

Scaling for Growth with 24% Productivity Boost Driven by Optimized WMS

Client: Súper Mayoreo Naturista

Industry: Retail



Challenge

- Optimizing speed and accuracy in operations
- Scaling logistics for growing store network
- Improving process agility with better technology

Solution

- Implementing a scalable Warehouse Management System
- Standardizing processes for operational efficiency
- Training teams to ensure smooth adoption

Results

- Reduced supplier service time by 65%
- Increased inventory accuracy to 99%
- Boosted warehouse productivity by 24%



Súper Mayoreo Naturista is a Mexican company established in 1989, specializing in the procurement, sale, and commercialization of natural products. It offers prestigious brands and products that contribute to improving its customers' quality of life.

With over 20 years of experience, the company provides laboratory services for developing and producing a variety of natural products for a healthier life. By importing top international brands, Super Mayoreo Naturista ensures continuous innovation, market leadership, and a commitment to health and environmental harmony.

The company operates a central Distribution Center (DC) located in Naucalpan, Estado de México, and manages 74 stores nationwide, spanning from Baja California to Quintana Roo.

Challenge: Rapid growth exposing logistic limitations

For Súper Mayoreo Naturista, speed and accuracy within their processes were critical. The company sought advanced technology to enhance the agility and precision of its logistics operations, meeting the daily demands of its growing network of stores.

After evaluating and comparing various technological solutions, Súper Mayoreo Naturista chose to implement Blue Yonder's WMS hosted on Microsoft Azure's cloud platform.

Solution: Cloud-based WMS deployment

During the implementation of Blue Yonder's WMS, the ATOS methodology (Analysis, Transformation, Operation, and Support) developed by Argano was used, which increases the likelihood of completing a project on time, within scope, and on budget.

It was essential to consider both new staff and long-tenured employees, so a month-and-a-half training program was organized to facilitate system familiarization and eliminate resistance to change.

The WMS was deployed on Azure's cloud, providing several benefits, such as access to top-tier hardware in a high-quality data center, eliminating the need for a costly initial investment, and having the system ready to launch within just a few days.

Results: Increased speed, accuracy, and certainty

- Real-time supplier service time was reduced by 65%, enabling the company to increase the number of suppliers handled daily from 30 to 50.
- Inventory accuracy increased from 94% to 99%, with 100% visibility achieved.
- Warehouse productivity increased by 24%.
- Picking accuracy reached 99%.
- Order preparation and shipment times were reduced by 20%.
- Supported a 35% increase in the number of stores while maintaining operations with the same resources.

"I recommend Argano's products and services for their quality, knowledge, and logistics expertise.

Their commitment to clients stands out as they understand and adapt to their needs."

Moisés Balderas
Logistics Manager
Súper Mayoreo Naturista



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