



## CASE STUDY SNAPSHOT

# Av-Cables' Order Capacity Increases by More Than 40% With a New, Low-Cost Warehouse Management Solution

[www.av-cables.dk](http://www.av-cables.dk)

## The Challenge

**Rapid growth in e-commerce has impacted many industries, but distributors and retailers are working tirelessly to manage their supply chain operations. Management teams across the board are struggling to balance rising logistics costs as orders continue to increase. The need to be as efficient as possible while maintaining quality standards and shortening deliver times is no small feat.**

As Denmark's leading online retailer of cables, adapters and electronic accessories, Av-Cables has seen its sales increase year after year. With more than 25,000 item numbers ready for dispatch from its own warehouse, the company was experiencing the same challenges as its industry peers. Some organizations might consider hiring more people in the warehouse as a solution. Av-Cables decided to take a different approach – work smarter, not harder.

**25,000**

items to  
dispatch daily





**“It has been fantastic to help optimize Av-Cables’ inventory management. It is a great example of the potential to manage and optimize warehousing work with very large gains for the customer. We started by talking about how Tecsys could solve Av-Cables’ warehouse challenges and the management team recognized our solution could be implemented and create the desired results.”**

**Peter Siggaard-Andersen**  
*WMS consultant, Tecsys*

## The Solution

**Av-Cables spent a good year deciding on a new warehouse management system (WMS). In the end, Tecsys’ Streamline™ WMS was selected for its significant potential of optimizing workflows and order management. Plus, Tecsys’ SaaS model gives Av-Cables the opportunity to expand capacity on an ongoing basis. By collaborating together, Tecsys configured its Streamline™ WMS to Av-Cables’ needs and integrated it to the company’s existing webshop solution.**

Many small orders — such as a single cable — are collected and organized by Streamline™ WMS so that an employee can pick 50 orders with items that are close to each other in the warehouse, on a single planned route. Using the MC3300 handheld terminal from Zebra, barcodes are registered to ensure that the right items are picked for the right customers. The software organizes the workflow and the picking route in the warehouse, so the employee spends as little time as possible picking the goods.

## The Outcome

**The actual implementation took one week, including a day of training for the employees. Since the interface is on an intuitive, handheld terminal, it's easy for employees to become familiar with the new Streamline™ WMS solution in a very short time.**

The solution also eased the burden of training temporary workers. Now Av-Cables can bring on new staff who are ready for warehouse picking after 15 minutes of training. Prior to implementation, warehouse workers utilized picking lists on paper and averaged more than 20,000 steps a day going back and forth between the storage racks and packing tables.

Tecsys' Streamline™ WMS optimized the picking methods used in the Av-Cables warehouse, resulting in an increase in the order capacity of at least 40% – with the same number of employees, in the same warehouse building as before. The only difference is a WMS solution with smart algorithms and organized workflows that ensures employees work more efficiently.

With Streamline™ WMS, the management team now has an extremely good overview in real time of the order flow and production. On a dashboard, managers know how many orders are coming in, how many are picked, etc. This enables Av-Cables to focus on work where it is needed.

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**“The webshop grew to a size where something needed to happen, but I had not imagined that we could increase our capacity so easily, so quickly and at such a low cost. The Streamline™ WMS is a really good business asset for us. Our service delivery quality has improved and our capacity has increased more than 40% with a relatively small investment. The workflows are more rational and the ROI is really good.”**

**Christian Damgaard**

*Owner and CEO, Av-Cables*



**“We took the time we needed and Tecsys was always available. It has been a safe and quite painless implementation.”**

**Christian Damgaard**

*Owner and CEO, Av-Cables*



## 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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