

Infrastructures – reduced for maximum performance

Highly flexible infrastructures catering for all market development trends



The logistics infrastructures of Also Germany are no longer capable of accommodating planned growth. How big will the growth surge be? Can the distribution and inventory facilities be designed so that they can be operated economically under varying market developments? How many warehouses are necessary to ensure economical logistics and where are their ideal locations? How is the product range to be distributed across the warehouses?

The Client

- Also Deutschland GmbH, Straubing (Germany)
- Retail and logistics specialists for ICT products and leisure electronics
- Number of employees: approx. 200
- Warehouse locations: Northern and Southern Germany

The Objective

- Economical distribution throughout Germany under diverse market development scenarios.
- Selection of ideal locations for distribution warehouses.
- Planning of economical logistics infrastructures for the next five years.
- Achieving implementation maturity within twelve months.

The Solution

- New, highly flexible central warehouse with low-level automation in Braunschweig.
- Construction and financing of the warehouse through an investor.
- Construction of the warehouse immediately adjacent to the parcel delivery service provider.

The Client Benefit

- Distribution costs cut by 15%.
- Inventory costs cut by 10%.
- Economic viability of the infrastructures from one half to a four-fold distribution capacity guaranteed.
- Order intake window increased by one hour.
- Planning and construction of building shell completed within twelve months.