

UPDATE

COMPANY MAGAZINE

No.
32

SUCCESS STORIES FROM PRACTICE:

Highlight projects and
future-proof solutions

TRENDS AND DEVELOPMENTS

Cloud Computing:
a matter of trust

FUTURE MODELS OF SUCCESS

Exclusively presenting new
products and software

IDEAS, VISIONS & SOLUTIONS FOR INTRALOGISTICS

ssi-schaefer.com



**A
SUCCESS
STORY IS SELDOM
WRITTEN
ALONE.**

SSI SCHÄFER



FUTURE-PROOF YOUR INTRALOGISTICS

No matter what the shape and size of your enterprise, SSI SCHAEFER can offer you solutions tailored to your specific needs. We can help you enhance the efficiency and cost-effectiveness of your intralogistics processes - with a broad range of technologies, from containers to fully automated conveyors and storage systems. And if you are looking to grow your business, our scalable products will keep pace. You can be sure of consistently high quality, responsiveness, reliable availability and prompt delivery. What's more, we have a strong, global customer service and support network, and offer you proven IT expertise and software. The result is a one-stop, future-proof answer to your intralogistics challenges.

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SSI SCHAEFER

Dear readers,

SSI Schaefer has been writing success stories for more than 80 years. And much more important than our own are those we write together with our customers. At their heart are intralogistics challenges that we transform, through close communication and collaboration, into effective solutions - solutions that equip our customers for the future, that deliver more efficient material flows, greater competitiveness and, ultimately, greater business success.

Since the beginning of this year, we have been telling these success stories to a wider audience, by means of a dedicated marketing campaign. The first two chapters are presented in this issue of Update: our product managers worked closely with model train manufacturer Märklin to create intelligent, custom-engineered packaging. And for Heinemann, one of the world's leading duty free players, we implemented a fully automated, full-service distribution warehouse for the shipment of goods to Central and Southern Europe.

To write success stories, we need dedicated, motivated colleagues - and we need new products and technologies. And in recent times, SSI Schaefer has unleashed a veritable product and innovation offensive. From a scalable shuttle with rich and intelligent functionality, to the award-winning SSI Carrier pouch sorter, to the latest generation of the SSI ORBITER®, to the new WAMAS® LRM - Labor and Resource Management system - we are pleased to present these pioneering solutions in more detail in this publication.



Why is trust the most important aspect of the digital data cloud, and what opportunities does the cloud create in intralogistics? What impact is e-commerce having on retailers' logistics processes? Answers to these questions, plus further inspiration and insights, are to be found in this issue of our company magazine.

Austrian actor and entertainer Freddy Quinn once said: "Nothing is as old as yesterday's success". And this truth shapes our mindset and day-to-day activities. We can therefore assure you that the entire SSI Schaefer team will continue to write success stories - powered by passion, innovation leadership, a broad skillset, extensive experience, agility, and entrepreneurial courage.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Harrie Swinkels'. The signature is stylized and fluid.

Harrie Swinkels
CEO, SSI Schäfer



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THE DIGITAL CLOUD – A MATTER OF TRUST

A growing number of systems and services, from social media to streaming and search engines, harness the strengths of cloud computing. As software and other IT infrastructure grow increasingly complex, professional cloud solutions can enable more efficient, agile business processes – overcoming the inflexibility of internal IT departments. However, opting for a cloud-based solution or provider is not just a rational decision, but also an emotional one. Fully embracing the cloud takes trust.

67%

of the companies are
concerned that cloud computi
could threaten compliance

Over 50 percent of European enterprises* already employ cloud solutions, or have plans to introduce them. They recognize that the cloud has a pivotal part to play in the era of digital transformation and automation. It grants the ability to access IT assets and data flexibly from anywhere in the world, and to work virtually, independent of physical location. And that translates into efficient processes, real-time analysis and swift scalability of IT resources. According to the KPMG study, approximately a third of the corporations now deploy (external) public clouds – and that figure is set to rise further. The technology is mainly used for non-critical, non-sensitive data already in the public domain, e.g. website content or product information.

Cloud is usually safer than in-house IT systems

The integration of new types of business solutions into the existing IT landscape requires an intelligent strategy from both the provider and the user organization. It is essential to consider the benefits and the strategic development of data security management (cloud security). Implementation should therefore not be solely based on the cloud provider's security standards. The user

organization needs to assess its own needs and situation (e.g. sensitive versus non-sensitive data), and examine these requirements in cooperation with the provider. People often have qualms about external solutions – but those misgivings are primarily emotional, and not always rational. On one hand, there are concerns about unauthorized access to sensitive company data, and industrial espionage on the part of competitors. However, the in-house IT is often in a weaker position in terms of ensuring comprehensive security. Above all, small- and medium-sized businesses are unable to match the security infrastructure of cloud providers, as mandated by legislation.

New EU GDPR requirements

In late May 2018, the EU's new General Data Protection Regulation (GDPR) came into force. Impacted companies must comply with this legislation in the context of collecting, storing and processing personal data of EU residents**. The GDPR also applies to cloud-based solutions, with both the cloud provider (the data processor) and the user organization (the data controller) responsible for implementing and meeting these requirements – e.g. by

* Cloud-Monitor 2017 | KPMG AG Wirtschaftsprüfungsgesellschaft

** Vogel Business Media GmbH

53%

of the companies currently do not have a strategy for implementing cloud computing

91%

of cloud users leverage special security services to safeguard their cloud solutions

65%

of German companies deploy cloud computing

77%

of cloud customers expect their provider to be headquartered in the EU

46%

of public cloud users report an improvement in data security since introducing public cloud solutions

working in unison to establish data protection-friendly default settings. The legislation also requires the data center and headquarters of the provider – and, consequently, the site where the data reside – to be located within the EU.

Cloud-based intralogistics

The intralogistics industry, too, has recognized the value added by the cloud, and is offering its customers compatible systems and solutions. Major corporations in particular are streamlining internal supply chains through central, cloud-based server infrastructures. Logistics generates large volumes of data, but these are not subsequently exploited for businesses purposes. Cloud-based warehouse management systems make it simpler to respond rapidly and efficiently from any location to the findings of data analytics. This is also true for predictive maintenance, where large quantities of data can be harnessed for valuable insights into the condition and maintenance of equipment. Driven by digital transformation, the cloud will grow increasingly relevant in the future – in logistics and industrial automation, for connecting companies (multi-cloud), or where big data

analytics has the potential to generate synergy. There is already a clear move away from conventional in-house IT and towards cloud-based systems – a shift that will exploit opportunities for innovation.

“Sudden or seasonal peaks in logistics loads require scalable IT infrastructure. Cloud solutions can be flexibly modified in line with needs, saving costs.”

Uwe Rohloff
VP Software Product Development
at SSI Schaefer

Your contact for further information:
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SUCCESSFULLY MANAGING E-COMMERCE CHALLENGES

The traditional boundaries between physical and digital retail are blurring. Worldwide, customers are increasingly making use of the ability to buy from anywhere, at any time. And they expect rapid, reliable delivery - to their home, or to a designated pick-up point. There must also be an effective way of managing returns. Altogether, these needs and expectations can only be met with powerful, state-of-the-art intralogistics.



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“Lifting aids, easy access to containers and other carriers, and the deployment of robots enable ergonomic processes and support our employees.”

Markus Schellinger
Director Technology &
Solutions Retail & Wholesale at SSI Schaefer

use of multiple distribution channels varies from industry to industry. When it comes to consumer electronics, books and other media, online sales and automated distribution are far more common than with furniture, for example. In the latter instance, customers want to experience the product up-close and in person - so a conventional physical store remains a vital element in any omni-channel strategy. But in this sector as well, things are becoming ever more digital, and consumer behavior is changing. For instance, virtual reality will make it possible for customers to “try out” new furniture within their own home before making a purchase.

Automated processes have the potential to deliver greater efficiency than their manual equivalents. In addition, it is possible to apply partial automation to manual workstations to create more ergonomic working conditions. As a result, it is common for retailers to leverage automation for their “base load” requirements, but to also deploy robots to assist human workers and improve their performance. They also frequently resort to manual labor to cope with peaks in demand generated by promotions or seasonal influences: people remain a reliable way of ensuring flexible handling and efficient picking of individual orders and returns.

Ergonomics is all-important

Partial automation is therefore generally the best approach, especially in terms of ergonomic conditions. The move towards goods-to-person processes not only reduces the distances pickers have to travel, but also raises quality, allowing zero-error picking, for example by means of SSI Schaefer’s pick to tote workstations. New technologies make it possible to respond dynamically to expanding and increasingly complex product portfolios, and to accommodate ever-changing processes. The result is partially automated, ergonomic workstations that offer employees the greatest possible support - and ensure maximum quality.

Mega-trends such as digital transformation, urbanization and demographic change are creating significant challenges for retailers, and make it imperative - but difficult - to achieve differentiation in an increasingly competitive environment. This calls for fast, reliable and high-quality delivery, in conjunction with extreme flexibility - which in turn means more complex logistics. As a result, warehouse processes need to be lean and agile to safeguard performance. It is the only way for retailers and distributors to be able to manage the key demands of e-commerce: frequent changes to the product portfolio, seasonal fluctuations, super-fast shipment and ongoing product availability.

Finding the right degree of automation

Automation is key to success, but it is all a question of the right degree - and that depends on the specific use case. Because no two retailers are the same, and the

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THINK GLOBAL, ACT LOCAL

Harrie Swinkels was appointed CEO of SSI Schaefer at the beginning of 2018, assuming overall responsibility for the present and future of the enterprise. Together with Franz Bauer-Kieslinger, EVP IT Solutions, and Michael Mohr, EVP Sales, he takes the reader on a journey through the intralogistics universe, and explores the future of the leading, family-owned business.



Harrie Swinkels
CEO SSI Schaefer

There's a lot happening at SSI Schaefer - new products, a new look, new messages. What's the company's back story, and what do you think will be important in the coming months and years?

Harrie Swinkels: In recent months, and especially at trade shows, we have detected great interest in the new direction the business is taking. And we are very pleased. Our philosophy is to think global, act local, without forgetting what SSI Schaefer is and remains: an independent, family-owned company with some 10,500 employees at present. The growth we have enjoyed in recent years allows us to expand our network of locations and production facilities around the globe. Internationalization is not taking place top down from our German headquarters in Neunkirchen, but locally, at our subsidiaries across the world. At all these locations we are extending our solution expertise: the teams work independently and, where it makes good business sense, we have strengthened our position by acquiring local companies.

Every customer would like a logistics center that is precisely engineered to their specific needs. And preferably built by tomorrow. Is that feasible?

Michael Mohr: You can't achieve it overnight, of course. But the standardized technologies we have developed allow us to respond with far greater flexibility, and to accelerate design and planning. The result is, without doubt, greater speed. To achieve the plug-and-play vision, we first address the customer's specific market sector. Over time, we have gained a great deal of knowledge about each industry, in terms of culture, skills, and challenges. And the customer always has a central point of contact. SSI Schaefer is a brand and a business. We not only know our markets, we also have solution expertise - because we are able to provide one-stop solutions, comprising made-to-measure warehouse and intralogistics systems, including IT and services.



Michael Mohr
EVP Sales, SSI Schaefer

What do you think is especially important once a new logistics center has been commissioned?

Michael Mohr: We remain a reliable partner to our customers after the go-live and once a facility has entered operation. Many intralogistics products and services have been commoditized. As a result, dependability and trust within the scope of partnership have become more important. Our tailor-made Customer Service & Support solutions, that already support Industry 4.0 capabilities, enable us to guarantee rapid response times and to ensure extremely high uptime, long-term use, and better performance. Moreover, we offer targeted upgrades and retrofits, in line with specific customer requirements, extending the service life of their investments. And we do not distinguish between SSI Schaefer and third-party systems - the overriding goal is to streamline material flows, maximize productivity and deliver energy savings. We advise and assist our customers at all times, often over many decades.

And over a period of decades, intralogistics technology has been in constant flux - and it seems that change is ever-faster. How are SSI Schaefer's products evolving?

Harrie Swinkels: SSI Schaefer is the market leader for many intralogistics technologies. At present, a key focus for us is digital transformation and robotics. The aim is to meet market and technological needs with speed, skill and agility. We have acquired majority stakes in technology leaders such as RO-BER and MoTuM, and have entered partnerships with start-ups. We observe the market very closely, and identify and address emerging trends very early. As soon as it makes sense, we incorporate them into our solutions.

How do you turn something new into a standardized solution that, as Mr. Mohr highlighted, can accelerate the design and planning of a logistics center?

Harrie Swinkels: Speed-to-solution and time-to-market have become essential, because the world and our customers' intralogistics needs are subject to ever-faster change. In the time that used to be taken to design and build a warehouse, some companies will have modified their business models on multiple occasions, and they expect a storage facility that is flexible enough to move in line with those new imperatives. And once we have implemented a new technology or completed a made-to-measure warehouse, then we start to consider what elements could be standardized.

IT is regarded as a key element of intralogistics. Mr. Bauer-Kieslinger, can you put these buzzwords into context for us? What is SSI Schaefer prioritizing?

Franz Bauer-Kieslinger: Software is being driven by three trends: first, machine learning, i.e. a strand of artificial intelligence. Second and third, cloud computing and big data - in other words, new ways of processing the huge volumes of data now generated within warehouses. These three elements shape our in-house, standardized WAMAS® software, which we continue to evolve. The new WAMAS® Labor and Resource Management functionality, for instance, can streamline warehouse processes, and helps to efficiently deploy human resources. This is a further step forward towards the end-to-end modeling and visualization of internal material flows. Big data and co. should not distract us from the significant future role to be played by information visualization. For example, our WAMAS® Lighthouse cockpit allows us to monitor, control and optimize the productivity of the entire system. That helps us to maintain visibility.

Harrie Swinkels: In the same way as SSI Schaefer makes the customer the focus of all our activities, all new IT developments must not just be innovative but also user-friendly. We believe we are on track both globally and locally, and hand-in-hand with our customers, to find the right solutions for the future of intralogistics.



Franz Bauer-Kieslinger
EVP IT Solutions, SSI Schaefer

ON TRACK FOR SUCCESS

For more than 80 years SSI Schaefer has been creating success stories with its customers. At the beginning of the year, the intralogistics expert launched its first brand campaign and since then shares some of the most interesting stories. Focussing, above all, on two questions: What was the customer's individual challenge? And, how did SSI Schaefer, with its special mentality and behavior, translate the challenge into a success story? A special appeal, right from the start, forms the difference in references: the traditional company Märklin and Gebr Heinemann, one of the world's most important players in the duty free sector.

CHAPTER 1: STEAMING AHEAD WITH MAXIMUM FLEXIBILITY

Gebr. Märklin & Cie. GmbH

märklin





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Gebr. Märklin & Cie. GmbH is market leader for sheet-metal toys. Unlike other major brand names, Märklin intentionally chose to retain its entire production in Europe. The coveted collectors' items are manufactured in Győr, Hungary and at the headquarters in the Stuttgarter Straße. Historically, Märklin's handmade products were repeatedly damaged during transport between the individual production stages. In particular, the perfectly replicated paintwork suffered from a lack of perfectly fitting containers. Something manufactured with so much love for detail needs to be perfectly protected when moving through production. In light of this, Märklin showed a major demonstration of trust when they chose SSI Schaefer to resolve the long-standing and exceptionally expensive problem.

The blue box

This inconspicuous box is the product of more than two years of joint development from Märklin and SSI Schaefer – developed down to the last detail. Today, roughly 10,000 blue boxes reliably circulate through Märklin's production. A robust slot and screwdriver system developed specifically for the Swabian company firmly holds the small models in place during transportation. This is a solution which can be quickly fitted and emptied.

The next chapter

Following the success story of the blue box, which decreased transport damage costs to almost zero, it was now time for the next chapter: a yellow box with a special fitting system for the steam locomotives.



“The load carrier is crucial to ensure the quality of the sensitive parts. Accordingly, it is important that it protects against dirt and damage - and at the same time causes low packaging costs. A tailor-made solution was needed. ”

Michael Ludwig
Head of Department at Märklin

CHAPTER 2: THE SWEET SMELL OF FULL-SERVICE LOGISTICS



 HEINEMANN

How do you capture the fragrances of the world? With the variety of perfumes available at Heinemann duty free stores you can start exploring before you've even boarded the flight to your next destination. The headquarters of family-owned fragrance provider is in Erlensee near Frankfurt and this is where Gebr. Heinemann, one of the world's most important players in the duty free sector, operates a logistics center that is one of the most modern of its kind.

THE SSI SCHAEFER AUTOMATED SYSTEM GUARANTEES HEINEMANN MAXIMUM AVAILABILITY



Within the gigantic 32,000 m² space, the company processes more than one third of its total order volume. The 55,000 different duty free products that this facility stores cover the entire demand from Central and Southern Europe. To make this facility as effective as possible, an efficient and flexible logistics concept was required. Heinemann needed an intelligent system to help continue its mission to be the first choice in the duty free industry.

Gebr. Heinemann has over 300 Duty Free and Travel Value stores across 78 airports in 28 countries. The company also has licensed brand and concept shops, cruise liner stores and outlets at border crossings. To service such a wide variety of locations, Heinemann needed a state-of-the-art, automated warehouse that could provide a full service for timely delivery to duty free shops in Central and Southern Europe. Fast access to all items was essential to achieving the high availability standards that Heinemann strives for. Following the goods-to-person picking principle, the processes in the new distribution center are efficiently designed and transparently controlled.

The solution: a highly dynamic, full-service warehouse

A high-bay warehouse with a height of just 40 m, built in silo construction, stores thousands of items in 22,900 pallet spaces. This area serves as additional storage for a miniload system. High process efficiency is guaranteed with the ability to quickly access each storage location and sequence the outsourcing processes within the storage cube. At the connected, ergonomic picking stations, multi-order picking is carried out directly in the shipping boxes. This system can reach a throughput of 750 pallets per shift, which is supplemented by route-optimized shipping allocation.

The highlight: the patented 3D-MATRIX Solution®

Gebr. Heinemann has always been a modern company, therefore it was understandable that they did not opt for a classic storage and retrieval system or a conventional shuttle solution. Instead, the family-owned company decided to move forward with the future-proof recommendation of SSI Schaefer using a solution which combines both previously mentioned systems. This is the 3D-MATRIX Solution, which transforms the miniloader system from a deposit into a sequencing buffer for shop-specific contract manufacturing. 64 Navette multi-level shuttles, integrated lift systems and ergonomic workstations ensure the maximum flexibility of a system which is, above all, at one with the future growth plans of Gebr. Heinemann.

“The rapid access to every storage location and sequencing of retrievals within the system ensure high process efficiency. The system concept also offers us maximum flexibility and the system design increases our overall level of service.”

Gebr. Heinemann

Get more information about the success stories at success-stories.ssi-schaefer.com



SSI FLEXI SHUTTLE: NEW, DYNAMIC AND SCALABLE

The innovative SSI Flexi Shuttle extends SSI Schaefer's powerful shuttle portfolio with intelligent functional variety, variable storage location sizes and maximum modularity.

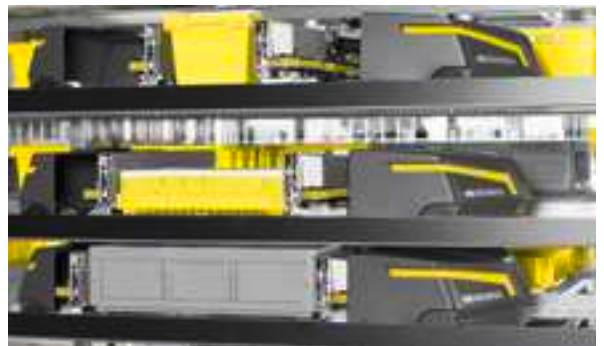


The SSI Flexi Shuttle is a new and innovative solution for space-optimized storage of cartons, trays and cubic and conical bins. The modular concept, which combines shuttles, lifts, and a racking system, provides tailored and highly flexible system concepts with excellent use of space and high levels of technical performance.

Thanks to the universal load handling device with adjustable width, the SSI Flexi Shuttle can adapt to single, double, and multiple-deep storage of a broad spectrum of loading units and dimensions, with a load capacity of up to 50 kg - even in deep-freeze conditions.

Unique: The rack conception with dynamically adjustable storage location sizes. Omitting permanently allocated x-storage positions, the rack conception facilitates space-optimized shelf occupancy with maximum storage density. This can even be achieved with a high diversity of loading units and a broad spectrum of transport dimensions.

Considerable increases in performance can be achieved in conjunction with the patented 3D-MATRIX Solution®. As well as having high-performance lifts installed at the end of the aisles this solution also allows any number of integrated lifts to be installed in any position throughout the storage aisles. It is therefore possible to combine highly dynamic solutions with automated storage, buffering, and integrated sequencing in just one system.



Get more information
about the innovative
shuttle at
ssi-schaefer.com



Product Spotlight - New models of success



Technical Data

SSI Flexi Shuttle	
Speed	up to 4 m/s
Loads	up to 50 kg
Max. dimensions (LxW)	860 x 680 mm (incl. tolerances)
Loading units	Cubic/conical bins, cartons, trays
Length	up to 150 m
Height	up to 30 m
Storage	single-, double- and multiple-deep

AT A GLANCE

- Tailored and expandable system concepts with excellent use of space and performance
- Secure handling of a wide variety of loading units, each of which can have a load capacity of up to 50 kg
- Dynamically adjustable storage location sizes allow flexibility and maximized storage density over the whole service life of the system
- Suitable for use in deep-freeze environments
- Maximization of technical performance and option to integrate with 3D-MATRIX Solution®
- The innovative energy supply for the shuttle uses supercapacitors to ensure the highest energy efficiency
- Secure and high-performance communication using Siemens Industrial Wireless LAN (IWLAN)



SSI CARRIER: POWERFUL OMNI-CHANNEL DISTRIBUTION

The SSI Carrier, an outstandingly innovative solution was awarded a place on the „Best of“ list at the 2018 Industry Awards. It is another chapter in SSI Schaefer's success story when it comes to its flexible overhead conveying systems. The award truly cements SSI Schaefer's market position as a genuine model of success.

The SSI Carrier is the ideal solution when it comes to the parallel processing of multiple sales channels. It is characterized by a versatile overhead conveying system for goods of up to 3 kg.

The system consists of the universal SSI Carrier as the load carrier, a circulating and an accumulation conveyor as well as switches and ergonomically optimized workstations. Standardized components can be combined modularly, variably and economically to form complex systems, which can be individually extended. The carrier combines a single drive system with five different functions: conveying, accumulating, distributing, buffering and sorting.

Another advantage of the overhead conveying system is the flexible and gentle transport of hanging goods and flat goods for Pharmaceuticals, Cosmetics, Electronics or Food and Beverage in pouches. A very efficient application of the system is dynamic returns buffering. Furthermore, the SSI Carrier system facilitates store-friendly delivery.

AT A GLANCE:

- Increased storage density thanks to small, space-saving carriers
- Gentle goods transport using an innovative, patented concept for driven accumulation conveyors
- Optimum space utilization by horizontal layout with a compact and adapted in-house steel construction
- Additional energy efficiency, low-maintenance and durability by compressed air-free design
- Improved process security due to recirculation option for load carriers
- Everything from one source - self-developed carrier, production, planning, steelwork, custom-fit IT, installation, commissioning and service





SSI ORBITER®: THE NEXT GENERATION

Channel storage systems are genuine miracles when it comes to space. Harnessing maximum performance from optimal space utilization requires highly dynamic shuttle vehicles. With its latest generation of SSI ORBITER, SSI Schaefer is improving its current solution to make it even more efficient and flexible - and considers the challenges presented by Industry 4.0.

SSI Orbiter: safe, flexible, and user-friendly

In semi-automatic applications, when connected to a docking station, the innovative SSI Orbiter offers optimal utilization of space as well as extremely high flexibility, maximum personal safety, sustainability and ease of use in the channel storage system.

Unauthorized access is prevented because the docking station remains on the front side of the channel. The locking device of the Orbiter in the docking station also ensures safe transport within the storage facility. An integrated safety PLC and redundancy-designed sensors also provide optimal personal security.

The SSI Orbiter's high flexibility is impressive on two counts - its ability to both combine FIFO and FILO operations within the same storage facility and to simultaneously use different types of pallet. Moreover, it can also be used in earthquake areas and sub-zero environments with no issues. Its generous positioning tolerances make insertion into a rack quick and easy. It is even possible to have multiple shuttles working at the same time.

SSI Orbiter LHD: highly efficient and dynamic in fully automated systems

Unlike a conventional high bay warehouse, a fully-automatic channel storage system manages to use more storage space. It is an interesting alternative to the semi-automatic application.

SSI Schaefer's SSI Orbiter LHD load handling device can be used with both the universal Exyz storage-retrieval machine and the high-performance Schäfer Lift&Run (SLR) system in temperatures ranging from sub-zero (-30°C) to warm (+45°C). The dynamic solution is characterized by its extremely flat design and unprecedented riding dynamics and its specially developed energy management system using power caps. These innovations ensure the highest degree of energy efficiency, even when during 24/7 operation.

Combined with the logistics software WAMAS® from SSI Schaefer, the handling processes are optimally controlled and high technical performance is achieved. In addition, the scalable layout allows individual customer requirements to be catered for.

Get more information about the highly dynamic shuttle vehicle at [ssi-schaefer.com](https://www.ssi-schaefer.com)



WAMAS® LRM: FOR MAXIMIZED AND TRANSPARENT PERFORMANCE

The new “Labor and Resource Management” system, WAMAS LRM, from SSI Schaefer is ushering intra-logistics into a new era of optimized performance and guaranteed maximum information transparency.



WAMAS LRM (Labor and Resource Management) system is the latest addition to the range of successful IT services based on proprietary logistics software WAMAS® developed by SSI Schaefer. Whether as a standalone system linked to an existing WMS or as a built-in component of WAMAS, the LRM system not only captures data on the total productivity of all intralogistics employees, but also the performance of the warehouse itself. All the acquired data can be analyzed individually, in groups, or by shift productivity. Following in-depth analysis of the data, WAMAS LRM optimizes the use of all resources to enhance the efficiency of operations for the day-to-day running of the warehouse. WAMAS LRM is already proving itself in a number of customer systems where the transparency it delivers has successfully boosted efficiency.

WAMAS LRM turns goals into reality

“WAMAS LRM provides for total transparency in all staff-related warehouse processes,” explains Franz Bauer-Kieslinger, EVP IT Solutions. “We anticipate that it will deliver productivity gains somewhere in the region of two percentage points. It will also add procedural and process analyses plus optimization to our stable of logistics services.”

The new model calculates all distances that have to be covered and the resulting transit and lifting times in the warehouse. Depending on the transport devices used or the walking speed of the warehouse staff, the system divides every warehouse process into freely definable blocks of time. Target times for each activity are then compared with the actual times in order to calculate productivity, evaluate it in real time, and to compare and analyze value-adding and non value-adding work.

Uniform Labor and Resource Management as a means of success

More than ever the use of efficiency-boosting workforce management systems is proving to be a decisive commercial advantage in highly competitive markets. Due to the constantly increasing volumes that have to be handled in warehouses and retrieval quantities that vary enormously due to promotional events such as “Black Friday”, the pressure on warehouse operators is also increasing. “This trend makes the efficient use and swift provision of resources, as well as indepth monitoring of productivity, more important than ever. It also means that even bigger intralogistics systems and more staff are required,” adds Bauer-Kieslinger. Generally speaking, the bigger the workforce in the warehouse, the more attractive a sophisticated workforce management system becomes.



Video:
WAMAS LRM guarantees information transparency. Find more at ssi-schaefer.com



Elie Zita
EVP Customer Services
at SSI Schaefer

In 2007 we saw the launch of the iPhone, heralding a new digital era. Since then, our personal lives have undergone dramatic change. We are always connected, and able to communicate with the rest of the world anytime and anywhere, generating huge volumes of data. Canny minds recognized the value of this data, and developed corresponding business models, propelling them to fame and fortune. In recent years, the digital revolution has scythed its path through the industrial world. The new-economy players have been challenging the old giants, and the major incumbents now face massive changes. And customer service and support, too, is undergoing an upheaval. At SSI Schaefer, we see this as an opportunity, and are leveraging new technologies to develop pioneering products and to improve our internal processes.

Predictive maintenance - more than just a buzzword?

A prime example is predictive maintenance. The underlying strategy is to forecast when our systems are likely to suffer from wear and tear, and to take steps to proactively prevent serious damage and downtime - enabled by the analysis of data using self-learning algorithms. In recent times, artificial intelligence

THE DIGITIZATION OF CUSTOMER SERVICE AND SUPPORT

(AI) has made progress in leaps and bounds. At the same time, deep learning is currently in what is known as the "peak of inflated expectations" (Gartner hype cycle). In other words, it will take another two to five years before artificial intelligence is truly productive. While it would be unwise to miss the AI boat, it is advisable to avoid concentrating all energies and efforts on just this one particular area. In customer service and support, and in repair and maintenance, there are many digital tools waiting to be utilized.

Streamlining internal processes through digital transformation

As a company with growing international operations, we are confronted by a very special challenge; we must organize service and support globally yet locally in order to remain responsive to customer needs. SSI Schaefer now employs more than 1,000 people in customer service and support, in all four corners of the world. Establishing and managing an organization of this scale is a Herculean task. But it is an area where digital technology offers a way to minimize administrative overhead and to maximize agility. Today, it is possible to track processes down to the shop floor, without requiring hugely expensive or sophisticated technology. The data can be captured, consolidated and analyzed fully automatically, delivering accurate insights into the performance of individual sub-organizations - and forming the basis for objective, informed management decision-making. Tools such as

dashboards can be employed as simple yet powerful means of monitoring and managing the organization as a whole.

The human factor

At the same time, we should not lose sight of the human factor. Digital technologies will transform many professions. In service, support and maintenance, we are in the fortunate position of seeing a clear trend: ever-greater automation and ever-greater system complexity are generating demand for ever more highly skilled maintenance engineers. What's more, the traditional dividing line between an electrician and a mechanic is dissolving fast. We increasingly need specialists in mechatronics - but also with the ability to handle IT systems and analyze data. And the rising demands of maintenance in terms of abilities and expertise is going hand-in-hand with an enhanced image for the profession itself.

In fact, we all face significant change, not just service engineers. But with the right preparation and foresight, we can take a positive view of the coming transformation. At SSI Schaefer Customer Service & Support, we see the digital future with optimism, and look forward to the new challenges.

AN ATTRACTIVE MARKET: LATIN AMERICA AIMS FOR AN AUTOMATED, PROFITABLE FUTURE

Automated intralogistics solutions are no longer the exclusive realm of pioneers and visionaries. This shift is reflected in key aspects of Industry 4.0 - including big data, cloud computing, IoT and cyber-physical systems.



In recent years, Latin American enterprises have turned their focus away from ROI and downsizing, and towards acquiring greater expertise in automation – as a key strategic success factor. Riachuelo, Brazil's largest fashion retailer, is a case in point: the decision to automate its logistics center yielded the most profitable year in the firm's 70-year history.

There are further examples of Latin American companies tapping into automation's potential: Natura, Brazil's market leader in beauty and personal care products and brand owner of The Body Shop; plus Droguería del Sud, one of Argentina's largest pharmaceutical retailers, and Volkswagen in Mexico. In the last three years, however, Brazil – the engine of Latin America's economy – has endured the worst economic crisis since the Great Depression. And its impact is being felt in the marketplace: many businesses have decided to postpone capital investment, including automation projects. Brazil's neighbors also face turbulent times, with Argentina and Mexico struggling with economic uncertainties and setbacks.

Moreover, all markets are subject to economic cycles. However, greater automation can help companies to better weather these ups and downs, and respond more flexibly. In recent years, SSI Schaefer has implemented a number of solutions in Latin America, for example its Cuby and Navette shuttle systems, its WAMAS® logistics software, overhead conveyors, automated guided vehicles, and automated palletizers and depalletizers.

Latin America is as challenging and sophisticated as any other region – and the already high degree of automation is steadily increasing. In particular, local companies expect the deployment of automated warehouse solutions to deliver improved profitability. In addition, the region has enormous growth potential, and SSI Schaefer is one of best intralogistics players on the continent.

"The decision in favor of an automated internal supply chain should be based on the opportunities automation creates in terms of service and competitive advantage. A growing number of Latin American companies are investing in intralogistics – it is no longer just for visionaries."

Daniel del Campo
CEO, SSI Schaefer LATAM



LOGIMAT AND CEMAT 2018: HIGHLIGHTS



Stuttgart/Hanover, Germany. At LogiMAT and CeMAT 2018, SSI Schaefer shared new products and smart solutions, innovative presentation methods and eye-catching showcases. Exclusively presented at LogiMAT and a highlight at CeMAT: the new, highly scalable SSI Flexi Shuttle - rich functionality, outstanding modularity and support for dynamic storage.

Visitors were able to experience the rich functionality of the innovative SSI Carrier pouch sorting system live. Using just a single drive system, the SSI Carrier moves, stores, buffers, distributes and sorts items. Furthermore, SSI Schaefer took the innovative "WAMAS® via voice control" showcase to the trade fairs and presented the new WAMAS® Labor and Resource Management (LRM) for the very first time.

Logistics experts as guests

For the second year in a row, the focus of SSI Schaefer's exhibition stand at the LogiMAT trade show was "LET'S TALK". In the new, enhanced edition of the expert forum, opinion leaders from the business and scientific communities, such as Magna, IBM, IKEA and Zalando, discussed current and future topics in logistics, such as artificial intelligence, e-commerce, and flexible automation, in combination with



proven success stories. The expert forum not only attracted countless visitors to the exhibition stand in Stuttgart, but also a large number of online viewers who watched the event via live streaming.

OMNI-CHANNEL LOGISTICS IN SWEDEN

Vansbo, Sweden. The Swedish company Lyko Group AB, a leading omni-channel specialist for haircare and beauty products in the Northern countries, trusts the general contractor SSI Schaefer with the realization of their new automated distribution center. The turnkey project includes the high-performance Cuby shuttle system, ergonomic workstations and the logistics software WAMAS®. The system is scheduled to go live in the beginning of 2020.

GROWTH IN ITALY

Biella, Italy. SSI Schaefer has finalized the 100 % acquisition of Incas S.p.A., the leading Italian player in supply chain automation. The acquisition of Incas, with its almost 200 employees and strong competence in system integration and IT, fits perfectly into the overall strategy of SSI Schaefer and strengthens its local presence in South West Europe substantially.

SUCCESSFUL MODERNIZATION



Aalter, Belgium. SSI Schaefer has successfully extended and modernized the intralogistics system of international dairy company, FrieslandCampina, whilst the business was still in operation. This project has resulted in optimized processes, increased storage capacity and considerable cost savings. The fully automatic logistics warehouse is connected to the existing system and includes, among other things, the extended high-bay warehouse (HBW) and a custom-fit conveying system. The material flows are controlled by WAMAS® logistics software.

BEST PROJECT TEAM

Oldenburg, Germany. The PHOENIX group, a leading pharmaceutical trader in Europe, has presented its supplier price to SSI Schaefer's Customer Service & Support (CSS) team. Every year, a committee within the PHEONIX group gathers at the corporate headquarters in Mannheim to analyze and assess all completed projects and to determine the winner of the award.

The committee chooses from of over 200 projects which have been completed by the PHOENIX group within the reference period. The CSS team distinguished themselves with the ability to implement the project within the deadline without impacting on delivery time for the PHOENIX group.



EXTENDED SERVICE TEAM

Giebelstadt, Germany. Extending service competence, intensifying proximity to customers by local presence and increasing processing capacities with focus on smaller and medium-sized projects - with these objectives in mind, SSI Schaefer decided to generate additional resources and took over the team of P@P Picking Systems GmbH in April 2018.

INCREASED INTELLIGENCE FOR YOUR INTRALOGISTICS

Ready to face the challenges of today and tomorrow: The standardized software solutions WAMAS® and SAP EWM ensure that all your logistics processes are covered. Make use of innovative KPI analysis and dashboards to visualize your data in real time. Benefit from the experience of more than 1,100 IT experts who understand your business and provide support around the clock. We believe that forward-thinking dialogue is fundamental to creating common success stories with our customers. So let's talk about your intralogistics IT.

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