established a fully equipped test warehouse. The processes of the existing warehouse were replicated exactly, including a pallet storage area, a shelving system, a goods receiving area, and a buffer zone. In this test warehouse, the project team had the opportunity to adaptively adjust the necessary processes to meet the warehouse management needs. This ensured a smooth go-live.

Flexible, Scalable, Transparent

LFS collects and visualizes all process data of the wholesaler's internal logistics in real time. Through a user-friendly logistics cockpit, future logistics operations such as goods receipt, order status, and picking will be transparently displayed. This allows for the early identification of process optimizations and warehouse potentials, as employees at control points receive proactive alerts about possible bottlenecks. The interface between LFS and AutoStore significantly increases volume utilization, picking speed, and system availability for the Hamburg-based wholesaler. The solution communicates with the data from the small parts warehouse and provides it to LFS in real time. This ensures optimal information exchange between the warehouse control center, AutoStore, customers, and suppliers, effectively reducing process costs.

In-House Expertise for LaaS Expansion

Another focus was on the extensive training of AXRO's employees. Starting in 2025, the Hamburg-based company aims to offer a comprehensive service portfolio in the LaaS sector. Therefore, independent configuration and management of the WMS were integral parts of the project. This in-house expertise enables AXRO to respond quickly and flexibly to market changes and individual customer requirements without relying on external support. With the new WMS and the expanded business model, AXRO is positioning itself sustainably as an innovative and flexible partner in the global B2B wholesale market for office communication products.

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Photos: [1] The seamless integration of the automated small parts warehouse AutoStore with LFS significantly optimizes intralogistics.
[2] With a new WMS and an expanded business model, AXRO positions itself as an innovative partner in the global B2B wholesale market for office communication products.

EPG – Smarter Connected Logistics

EPG is a leading international provider for a comprehensive Supply Chain Execution Suite (EPG ONE™) and employs 1,000 people at 23 locations around the world. The company group provides its more than 1,600 customers with WMS, WCS, WFM, TMS and voice solutions to optimize logistics processes – from manual to fully automated logistics environments. EPG solutions cover the entire supply chain: From warehouse and road to ground and cargo handling solutions at airports. With the EPG AES™ Aviation Execution Suite, EPG offers an all-in-one solution for airport logistics and ground handling. Logistics consulting, cloud services, managed services and logistics training courses at the company's own academy round out the comprehensive list of solutions from EPG.

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