SUCCESS STORY

ADLER Modemärkte AG

fashion retail

    turnover of 566 Mio. EUR (2015)

177 stores in Europe

    4.300 employees (2016)

www.adlermode.com

Continous stocktaking and optimized replenishment enabled through RFID robot TORY

„Thanks to TORY we can track our stocks precisely and realize our orders at an early stage. TORY improves our planning significantly and saves us time and money."
- Roland Leitz, General Manager and Head of IT, Adler Modemärkte AG

CHALLANGE

ADLER Modemärkte are one of the leading fashion retail chains in Germany. Every day, more than a hundred thousand articles are sold throughout the 177 stores across Europe. Merchandise must be reordered and be available at the right time in sufficient quantities on the correct shelves. This lean approach requires up to date information about current stock levels to commission the right order of goods. ADLER aim to optimize this process. Instead of checking the stock of single product groups on a weekly base at a predetermined date, the total stock should be checked continuously to improve the replenishment process.

SOLUTION

ADLER expected a reliable solution which is easy to install and at the same time provides a high return on investment. MetraLabs GmbH's RFID inventory robot TORY fully convinced ADLER Modemärkte. TORY takes stock via UHF-RFID while navigating fully autonomously through the stores and warehouses, avoiding unexpected obstacles and scanning RFID tags on its way. The obtained information is stored and can be retrievedat any time, e.g. by Wi-Fi. TORY can either take stock via a simple touch of a button on its display, automatically at a predetermined time or at the request of the warehouse management server.

No manual intervention is necessary. Hence, the robot can be used at night as well as during daytime on the sales floors. Within a few hours TORY scans the entire store inventory with regularly an accuracy rate of at least 99 %. Due to the precise inventory count, the product availability and ordering processes become more efficient, thereby reducing the operating cost.

TORY enables a smart division of responsibilities: As the robot takes care of the stock count, the sales associates gain more time for their customers.

IMPLEMENTATION

After a successful test phase, MetraLabs GmbH deployed TORY in an ADLER store in Erfurt, Germany. Shortly thereafter, further stores in Germany were equipped with TORY. No modifications are needed to install TORY in a store. Thus, the robot is quickly ready for use and can be easily operated by the sales associates. The obtained data from stocktaking will be transferred via Wi-Fi to the company's inventory management system and can then be used for the optimization of orders.

RESULTS

Since December 2015, TORY has been permanently deployed at ADLER Modemärkte, Germany. It is the first permanently installed RFID robot worldwide. Every night, TORY automatically takes stock in the ADLER warehouses as well as on the sales floors. ADLER always receives up-to-date information on inventory and can correct false stock level data. By deploying TORY, ADLER improved their product availability and optimized their ordering processes. Within less than one year, TORY enabled ADLER Modemärkte to achieve their goal of optimizing the inventory process.

robots that inspire

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