

OCM[®]

Omni Channel Machinery



OCM – Omni Channel Machinery

The integrated Omni-Channel Solution for
Food Retail and Non-Food Distribution

IN THE
PAST

... it was sufficient when efficient logistics centers with a high service level could deliver a wide range of products to as many stores as possible.

TODAY

... the one-dimensional supply chain has become a demand-controlled retail network that pushes existing logistics structures to their limits due to the high diversity of offers and different customer channels.

TOMORROW

... the challenge is to find a feasible response to this new complexity, which represents a technically and economically sustainable logistics solution for this paradigm shift.



WITRON's OCM is the right solution for this change

With OCM as an omni-channel platform you can use your existing logistics structures as a retail network that generates numerous synergies for all business models based on economy of scale of store business. Through intelligent connections within this network, you can avoid the creation of parallel logistics worlds (warehouse/transport/distribution channels/processes), reduce complexity, and thus create high cost-efficiency.

Integration rather than parallel worlds and atomization

Use of synergies rather than multiplication of processes

Overall cost-efficiency rather than silo optimization

What is OCM

OCM unites the horizontal players and the vertical business models to one integrated retail network. The logistics processes for different distribution channels are integrated into one central and efficient omni-channel logistics center together with all players involved in the retail network. With OCM you build a cost-efficient and sustainable overall solution with a clear focus on premium customer service and agility in daily business.

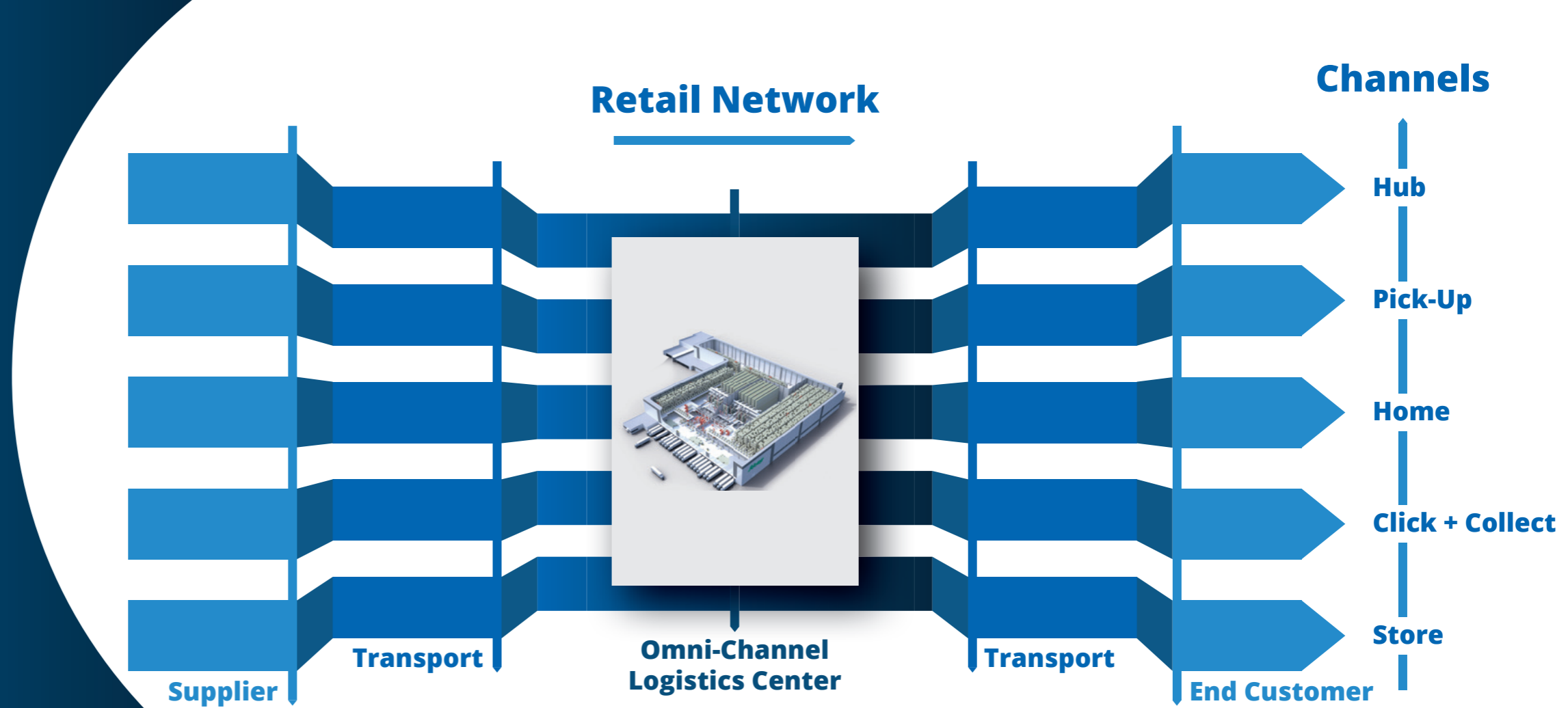
The concrete OCM solution

A central logistics center (mothership) with all integrated logistics areas

- Distribution channels
- SKU ranges + inventory
- Temperature zones
- Transport units

OCM network tools enable

- End-to-end inventory transparency
- Interfaces between network players
- Optimizations based on priorities (time/costs/performance/transport/volume/etc.)



OCM - competitive advantages and customer benefits

Premium Customer Service

- Delivery at the best price, in highest quality, and shortest delivery time
- All distribution channels become an integrated “shopping experience” for the consumer
- Products are available anytime and everywhere

Consumer-Friendly

Cost-Efficiency

- Synergy utilization of the lion’s share for all channels
- Maximum savings potential in terms of costs per pick
- End-to-end optimization throughout the retail network
- High synergies through parallel utilization of technology for all logistics processes (economy of scale)

Business-Friendly

Agility

- In daily business: real-time response to changes in distribution channels and fluctuations in throughput
- Medium- and long-term: changes in business profile and market trends
- Flexible order picking (cases/pieces/temperature zones/transport units)
- Scalability

Future-Friendly

Sustainability

- Food quality/food safety
- Ergonomic workstations and processes
- Significant reduction in excess goods and waste
- Optimized delivery routes result in fewer trailers and less CO₂ emission
- Investment security over the entire life cycle of the system (CAPEX/OPEX)

Earth-Friendly



WITRON and Omni-Channel a grown success story

For decades, WITRON has been designing, implementing, and operating automated distribution centers for food retailers. The basis of every project is our industry know-how from more than 80 successful OPM projects worldwide. Added to this is the field-proven technology - a working machinery that sets standards in fully automated order picking, as well as proven software with transparent interfaces. Every day, our systems supply groceries to 35,000 stores and 100 million end consumers worldwide. With OCM, we are now taking the next step and moving into the future of food logistics together with our customers - consumer-oriented, cost-efficient, agile, sustainable.



Decades of customer trust in WITRON

Leading trade companies in Europe, North America, and Australia have been relying on WITRON solutions for many decades. More than 90% of all WITRON orders are in the retail and distribution sectors. As a benchmark, food retail customers implement more than 4 projects with WITRON on average.

Customers:

Albertsons (USA)
ASKO (NOR)
AWG (USA)
Axfood (SWE)
Boots (UK)
Budnikowski (GER)
Coles (AUS)
Condis (ESP)
Coop (NOR)
CVS (USA)
DBK Bogdistribution (DNK)
Delhaize (BEL)
Diapar (FRA)
EDEKA (GER)
EDNA (GER)
E. Leclerc (FRA)
H.E.B. (USA)
HEMA (NLD)
Hoogvliet (NLD)
INEX (FIN)
Intermarche (FRA)
Jumbo (NLD)
Kroger (USA)

Kruidvat (NLD)
Libri (GER)
Loblaw (CAN)
Meijer (USA)
Mercadona (ESP)
Metro (CAN)
Migros (CH)
Migrolino (CH)
Nedac (NLD)
Netto (GER)
Peyton`s (USA)
PLUS (NLD)
REMA 1000 (NOR)
REWE (GER)
Sainsbury`s (UK)
SPAR (AUT)
Sobeys (CAN)
Supervalu (USA)
Target (USA)
TJ Morris (UK)
UNFI (USA)
Walmart (USA)
Walmart (CAN)

Design, Build, Operate – WITRON as a lifetime partner

With all of its system solutions, WITRON makes a commitment to its customers over the entire lifetime of a system, which is probably unique in the automated logistics world. This commitment is called DBO: Design – Build – Operate.

We are not just about designing and building distribution centers and keeping them at maximum availability 24/7 with our OnSite teams. WITRON takes it one step further and can offer its customers the option of acting as a full service provider, if the customer so desires. Thereby, we take over the responsibility for warehouse operations and warehouse management with our own personnel from receiving to logistics processes, the control center, master data management, picking, route scheduling, shipping, and administrative tasks such as human resources, occupational safety, property protection, and cleaning. And all that exactly tailored to the customers' requirements.



Design



Build



Operate



About WITRON

The family business WITRON Logistik + Informatik GmbH (headquarters Parkstein, Bavaria, Germany), founded in 1971, designs, realizes, and operates customized logistics and material flow systems that generate sustainable competitive advantages for their clients. WITRON has all the decisive key elements of a project under one roof: logistics design, information and control technology, mechanics design and production, as well as functional responsibility as general contractor for logistics.

The WITRON Group has more than 5,100 employees worldwide. Annual sales in 2021 amounted to around 1,05 billion Euros. Additional WITRON subsidiaries are located in Rimpfing (GER), Arlington Heights/Illinois (USA), Montreal (CAN), Venray (NLD), Stoke-on-Trent (UK), Madrid (ESP), Strasbourg (FRA), Sydney (AUS), and Singapore.



www.witron.com