



# A Full Day of Warehouse Work is Now Done in Just Two Hours for Retailer Eventyrsport

<https://www.eventyrsport.dk/>

## The Challenge

The last quarter of the year is a highly stressful time for retailers. Massive amounts of product are packed into warehouses and it's all expected to go out during a tiny delivery window. When competitors are just a mouse click away, today's retailers must ensure customers have a good experience from the moment they put an item in the basket until it arrives on their doorstep.

Eventyrsport, a Denmark retailer that specializes in clothing and outdoor recreation equipment, was using paper-based picking and wanted to reduce errors by implementing a barcode-based picking method. The retailer also realized it had to improve its receiving dock process and get goods back on the shelves quicker. Eventyrsport decided they could accomplish this by optimizing its operations with a warehouse management system (WMS).



Massive amount of products



Tiny delivery window



Good customer experience

## The Solution

**In order to better manage the growing inventory from its physical stores and its large e-commerce site, Eventyrspport introduced a dedicated WMS to streamline its storage processes and utilize its workforce more efficiently. After a diligent selection process, the retailer selected Tecsys' Omni™ WMS for its guided storage and picking routine capabilities.**

Kristian Andersen, WMS manager at Tecsys, stated, "When a warehouse needs to move from paper-based picking to WMS-managed picking, you will find that barcodes appear everywhere. That's how goods, locations, picking carts, picking boxes and packing stations are tracked. However, what some companies don't realize is the amount of work and commitment it takes to label everything correctly. The system only works when the labeling is correctly set up."

The CEO at Eventyrspport, Lars S. Sørensen, understood the amount of time and attention that would be required to introduce a WMS into the organization. To ensure the implementation process went smoothly, Sørensen hired an IT consultant with solid WMS experience to help manage the project.

When Eventyrspport receives goods from suppliers, each box might contain several different styles and sizes. With Tecsys' Omni™ WMS guided storage, the styles end up on the correct shelf. The warehouse employee uses a handheld terminal to scan each item and receives instructions on which box the item should be placed in.

When scanning the items, the warehouse worker simply listens to the tone the handheld terminal plays at each scan. If an item needs to be in the same box, the scanner gives an approval sound, but if it's the wrong item type, a warning sound is played. The handheld terminal indicates when the box is full and which carriage it should be placed on. This ensures items that should be stored close to each other are placed on the same carriage. More importantly, it's an efficient process for putting away goods.



**"We knew that we would not be able to allocate the necessary time to the project ourselves and our consultant worked perfectly. He was involved in the selection phase, the test phase and the implementation phase. He trained super users among our employees and structured our warehouse, so we were able to introduce optimal picking routes."**

**Lars S. Sørensen**  
*CEO, Eventyrspport*

**Tecsys' Omni™ WMS also enabled Eventyrspport to select and use the picking routine that best suits the items released for picking. For example, single orders are batch-picked, mixed orders are multi-picked, and large items such as canoes are single-picked.**

## The Outcome

**“We implemented the WMS just before Christmas shopping would start, and I remember a day when we had received a lot of orders,”** reflected Sørensen. **“Normally it would have taken our warehouse workers a whole day to process that many orders, but after two hours it was all picked and packed. At that moment, I knew the system would pay off quickly.”**

**Tecsys’ Omni™ WMS enabled Eventyrsport to remove time-consuming, manual processes and the many bottlenecks that happened when inventory arrived at its warehouse. Through automated processes, warehouse employees are not only correctly instructed which box the goods should be in, but after the boxes are filled, the system instructs them where they should be driven to and the fastest route to store the goods in the warehouse. Today when you visit Eventyrsport’s receiving dock, it is completely empty. Inventory is stored quickly and correctly.**

Sørensen commented that while the company still has a strong presence in Denmark, the world is getting smaller and smaller. Thus, retailers must deliver at least on par with Amazon.

**“Our order handling, delivery and customer service must be able to compete with the best in the industry. Therefore, we merged our customer service and warehouse department in order to solve issues as quickly as possible. The moment the warehouse discovers a problem with an order, we have a customer service representative ready to find a solution without unnecessary delay,”** says Sørensen.

Eventyrsport remains focused on providing the best customer experience. It required the company to reorganize its workflows and purchase a system to support this transformation, but as Sørensen noted, **“We have that in place now, so I would say we are not as good as Amazon – we are better.”**



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**Lars S. Sørensen**  
CEO, Eventyrsport

## About **Tecsys**

Since our founding in 1983, so much has changed in supply chain technology. But one thing has remained consistent across industries, geographies and decades – by transforming their supply chains, good organizations can become great.

Our solutions and services create clarity from operational complexity with end-to-end supply chain visibility. Our customers reduce operating costs, improve customer service and uncover optimization opportunities.

We believe that visionary organizations should have the opportunity to thrive. And they should not have to sacrifice their core values and principles as they grow. Our approach to supply chain transformation enables growing organizations to realize their aspirations.



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