

Case study

Warehouse Management



# HappyFresh Boosts Warehouse Speed and Productivity

## Results

- Reduced delivery time by 25%
- Improved process accuracy and efficiency
- Increased service at a lower cost
- Enhanced employee satisfaction

## Profitably meeting the one-hour delivery challenge:

“Driving more productive and cost-efficient order fulfillment has become increasingly important, especially with one-hour delivery demands. Given ongoing labor shortages and hiring challenges, we need to maximize the accuracy and output of our activities. Blue Yonder warehouse management solution provides us 100% system control on product expiry; which is key to manage stock/wastage and maintain product quality in each single darkstore, so we can keep pace with consumers’ growing expectations, while balancing service with cost control.” — **Senior Vice President Supply Chain, HappyFresh**

Founded in 2014, HappyFresh is the fastest-growing online grocery platform in Southeast Asia, with its own delivery fleet and network of darkstore centers. The company serves millions of consumers in 14 cities, partners with over 300 supermarkets, and employs over 500 associates across Indonesia, Malaysia and Thailand.

## Business challenge:

As demand increased for online grocery delivery, HappyFresh needed to digitally transform its warehouse operations to maintain its high level of real-time responsiveness, including customized order handling and delivery in as little as one hour.

## The Blue Yonder solution:

HappyFresh has rolled out Blue Yonder’s warehouse management solution across several darkstore centers, with additional locations planned for implementation in 2022. The regional partner on the project is Super Globalindo Viktoria (SGV), which contributes industry, technical and operational expertise, as well as local team-based resources.





### **Reducing delivery time by 25% via optimized picking:**

“Blue Yonder enables us to continuously measure and improve the performance of our picking lines, optimizing our processes down to the second. By shaving time off our internal processes, we’ve reduced our delivery window from one hour to 45 minutes — which is critical to meeting consumer needs and building stronger relationships.”

### **Managing warehouse operations with a strategic, profit-driven mindset:**

“The new warehouse management solution has allowed us to take a more strategic look at our darkstore centers. We’ve optimized workflows, especially for fast-moving products, to eliminate wasted time and unproductive steps. We’ve reduced travel time by allowing picking operators to start their next task right where their previous task ended. These improvements add up to a higher level of service, at a lower cost.”

### **Improving employee satisfaction and retention:**

“By improving labor scheduling, reporting and employee visibility into real-time inventory levels, HappyFresh has improved its performance, but also its ability to attract and retain talent. This is extremely important in a business environment characterized by labor shortages.”

### **Solution benefits:**

- Blue Yonder warehouse management is a comprehensive, highly scalable, real-time software-as-a-service (SaaS) solution with the most comprehensive task optimization capabilities backed by market-leading artificial intelligence and machine learning.
- Blue Yonder’s warehouse management solution positions HappyFresh to thrive in the fast-moving, volatile world of grocery delivery. HappyFresh can maximize visibility, quickly adapt to disruptions and optimize tasks to meet consumers’ service expectations.
- Blue Yonder delivers faster time-to-value with implementation templates, simplified process changes, better onboarding and rapid go-lives with minimal customization.

### **Blue Yonder’s expertise:**

“Blue Yonder’s warehouse management solution has provided HappyFresh with an important competitive advantage and a chance to expand our market share by successfully meeting changing consumer demand. This gives us greater buying power with our suppliers, and our larger order volumes translate to better prices and improved profit margins.” —

**Senior Vice President Supply Chain, HappyFresh**

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