

Modernizing Warehouse Operations to Achieve 25% Productivity Gain

Client: Tennis

Industry: Retail

The word 'tennis' in a bold, lowercase, sans-serif font, with a registered trademark symbol (®) to its right. The text is positioned on the left side of the page, partially overlaid by a large, stylized orange wave graphic that curves from the left edge towards the center. In the background, a circular inset image shows two warehouse workers, a woman and a man, both wearing white hard hats and orange safety vests, looking at a laptop screen. The setting appears to be a warehouse with high shelves in the background.

Challenge

- Handling high-volume e-commerce orders efficiently
- Integrating workflows across multiple sales channels
- Achieving real-time inventory visibility and control

Solution

- Task optimization
- Real time visibility
- Seasonal management
- Scalability and flexibility
- Seamless integration

Results

- 25% productivity increase
- 10% decrease in distribution and logistics costs
- Near 100% inventory accuracy
- Improved order fulfillment



Tennis, a leading brand in Colombia's fashion sector, faced significant challenges in warehouse management. With exponential growth in e-commerce and increasingly demanding customer expectations, Tennis needed to optimize its warehouse operations to improve efficiency and order fulfillment accuracy. To address these challenges, Tennis partnered with Argano to implement Blue Yonder's Warehouse Management Solution (WMS).

Tackling the challenges of omnichannel commerce

- **Warehouse e-commerce growth:** With rising online sales, Tennis needed a system that could efficiently handle a higher volume of orders and guarantee accurate, timely deliveries.
- **Diverse channels:** The company operates through multiple channels, including physical stores, e-commerce, and distributors, requiring a solution capable of integrating and optimizing all workflows.
- **Inventory visibility and control:** Tennis sought to improve real-time inventory visibility to avoid stockouts and overstocking.

Blue Yonder: The ideal solution for retail

Tennis focused its search on a solution with advanced capabilities to optimize complex operations and adapt to the specific demands of the fashion sector. The company found in Blue Yonder a leading and innovative platform that offered the flexibility needed to manage high inventory turnover and seasonal variations characteristic of the industry.

"The collaboration with Argano and the implementation of Blue Yonder WMS have been transformative for our operations. We have achieved unprecedented efficiency in our warehouse and can meet our customers' expectations with greater accuracy and speed."

Vladimir Beltran
Deputy Logistics Director
Tennis

Key benefits

- **Task optimization:** Blue Yonder WMS enables the automation of key processes such as picking, packing, and receiving, increasing productivity.
- **Real time visibility:** The solution provides detailed real-time inventory control, allowing for fast and accurate decision-making.
- **Seasonal management:** Blue Yonder WMS facilitates the management of collections and seasonal products, ensuring the right items are available at the right time.
- **Scalability and flexibility:** The system is highly scalable, adapting to the company's growth and changing business needs.
- **Seamless integration:** The ability to integrate with other Tennis systems ensured a smooth implementation and a significant improvement in operational efficiency.

Transformative results

The implementation of Blue Yonder Warehouse Management, managed by Argano, resulted in significant improvements for Tennis:

- **Productivity increase:** Tennis reported a 20-25% increase in productivity across receiving, picking, and packing processes.
- **Cost reduction:** Distribution and logistics costs decreased by 10%, improving overall operational profitability.
- **Inventory accuracy:** Inventory visibility and accuracy rose to nearly 100%, eliminating errors and enhancing customer satisfaction.
- **Order fulfillment improvements:** Optimized order management allowed Tennis to improve response times and delivery precision, further boosting customer satisfaction.

A promising future

With the implementation of Blue Yonder WMS, Tennis has laid the foundation for a promising future. Equipped with cutting-edge technology and optimized processes, the company is ready to face market challenges and seize new growth opportunities.

Tennis's ability to respond quickly to changing customer demands and maintain high efficiency levels will solidify its position as a leader in the fashion sector, continuously innovating and delivering exceptional experiences to its customers.

"Our processes quickly increased productivity. We achieved a 20-25% improvement in productivity across processes such as picking, packing, and receiving. The service level improved significantly."

José Fernando Arango
Technology Director
Tennis

About Argano

Argano is the first and largest Global Specialist Consultancy exclusively focused on the design and delivery of High-Performance Business Operations with our AI-forward approach to transformation. We pioneer intelligent and connected solutions for our clients' operational environments across customer engagement and service, revenue management, finance and planning, supply chain, and workforce optimization, driving both efficiency and the agility to innovate product, service, and organizational design at the speed of today's market. Competitive advantage, cost optimization, customer satisfaction, and sustainable growth are our North Stars and our promise to our clients. Learn more at argano.com.



To explore how Argano can support your business goals, contact us at info@argano.com.

