Gsmartlog
Una nueva logística

HOLA**MODA**

SUCCESS CASE

HOLA**MODA**

chooses Smartlog to automate its logistics centre
with Panama's first AutoStore system

In a historic milestone for Panama, Smartlog Group has implemented the country's first AutoStore system, in collaboration with Hola Moda, the franchisee for Central America and the Caribbean of the Fast Fashion brand H&M.

Hola Moda entrusted Smartlog and its intelligent robot solution AutoStore for the automation of its logistics center in Panama City.

Hola Moda selected Smartlog's intelligent robot solution AutoStore as the answer to its needs to optimize its logistics processes and maximize space in its distribution center.

Following the results obtained from an exhaustive analysis and a meticulous study of its data carried out by our experts, considering the priority of optimizing space, increasing productivity, and streamlining processes, Smartlog has implemented a solution that includes:

- **AutoStore system with 16,400 bins and 22 mobile robots serving 5 picking stations with a storage capacity of more than 500,000 pieces of textiles and accessories.**

- **An order preparation table.**

- **An error detection and validation system in the picking process.**

- **A "Put to Wall" system for incoming material sorting and order picking.**

- **The Smartlog Group's warehouse management software combining its conventional (WMS) and automatic (WCS) modules.**

Moreover, Hola Moda has contracted the Smartlog maintenance service. The monitoring, traceability and remote diagnosis tools used for this purpose allow the design and execution of preventive maintenance plans that result in maximum availability, cost reduction and the profitability of the solutions, while making indicators of the real state of the systems visible and helping in the adaptability to new needs.

With these solutions, Hola Moda has achieved a more versatile and flexible supply chain that will scale and adapt to new business situations in the future.

The AutoStore warehouse enables the arrangement of goods containers in a compact cube, guaranteeing efficient and fast picking tasks.

Hola Moda, S.A.'s solution includes 16,400 containers, 22 autonomous robots, five picking ports with error detection and laser picking validation systems, and two order grouping tables. This has been sized to meet the order requirements of five shops. The intelligent robots that move on the top of the cube process the necessary bins for order picking, locating them with the required SKUs and digging to find them. They are then transported to the Good to Person workstations for picking and finally returned for storage.

A highlight of this system is that each time a bin is brought to the workstation, the bins that had to be moved to remove them are deposited in the same order, but one level lower. When the removed bin is returned, it is left at the top, allowing efficient rotation-based organization: The highest rotation products are always stored in the bins on the upper levels, while those with lower demand are placed on the lower levels. In case an order requires a low rotation product, the robots work collaboratively to access the bins.

All robots can reach any position on the grid, thus eliminating the risk of single-point failures in the system. All of this is managed by Smartlog Group's WMS.

Multifunctionality of the stations

With the aim of optimizing reception, classification, cross-docking order preparation, and subsequent storage, two "Put to Wall" shelving stations with guide lights have been configured where the operational management of the garment classification at reception by model, size, and color and, at the same time, cross-docking can be managed.

Efficiency in operations and future vision

This implementation has brought about a notable improvement in the efficiency of its operations and has significantly increased its distribution capacity. AutoStore has managed to multiply the efficiency in the picking process by 10, resulting surprisingly short investment recovery periods, far exceeding the standards of conventional automation systems.

The absence of human error significantly improves process quality, resulting in more refined and efficient operations. In addition, more accurate inventory control is achieved, contributing to more effective resource and product management.

Similarly, Hola Moda has adopted an integration model of its processes through two modules of the Smartlog Group's warehouse management software, conventional and automatic (WMS and WCS), configured to integrate all systems, processes, and technologies. This ensures complete traceability of logistics operations, an optimal flow of materials, and a greater responsiveness to customers.

This system meets a variety of operational needs, from space and resource optimisation to rapid traceability management and real-time inventory control. In addition, it improves response times and order preparation for each point of sale, enabling effective supply throughout the region, strengthening the reliability of the logistics system.

Productivity improvement

AutoStore improves productivity by providing consistent operation, reducing the time needed to replenish inventory and increasing picking speed. Importantly, there is no single point of failure; each port and robot operates independently and can be repaired without shutting down the system, ensuring continuous operation.

Greater Customer Satisfaction and Experience

By implementing these solutions, Hola Moda has become more agile and efficient, working under optimal ergonomic conditions and eliminating errors in its processes. Picking times have been significantly reduced, and the company can effectively adapt to demand fluctuations, all without the need for intensive training or additional staff.

24/7 operations and sustainability

AutoStore, with its high availability and efficiency, allows Hola Moda to maintain 24/7 operations. In addition, its ecological approach contributes to energy savings and environmental care.

The low power consumption of its robots, which use the same amount of energy as a hoover, combined with their ability to work in the dark, further optimizes their efficiency. AutoStore has an overall average system uptime of 99.6% and 100% access to its entire inventory.

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Continuous improvement

With AutoStore, Hola Moda has established a versatile and flexible supply chain that adapts to new business needs. The company is positioned to grow and remain competitive in the market.

Optimised storage space

AutoStore is the world's most efficient automated storage system per square meter, allowing Hola Moda to reduce its storage space by 75% compared to conventional pallet racking.

Enhaced competitiveness

This significant increase in storage capacity has boosted Hola Moda's competitiveness allowing it to continue being an industry leader. In addition, AutoStore stands out as the world's fastest and most efficient order fulfilment system per square meter, enabling most customers to increase their capacity by up to 400%.

In short, the benefits of AutoStore also translate into a substantial improvement in financial results, as it reduces costs per order, saves on personnel and energy expenses, and contributes to ecological savings by being a highly energy-efficient system.

First AutoStore in Panama

The implementation of AutoStore has made Hola Moda the first company in Panama to adopt this solution.

Xabier Zubizarreta, CEO of Smartlog Group, commented: *"Supplying the first intelligent AutoStore robot system in Panama is of utmost importance for Smartlog and a significant international reference in the fashion industry. We would like to thank Hola Moda for their trust, which gives us many opportunities for the future"*.

Nadia Cáceres, Logistics Director of Hola Moda, commented: *"We are very proud to have taken this step. We have achieved our goals and Hola Moda has achieved a significant transformation in its logistics thanks to the implementation of Smartlog's AutoStore, and now, we can say that we are well positioned to face the challenges of the current and future market"*.

Key benefits

- **75% optimization of storage space compared to conventional pallet racking.**
- **Picking efficiency increased by a factor of 10.**
- **Delivery accuracy close to 100%.**
- **Fast return on investment compared to traditional automation systems.**
- **Ease of scaling productivity by adding new workstations.**
- **Greater competitiveness vis-à-vis large retailers.**
- **Faster order fulfilment.**
- **Reduction of operating and energy costs.**
- **Continuous 24/7 operations with high availability.**
- **Ecological focus and inventory management efficiency.**
- **Greater customer satisfaction and experience.**

Why Smartlog

Purpose

To create a new logistics that is sustainable, resilient and focused on people's well-being.

"Creating a new logistics that is sustainable, resilient and focused on people's well-being" means designing and developing a logistics approach that takes into account not only efficiency and profitability, but also the positive impact on the quality of life of people and their environment. It involves considering aspects such as environmental sustainability, worker safety, customer convenience and corporate social responsibility. In short, it is about prioritizing the balance between business objectives and the benefit of society at large.

Value proposition

At Smartlog we provide unique intralogistics solutions and services with the most innovative technologies. Our goal is to offer personalized, local and unbounded service and to make processes more sustainable, intelligent and resilient to contribute to business success.

Benefits we provide

Smart technology

We bring mobile and autonomous robotics technologies, Artificial Intelligence, and Big Data.

Leadership and competitiveness

We help optimize processes, increase productivity, and reduce total operating costs to strengthen our clients' leadership position.

Sustainability

Lower energy consumption, fewer emissions. Ensuring sustainable growth and improving people's well-being and quality of life.

We optimize spaces

Lower energy consumption, fewer emissions. Ensuring sustainable growth and improving people's well-being and quality of life.

Efficiency

Our studies facilitate the reengineering of tasks and locations. We eliminate repetitive tasks, poka-yoke.

Flexibility and adaptability

Modular and scalable systems that are easy and quick to install for continuous adaptation to changes, market trends, regulations, new products, or customers.

Operations Integration Software

Our warehouse management software (WMS) integrates and manages the complete flow of operations, allows for predictions, and connects the communication systems with the consumer.

Future Growth

We support companies in their future growth by providing modular and scalable systems. We anticipate changes or trends through our own monitoring technology and predictive maintenance.

Contact us

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