



Highlights

- ❖ A state of the art warehouse to support planned growth
- ❖ Significant cost savings by consolidating 5 warehouses into one
- ❖ Enhanced warehouse productivity through RF technology
- ❖ Process of fulfilling an order in the warehouse reduced from hours to a few seconds
- ❖ Reduced the physical workload by 70% for checking and packing
- ❖ Orders leaving warehouse are now 98% accurate
- ❖ Internal mistakes made at the point of checking have been reduced from 2% to 0.5%
- ❖ 20% increase in productivity for replenishment and put away activities by the fork lift operators

Business Profile

Founded in 1969, Plaisio Computers SA is the leading retailer for office products, consumer electronics and IT products in Greece. Their products are distributed across 24 wholly owned stores throughout the country as well as Bulgaria, priding themselves on their after sales service to their customers. As well as their stores, their significant multi-channel operation incorporates a direct sales channel as well as a leading internet site, achieving the biggest web sales in the country. With a dedicated B2B site, Plaisio now serves over 150,000 businesses, and successfully now runs the largest PC and Notebook assembly line and manages the largest stock of technology in Greece.

Challenges

One of the biggest challenges Plaisio faced was having to manage the organisation across five main distribution centres in different locations, with each of these warehouses serving different product ranges. Plaisio's wide portfolio of stock, scattered across Athens, was becoming more and more a logistical challenge for them. "With increased management time across the network, customer service was compromised," explains Nikos Adamopoulos, Plaisio's Logistics Manager. "Individual orders spanning the warehouse network resulted in increased delivery times and unnecessary invoices. It was an inefficient model with duplication of effort and excessive administration."



As well as needing to improve their supply chain process, Plaisio was experiencing issues with the size and locations of their warehouses. With lack of capacity, and a growing organisation, the company had to resort to renting 3rd party warehouses causing increased costs. For an organisation that, for the last 8 years, has appeared in the top 500 fastest growing businesses in Europe, a step change was needed.

With a vision that complemented their successful year on year growth, Plaisio's president and CEO, Mr. George Gerardos, made the decision to invest in the biggest, state of the art distribution centre in Greece, housing all of their offices and operations under one roof. "To achieve this ambitious goal, we needed our warehouse software to be state of the art as well." With a successful track record with SAP, and as their biggest customer in Greece, it was logical for Plaisio to continue with this business software strategy. "To ensure our continued implementation success, we have always carefully selected the top consultants in the global market to support the different capabilities of SAP, from India and Germany to Holland and the UK."

💡 Duplication of effort & excessive administration 💡

Referral

Having been an SAP customer since 1999, Plaisio was one of the first companies in Greece to adopt SAP ECC 6.0 and IS Retail. Although they have a significant level of SAP experience in house, the company had no background in SAP Warehouse Management (WM), and in particular SAP Task and Resource Management (TRM). "When the president of Plaisio contacted SAP AG to identify the best SAP Supply Chain skills in the market, he was referred to SAP UK, and then to Rocket Consulting," highlights Costas Stavroulakis, Plaisio's Project Manager.

Solution Overview

Type of Business

- ❖ A leading retailer for office products, consumer electronics and IT products in Greece.

SAP Solution

- ❖ ECC 6 & IS Retail
- ❖ SAP Warehouse Management
- ❖ SAP Task and Resource Management

Rocket Packs

- ❖ TRM Enhancement Pack
- ❖ Extended RF Material Enquiry

Mobile Solution

- ❖ Psion Teklogix Handheld RF Devices
- ❖ Zebra Mobile Printers
- ❖ SAPConsole

Technology Integration

- ❖ Savoye Tote Picking & Sortation Conveyor

Solution

Plaisio was impressed by the professionalism and overall approach of Rocket Consulting. “We needed to meet with them face to face, and they fulfilled all of our expectations,” says Stavroulakis. The two organisations worked together to plan the early phases of the project. Plaisio leaned on the experience of Rocket, and worked closely with them to agree the project priorities. With the blueprints for the warehouse racking and assembly line layout already in place, Rocket Consulting took the lead with Plaisio to plan and implement their warehouse solution.

However, before the implementation phase started, disaster struck as one of Plaisio’s warehouses, containing all of their stationery stock, burnt to the ground. The fire caused the project timelines to speed up significantly, and put a great deal of pressure on the project go live. “Rocket was continually supportive throughout the project and it felt like they were Plaisio employees,” continues Stavroulakis. “They continually went beyond the call of duty, especially during the fire. With the critical delivery stages of the project at stake, key consultants were prepared to work week-ends to ensure a smooth process.” With the fire happening on the Thursday, Plaisio and Rocket had the trucks delivering to the new distribution centre by Sunday.

“They continually went beyond the call of duty, especially during the fire”

The distribution centre is now fully functional, where all orders placed in SAP are passed to the warehouse which is managed by SAP WM, this in turn creates an iDoc, an electronic file of information, to communicate with the Savoye assembly line. With seamless integra-



tion between SAP and assembly line control system (LM7) in place, the assembly line intelligently knows what size of box or package to put on the conveyer belt, a label is then placed on the box with a barcode detailing its picking instructions, and it then starts its journey around the warehouse. “This barcode picking process was designed by Rocket, containing all the customer and order details,” explains Stavroulakis. “As the box moves through the picking area, it is exited at the appropriate picking stations, and pickers, using RF terminals, ensure that the correct products are placed in the correct boxes.”

After the products are picked, the boxes then move into the checking area. The system has been designed by Rocket to know what each item and each box weighs through the process, and any weighing discrepancies in the checking area are picked up. “If there is a difference in weight, the box is automatically ejected, checked and then returned to the assembly line. It is a simple, yet effective process,” says Adamopoulos. At the end of this automated process, the boxes are sorted and RF checked to confirm their delivery route and placed onto their respective pallets. These are then transported by truck to the end customer.

“It is a simple, yet effective process”

RF technology has been a central component to this leading edge distribution centre, and with the implementation of SAP Task and Resource Management (TRM), the workforce has been evenly balanced across the warehouse. Adamopoulos explains, “Every time someone scans a box, a task is assigned to them and they are instructed with what to pick. We can monitor workload and productivity across the warehouse at any time in the process.” All of these RF transactions and checks throughout Plaisio’s warehouse have been designed, specified and built by Rocket, and approved by Plaisio. All of the processes, from inbound to outbound, and especially across all replenishment, have been built from scratch, and to maximise the full benefit of RF technology throughout the warehouse, Rocket has selected and recommended the use of Psion’s rugged devices.



“Everyone at Plaisio is extremely proud of the automated operation they now have in place. The distribution centre is leading the field in technological excellence, and the end to end warehouse operation is now a source of study for Universities and Schools.”

As well as implementing SAP’s WM and TRM solutions to run the warehouse, Rocket has provided further development expertise with the addition of their supporting SAP Add-on Rocket Packs, including the TRM Enhancement Pack and Extended RF Material Enquiry. “These Rocket Packs have provided Plaisio with the extra flexibility and functionality we needed within SAP TRM and across all of our RF screens. Whereas SAP provided standard screens for the RF terminals, we needed to accommodate additional functionality such as picking locations and further product information including descriptions,” emphasises Stavroulakis.

The final delivery components of the project involved Plaisio’s PC assembly phase. This was technically the biggest challenge of the overall implementation, and needed to be completed in very short time frames. “All of the processes were built incorporating the full use of RF technology, integrated with continual assembly lines. “Across all areas of the implementation, from the initial phase of the new distribution centre through to the PC assembly phase, Rocket has successfully delivered on the project go-lives,” highlights Stavroulakis. “To ensure its overall success, the complete project involved the delivery of user manuals and designed the training courses to ensure that everyone was successfully up and running.”

“Rocket has successfully delivered on the project go-lives”

Benefits

With the development of their unique, multipurpose facility and a state of the art warehouse, Plaisio now has a strong foundation to grow their business.

Speed of order fulfilment

Plaisio can now launch the process of fulfilling an order in the warehouse within a few seconds of it being placed, compared to 2 to 3 hours previously. As a result, overall customer service is improved. “With a more efficient warehouse management solution, Plaisio can now operate order fulfilment within the hours of 12 noon until 10pm, rather than maintaining a 24 hour operation,” highlights Adamopoulos. “The streamlined operation continues to support customer service levels, as it now has the flexibility to provide same day delivery.”

Order discrepancy minimised

Prior to implementing SAP WM, orders leaving the warehouse were 95% accurate, including a double checking process involving two different people. Plaisio now only double check 30% of orders, and they have achieved over 98% accuracy, whilst at the same time reducing the physical workload of 70% for checking and packing. “We have achieved a significant cost saving, as the workforce has been reduced and productivity increased,” says Stavroulakis.

Less money spent fixing mistakes

“With the use of RF terminals, internal mistakes made at the point of checking have been reduced from 2% to 0.5%. The quality of the automated process now makes it very difficult to pick the wrong product,” explains Adamopoulos. With minimal errors, Plaisio now spends significantly less money fixing mistakes. Management and administrative time rectifying issues has been reduced, transferring management focus to fine tuning and improving the productivity of the organisation.

Enhanced warehouse productivity

Implementing SAP Task and Resource Management has increased productivity throughout the warehouse. Stavroulakis explains, “Compared to their previous manual system, there is now a 20% increase in productivity for replenishment and put away activities by the fork lift operators.”

RF technology to fine tune workload

Through the complete use of RF technology throughout the warehouse, Plaisio can now

Contact

UK

Parkshot House
5 Kew Road
Richmond Surrey
TW9 2PR
United Kingdom
+44 (0)844 80 40 660

Online

www.rocket-consulting.com
launch@rocket-consulting.com

measure the productivity of their entire shop floor, and fine tune workload to enhance overall productivity. “At any time, we know what everybody is doing. At the same time, we know the location of every box, and what is inside,” highlights Adamopoulos.

Complete transparency

Plaisio now delivers a unique customer transparency experience throughout their warehouse operation. Customers can visit their store, and view their PC assembly line making 100,000 PC’s each year. Also, serving 40,000 order lines each day, Plaisio’s warehouse is on constant view, with the capacity and bandwidth to take the company up to 150,000 order lines a day.

Cost savings through warehouse consolidation

Now operating from one warehouse, rather than five, Plaisio now enjoys a more efficient logistics process, with the additional benefit of saving significant costs from unnecessary external storage. They now have the competitive advantage to expand whilst still maintaining customer confidence.

Streamlined decision making

With all the back office operations under the same roof as the distribution centre, Plaisio now enjoys a more streamlined decision making environment. “Time is saved, and the teams can be more responsive to the needs and demands of the overall operation,” says Adamopoulos.

Summary

“Rocket Consulting has been involved in designing and implementing all the physical and system processes within Plaisio’s state of the art warehouse,” highlights Stavroulakis. “Throughout all the Go Lives, from the smallest to the biggest, we have been impressed by their commitment, professionalism and their overall expertise.” Plaisio has formed a strong partnership with Rocket and looks to them as their trusted advisor. “Even during our Go Lives, Rocket has always been on hand going from picker to picker to ensure they were using the RF devices correctly. As well as being highly professional, they are now part of the Plaisio family.”

“As well as being highly professional, they are now part of the Plaisio family”

Everyone at Plaisio is extremely proud of the automated operation they now have in place. The distribution centre is leading the field in technological excellence, and the end to end warehouse operation is now a source of study for Universities and Schools. Stavroulakis concludes by saying, “Rocket really knows their subject and has led us in the right direction.”

