



CASE STUDY

aberon WMS at Jumbo Romania.

One of the most complex and largest warehouse management projects in SE Europe.

Industry

Retail

Number of Employees

7.000

Solution

ENTERSOFTONE
aberon



The Company

Jumbo opened its first store in Glyfada, Athens in 1986 and almost 40 years later it is the largest toy store chain in the country, as well as one of the largest retail businesses, with an e-shop and 89 physical stores: 53 in Greece, 6 in Cyprus, 10 in Bulgaria and 20 in Romania, as well as over 7,000 employees. In addition, the company has commercial partners in 7 other countries (Albania, Kosovo, Serbia, North Macedonia, Bosnia, Montenegro and Israel). The Jumbo store network in Romania contributes over 20% to the group's turnover, with the goal of growing the number of stores to 25 by 2026.

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Stelios
Andrianopoulos,
Logistics Manager,
Jumbo SA

Our investment in ENTERSOFTONE aberon was a strategic step to strengthen our supply chain management, significantly improving the speed and efficiency of our business operations. We continue to invest in innovation and the evolution of our logistics, ensuring that Jumbo remains a leader in the industry.

Challenge

A comprehensive Supply Chain Management (SCM) solution for the needs of physical stores and e-shops in Romania, with the aim of simplifying and optimizing supply chain management.

The goal is the optimal design of the entire supply chain, with accurate, real-time recording of the central warehouse stock, as well as the immediate replenishment of stores. The main goal is the precise planning of supplies, so that the company can accurately predict future demand and avoid shortages or excess stocks.

Effective inventory control also aims to avoid excess stock or shortages, which should be identified immediately. In addition, the optimization of transportation, schedules and shipping costs and the continuous real time monitoring of orders at all stages, were requested.

In order to identify areas for improvement, the implementation of modern analytics and reporting tools was deemed necessary.

Results

- 70% faster** and perfectly accurate picking
- Real-time feedback** at all stages of processes
- Automated returns management**
- Increase in productivity** in all logistics center processes
- Real-time inventory update, with a **20% reduction in storage**
- Absolute synchronization** between ERP, website, customers and courier companies
- Reduce** outbound logistics costs by **25%**
- Minimization of errors** by **95%**

The Need



The needs of the physical stores in Romania and the e-shop are covered by **two state-of-the-art logistics centers**. The first, in Craiova, with a total area of 28,000 sq m. was put into operation in early 2024 and serves the physical stores in the region. The second, in Popesti, with a total area of 75,000 sq m., serves the physical Jumbo stores in the wider region as well as all the orders of the company's e-shops in Romania and Bulgaria.



With the main goal of upgrading operational efficiency and ensuring a high level of customer service, Jumbo Romania deemed it necessary to **optimize the supply chain management, using automation.**



A large retail chain like Jumbo is called upon to manage **the complexity and volume of its operations** on a daily basis. The biggest challenge is to achieve the perfect balance of having the right quantity of merchandise in the right place at the right time, while avoiding **excess stock or significant shortages.**

This requires effective real-time inventory tracking and management with seamless synchronization across multiple distribution points. Transportation logistics require continuous optimization to minimize costs and avoid delays. Seasonal increases in demand, supply chain disruptions, and customer expectations for fast delivery add levels of complexity that require strategic planning.



Jumbo Romania sought a Supply Chain Management (SCM) solution for the full digitalization of its logistics centers, aiming to simplify and optimize the flow of products at every stage of the supply chain, while supporting the continuous growth of the group

The Request



Implementation of advanced **analytics and reporting** tools for the continuous assessment of supply chain performance and the timely identification of improvement opportunities.



Effective **real-time inventory control** to avoid overstock or shortages.



Continuous **monitoring and management of orders** from submission to delivery.



In a retail environment, where customer experience is the ultimate indicator of success, Jumbo recognized that the timely and seamless operation of the supply chain is a foundation for maintaining consumer satisfaction and ensuring its competitiveness.

The Solution

Leveraging its many years of experience – over 30 years – in implementing Supply Chain Management projects, ENTERSOFTONE addressed Jumbo complex challenges. **ENTERSOFTONE aberon** was implemented to automate the logistics centers in Romania and for the operation of the fully automated e-shop in Popesti. ENTERSOFTONE aberon WMS is suitable for any size of business or complexity of operations. This specific implementation is **one of the largest and most complex warehouse management projects in SE Europe**

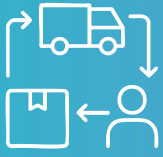
ENTERSOFTONE aberon is a flexible warehouse and distribution management information system. It is user-friendly, easy to use and designed with a modular architecture to **adapt to the specific requirements of each business, regardless of scale and complexity**. It is an ideal choice for any storage environment – from traditional warehouses using wireless terminals, to fully automated logistics centers equipped with pick-by-light, carousels, sorters, automatic stacker cranes and goods-to-man technologies.

ENTERSOFTONE aberon proved to be the ideal solution for Jumbo complex needs, thanks to its flexibility, multilingual and multi-metric architecture and its ability to holistically manage all warehouse activities. It provides **continuous monitoring and control** of information and material flows at every stage of the supply chain – from production, receipt and storage, to picking, loading and orders delivery to customers.

One of the key features of the solution is the **automatic and parametric prepacking system** with heuristic algorithms, which ensures the optimal packaging for every order. These packages are then moved via conveyor belts either to picking stations for slow-moving codes using a web-RF application, or/and to pick-by-light stations for fast-moving codes. For bulky packages, special management is applied with an automatic packing system and label issuance.

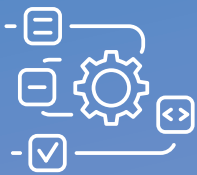


aberon WMS is fully responsible for the organization and flow of picking operations, determining the optimal route to be followed. All picking stations support multiple storage points of the same code, depending on the batch or design variations / assortments, which makes both route planning and timely position feedback critical



These capabilities were key prerequisites for the successful implementation of the project at Jumbo Romania logistics centers, ensuring speed, accuracy and absolute synchronization in every link in the supply chain.

The online store's order fulfillment is carried out through **two parallel and interdependent automated systems**. The first, which serves high and medium-speed products, is a pick-by-light type with 84 stations and 7,800 positions, capable of picking 1,800 boxes per hour. The second system, which manages slow-moving products, consists of conveyor belts with 56 stations and 30,000 positions, capable of picking 80 order lines per hour each.



In terms of inventory management, aberon automatically checks and corrects inventory at each location. In the event of a discrepancy, whether due to an operator error or a natural disaster, the specific location is recorded, corrected automatically and the system finds alternative scenarios to satisfy demand, along the route.

Regarding the cooperating distribution companies, the voucher production, printing and updating process for each company is fully automated, while the system supports intervention in the quantity and type of packages during packing. In addition, customers are informed electronically about the status of their order, as well as the scheduled delivery time.



The Benefits

With ENTERSOFTONE aberon, Jumbo now has **one of the most advanced SCM systems** of the market, which optimizes and streamlines the operation of its logistics centers in Romania, **ensuring a reduction in logistics costs and an increase in productivity.**

In summary, some of the benefits of the implementation are as follows:



Picking is done faster and more accurately



Orders are prepared without errors



The returns process has been automated



Managers have real-time and continuous inventory updates



Feedback from all stages of the processes is provided in real-time



The company's ERP, e-shop and transport partners are continuously and accurately synchronized

As a result, a significant increase in productivity has been recorded in all processes of the logistics center. The investment in aberon WMS is emerging as a strategic advantage for Jumbo, enhancing the flexibility and readiness of the supply chain in a constantly changing business environment.