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HappyFresh digitally transforms warehouse operations with Blue Yonder



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KUALA LUMPUR, May 17 (Bernama) – HappyFresh, an online grocery startup company, digitally transformed its warehouse operations with Blue Yonder's warehouse management system (WMS) to meet the increased demand for its services.

"Our WMS has put HappyFresh at an important competitive advantage to expand market share by successfully meeting changing consumer demand. This in turn, gives them better buying power with their suppliers, as their larger order volumes lead to better prices," said Blue Yonder APAC president, Antonio Boccalandro.

Blue Yonder's WMS has allowed HappyFresh to manage its warehouse management operations more effectively. This includes better labour scheduling and reporting to maximise employee performance and facility operation, as well as the ability to plan and execute the retail warehouse management process, giving warehouse staff greater visibility into inventory.

According to a statement, HappyFresh aims to make shopping more convenient by delivering both ambient and fresh groceries around cities in as little as one hour.

The company operates its own delivery fleet and its staff pick the groceries from micro-fulfillment centres nearby their customers' delivery addresses. HappyFresh has 544 employees across Indonesia, Malaysia and Thailand.

HappyFresh was looking to accelerate its digital transformation and innovation; proactively adapt to customer preferences, including flexible delivery timing, customised order handling, and real-time responsiveness; and, increase focus on social sustainability.

The implementation partner on the project was Super Globalindo Viktoria (SGV), an eGrocery industry specialist that brings the industry, technical, operational, innovative, and integration strength to the implementation with local team-based resources and industry expertise services.

HappyFresh went live on Blue Yonder's WMS at its first dark store centre in 2021 and has since gone live at its centres in Indonesia, Malaysia and Thailand. HappyFresh will roll out additional dark store centres in 2022, as well as a distribution centre to support dark store centres in Indonesia.