

Customer testimonial
DECATHLON - Belgium



With Scallog's Goods-to-Man robotic solution, Decathlon Belgium is turning its logistics into a key link in its customer satisfaction chain.

DECATHLON

Innovation lies at the heart of French product development and distribution company DECATHLON's story. **Founded in 1976, the brand now has a foothold in 55 countries, including Belgium.**

To fulfil its commitment to providing quality service and optimising the customer experience, Decathlon Belgium opted to **upgrade its warehouse via robotics.** A decision that reflects the company's pioneering spirit.

As **Thibaut Desmaret**, Logistics Team Leader at Decathlon Belgium explains:

“As an integral part of our **omnichannel service**, high-performing logistics and a high-performing warehouse are **key factors in ensuring customer satisfaction: one of our biggest priorities.**”

*Not only was our range expanded, but we also saw our online sales sky-rocket from **7% before lockdown to 11% today.** Consequently, we set up the Scallog Goods-to-Man solution to **optimise storage, order preparation, and returns of small items.***

*The goal is to slash lead times in our warehouse to fulfil the commitment we have made to our online customers: **48-hour delivery, which we ultimately intend to cut down to 24 hours.**”*





Decathlon Belgium: Sport for all. All for sport!

The “**Sport for All. All for Sport**” motto illustrates Decathlon's vision. By offering high-quality products at attractive prices, the brand aims to **give as many people as possible access to the joys and benefits of sport**.

To meet the ever higher demands and expectations of omnichannel consumers in terms of **product availability, reduced delivery times, and order tracking**, intralogistics plays a crucial role.

In response to customers' exacting standards and the **rise of omnichannel flows**, Decathlon's logistics platform in **Willebroek** is being ushered into the modern age.

This **54,000 m²** site is being automated with a view to **dispatching several hundreds of thousands of items every day to its online customers and retail points, for a total of dozens of millions of items every year**.

Decidedly omnichannel-focused, the Decathlon Belgium warehouse handles **all of the Belgian online store logistics** and is the exclusive supplier of **47,000 products to four Dutch stores and the 34 Belgian stores**.

The warehouse activity is **supported by the Decathlon Germany logistics platform** in Mannheim, which is also equipped with the Scallog robotic solution, used at times of order surpluses.


34 Belgian
stores

47000 
References



Automation within the warehouse accelerated by peak period management, online sales, and beyond...

To meet Decathlon Belgium's new logistics needs, the Willebroek warehouse was upgraded in **2018**. This decision was taken with a view to **optimising storage space and boosting productivity in order preparation and returns management processes that were subjected to a number of peak periods.**

It also aimed to **increase the number of products directly available to the online stores**, cutting out the need for transiting via the Centre d'Approvisionnement Continental (CAC), which oversees the Centres d'Approvisionnement Régional (CAR) centres such as Willebroek.



Depending on **seasonal sales** (winter sports, summer sports, back-to-school), consumer engagement with major sports events, and changes in online consumer trends (Black Friday, the current pandemic, etc.), Decathlon's logistic activities **ebb and flow widely, in a manner that is sometimes predictable, and sometimes not.**

In addition to sending **one lorry out per day and per store from 8:00am to 7:00pm**, retail points need supplying in record times to ensure maximum product availability and build customer loyalty.

According to Decathlon Belgium, there is no secret recipe: to be able to handle more volume and mixed orders, they would need to **automate small item management for the most efficient storage per m² system, while simultaneously accelerating order preparation and making it more reliable via picking.** This second process needed to be carried out by drawing on **RFID** technology.

3 Stations 

25 Bobby 
Robots

295 Mobile 
shelves

It was also important to **help staff adapt, and to introduce them to ideas that would not only help along digital transformation, but would also enhance agile organisation in their everyday tasks designed to further the company's development.** Staff saw automation as being synonymous with job cuts, a misconception that they were able to dissolve.

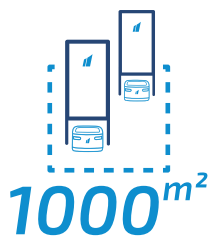
Decathlon Belgium needed to tackle **these aspects, as well as its commitment to providing customers with 48-hour and even 24-hour delivery.** As a result, the company wanted to draw on the best Goods-to-Man robotic solution for them in terms of **increasing productivity and operational efficiency, and quick ROI.**





And that's where Scallog's Goods-to-Man robotic solution came in!

In June 2018, Decathlon Belgium chose to work with Scallog. From order preparation to **returns management**, the Scallog solutions stands out from the crowd by being **perfectly adapted to logistics management for small**



1000m²

low-, medium-, and high-turnover items. For extra efficiency, the Bobby mobile robots were set up in a **1,000 m²** automated zone. They transport shelf units to the operators via order preparation workstations.

The Scallog solution, and most notably its smart software, fulfilled Decathlon Belgium's primary objective: **optimising item storage**. The solution allows hundreds of products from across all categories to be grouped on shelf units, while optimising how they are categorised and stored. It ensures **high-quality stock management with no wasted space**.

It also met Decathlon Belgium's second priority: **optimising and accelerating picking**. Working from their order preparation workstations, operators are guided throughout all their tasks. This means they can **prepare up to 24 different store orders simultaneously**.

Furthermore, the Scallog solution emerged as being particularly well suited to **handling in-store and online returns**. Return rates for online orders are estimated at **4%**. Thanks to the Scallog solution, Decathlon Belgium is able to **limit markdowns and increase turnaround times while industrialising return management processes**.

15000
References

Brought in in March 2019 in a Starter Kit version before being upgraded in August 2020, the **Scallog solution handles over 15,000 products**, from low- to high-turnover. It now features three order preparation workstations, 24 Bobby robots, and 295 mobile shelf units.

According to **Thibaut Desmaret**, Logistics Team Leader at Decathlon Belgium:

“The collaborative process with Scallog was **easy and seamless**. We capitalised on experiences at other Decathlon logistics sites already equipped with Scallog to incorporate best practices and keep an eye on aspects that require particular care, such as **floor evenness**. **”**



Breaking new productivity records!

Hailed for its user-friendliness by “volunteer” operators who can be **trained in a single day**, the Scallog solution ensures Decathlon Belgium draws on the **most efficient storage process, accelerated order preparation times, and better returns management**.

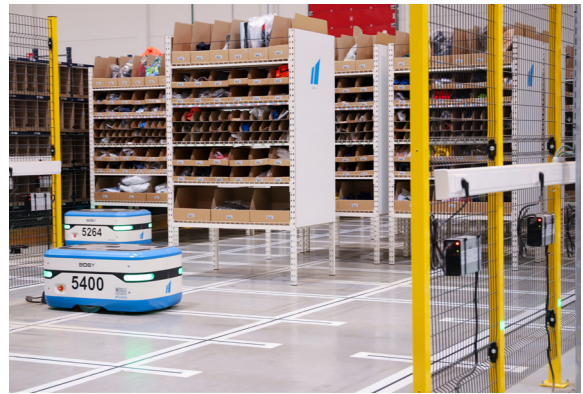
x2,5 m²

In addition to **real-time** inventory management, the Scallog solution ensures optimised storage operators can trust. In short, it provides **m² management at 2.5 times the scale** and slashes the number of stock errors made. Choosing to work with the Scallog solution means **cutting markdowns by five, too** (less than 2,000 now, compared to 10,000 to 15,000 previously).

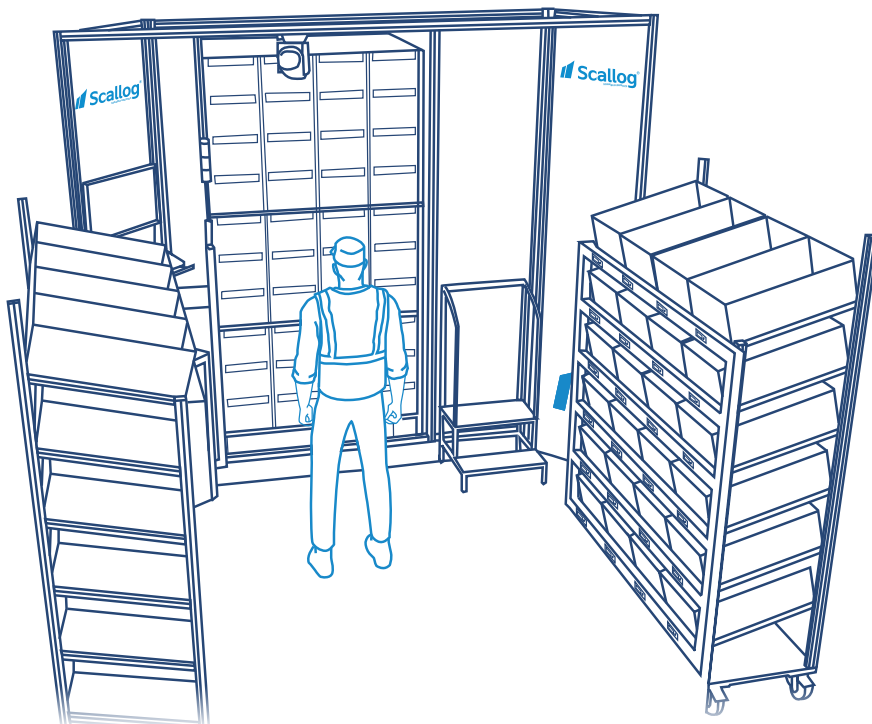
In terms of efficiency and productivity, yet again the results speak for themselves! Coupled with RFID technology, the Scallog solution has **resulted in a 2.5-fold improvement in operator productivity in preparing B2B and B2C orders**.

The same applies to management of both internal and external returns, 90% of which are handled by Scallog.

This inherently laborious and time-consuming process has now been made **more fluid and reliable with increased productivity that allows items to be put back on sale the same day**.



x2,5 operator productivity



In light of the dizzying rise of online sales, the upcoming store openings in Belgium, and the development of new services such as **ship from store** features, Decathlon Belgium has decided to **expand its Scallog solution significantly in the upcoming months.**

Thibaut Desmaret, Logistics Team Leader at Decathlon Belgium, notes that:

“ We need to adapt to our customers' new consumer behaviours and expectations.

*From distribution of garden sets with Delhaize to sales of second-hand bikes and equipment rentals, **our decidedly omnichannel-focused warehouse needs to be innovative to make operations faster and more reliable, at the very best price.***

*Agile and flexible, Scallog's Goods-to-Man robotic solution contributes to this by helping us fulfil our commitment to our customers: **ever shorter turnaround times from order to delivery.**”*





**THINK BIG, START SMALL,
SCALE FAST!**

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