

Case study

Warehouse Management

sodastream®

A Sparkling Partnership Leads to a \$30 Million Inventory Reduction

- \$30 million in inventory savings
- 30% decrease in order fulfillment time
- Realized full ROI in < 6 months

Increased efficiency supports a \$30 million reduction in inventory:

“Speed of delivery is critical to SodaStream’s success. As we are doing plan-to-order manufacturing, any delay within the process will have a critical impact on our efficiency, and also on order fulfillment rates. We use Blue Yonder mobile technology in our warehouses to be much more efficient in the way we are doing order fulfillment and in the way we are managing our inventory. As a result, we reduced our inventory value from \$120 million to \$90 million.” — **Head of Global IT**

The world’s largest manufacturer, distributor and marketer of home carbonation systems, SodaStream sells its products in more than 70,000 retail stores in 45 countries worldwide. The company provides 1.5 billion liters of homemade sparkling water to millions of homes globally, making it one of the largest beverage companies in the world.

Business challenge:

SodaStream was consolidating its existing operations into a new campus in Israel. The company needed to rapidly implement an agile, flexible warehouse management solution to maximize the efficiency of its new warehouse. SodaStream had specific requirements regarding put-away, storage and mixing inventory — and a large number of unskilled employees who had to be trained in any new technology.

The Blue Yonder solution:

Working together, Blue Yonder and its strategic partner eWave Mobile delivered a rapid implementation of Blue Yonder’s warehouse management solution, with basic functionality up and running in just three months.





Improved disruption management leads to a 30% reduction in order fulfillment time:

“While warehouses represent an enormous cost center, they are also one of SodaStream’s key strategic assets — because it’s where customer promises are fulfilled. Blue Yonder’s warehouse management solution enables SodaStream warehouse staff to skillfully handle real-world disruptions, driving improved performance and predictable results. We’ve decreased order fulfillment time by 30%.”

A value-added partnership leads to a full ROI in just six months:

“SodaStream’s quick success is a testament to Blue Yonder’s technology, but also eWave Mobile’s hands-on approach to implementing distribution center design and warehouse automation. We worked with eWave from the beginning of the project, and they managed to deliver the required scope within the right time. The Blue Yonder solution was live in just three months, and we achieved a full return on investment in six months.”

Solution benefits:

- Blue Yonder’s warehouse management solution positions SodaStream to thrive in an ever-changing world. It enables the company to maximize visibility, quickly adapt to disruptions and optimize tasks to meet customers’ cost and service expectations.
- Blue Yonder warehouse management provides SodaStream with robust functionality in an intuitive, easy-to-use mobile interface that quickly brings warehouse employees up to speed.
- eWave Mobile delivers best-in-class solutions, global knowledge and best practices, business understanding and proven experience managing global supply chain projects for customers in Israel, Ukraine, Russia and Eastern Europe. As a partner of Blue Yonder, the company sells, manages and implements Blue Yonder solutions to customers to ensure projects are successfully completed.

Blue Yonder’s expertise:

“We’d been working with several companies, but we found that Blue Yonder’s warehouse management solution is agile, flexible and best meets our needs. For us, Blue Yonder is a mission-critical partner. We have achieved great savings, realizing our return on investment in less than six months. The impact on the company’s revenue and profitability was amazing.” — **Head of Global IT**

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