Tennis-Point
Germany

AutoStore

Case Study
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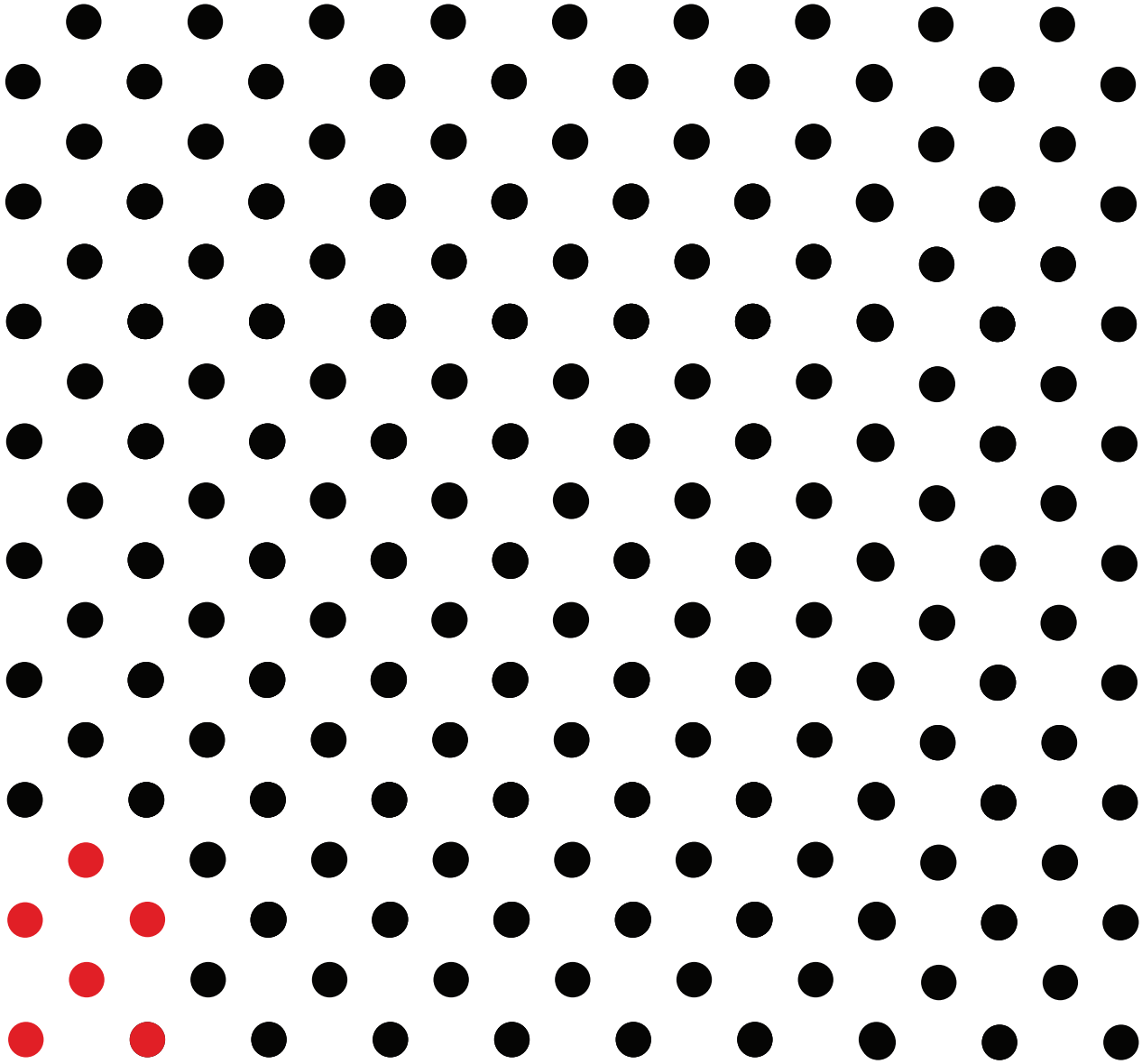

English Original

End-User:	Tennis-Point
Industry:	eCommerce Sports
Partner:	AM Automation
Country:	Germany
Year:	2013
Robots:	47
Bins:	55 400
Ports:	14

Omnichannel retailer enjoys the benefits of scalable automation as it grows.

Simply put, Tennis-Point has moved up the international rankings with record speed to become Europe's premier omnichannel tennis retailer. Along the way, it has received accolades for having created an industry-leading omnichannel fulfilment model.

The company seamlessly manages the complexity of operating 12 retail locations in Germany, France and Switzerland, as well as providing online portals that cover the European market in ten languages. Its offerings include 12,000 tennis and running items, encompassing over 100 brands, and over 55,000 storage bins. And in spite of that rapid growth, its automated fulfilment system still has plenty of room for further business expansion.

The Best Solution for a Growing Omnichannel Retailer

Surprisingly, the company's beginnings trace back to an impromptu courtside conversation by its founders just back as 2007. The online tennis goods operation began only a year later, with a handful of warehouse employees and a manual shelving system. The small facility quickly reached its practical limits in the face of consistent growth. Constrained by crowded conditions and the inefficiency of the walking time between shelf locations required by warehouse employees, an alternative solution was urgently needed.

Tennis-Point searched for the ideal fulfilment solution, one which would enhance their award-winning reputation for quality as well as their passion for tennis and delivering the best possible customer experience. The group explored the leading fulfilment solutions available in the marketplace, including racking and shuttle systems.

Working with AM-Automation, a successful general contractor for complete solutions involving logistics, automation and control technology, Tennis-Point identified AutoStore, an AM-Automation partner, as the automated storage and fulfilment system that would best meet its requirements. AutoStore delivers an industry-leading storage density solution in conjunction with rapid fulfilment in its goods to person approach.

Having moved to a more spacious location in Herzebrock, AutoStore was installed in 2013. The automated system measures roughly 8,000 square metres in area, with a frame height of 8 metres. Having started initially with 22 robots, it has expanded to 47 units as volume has increased. The system also encompasses 55,400 bins and 11 carousel ports.

Simplicity and Scalability

One of the attractions for Tennis-Point was the scalability of the AutoStore solution. Rather than the massive investment required for certain automated systems that are designed with large scale projects in mind, AutoStore enabled the company to invest only in needed capacity.

The system is easily expandable, with a future potential of up to 33,000 square metres. Therefore, further investment can be postponed until the additional throughput is needed. Scalability also comes into play regarding seasonal fluctuation. Extra volume can be easily handled by just utilising more robots.

Another attraction to Tennis-Point was the simplicity of the energy-efficient AutoStore system, an approach that involves the automation alternative with the smallest number of components to be managed, combined with easy-to-use technology. The robot is the only moving part. The result is a straightforward system that is simple to operate and maintain.

“The best way for omnichannel retailers to manage the complexity of online and bricks and mortar fulfilment is through warehouse automation, and AutoStore is the perfect solution. Tennis-Point provides a terrific example of how AutoStore can create a powerful competitive advantage. It can be scaled to help businesses optimise their fulfilment operations as they increase sales, enabling optimal speed and storage density in the process.”

Maik Langenberg
CEO

Tennis-Point

AutoStore

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