



TOWARDS
INNOVATIVE
LOGISTICS

CUSTOMER STORY

STRENGTHENING THE LOGISTICS TOOL

BIGBEN INTERACTIVE OPTIMIZES ITS LOGISTICS TOOLS TO ACHIEVE ITS AMBITIONS

Bigben Interactive stands out as a creator and supplier of accessories for video games, mobile devices, and audio products. Based in France, this international group operates in nearly 100 countries and relies on 23 global subsidiaries. Its ambition is to become a world leader in all its fields of activity. To achieve this, the group focuses on a strong commercial proposition and efficient logistics, centralized in its 29,000 square meter warehouse in Lauwin-Planque, in northern France. Innovative from the start, the company automated its operations in 2007 in partnership with SAVOYE. Today, Bigben Interactive is undertaking a new project to further optimize its logistics system.



THE SOLUTIONS IMPLEMENTED

- > X-PTS SHUTTLE SYSTEM
- > X-PTS PICK STATION
- > INTELIS CONVEYORS
- > ODATiO : WMS, TMS
- > JIVARO PACKING MACHINE



BIGBEN INTERACTIVE VIEWS LOGISTICS AS A TOOL TO SERVE ITS CUSTOMERS. THEREFORE, THEY SOUGHT A COMPREHENSIVE SOLUTION TO IMPROVE FLEXIBILITY, QUALITY, AND RESPONSIVENESS.

OBJECTIVES

MEETING THE COMPANY'S NEW AMBITIONS

By optimizing its logistics processes, Bigben aims to realize its development ambitions while maintaining high standards of quality.

INCREASING RESPONSIVENESS

In a market where expectations evolve, the primary goal is to ensure maximum responsiveness by reducing delivery times and quickly adapting to demand fluctuations. This ability to anticipate and respond to changing customer needs is a crucial element for remaining competitive and maintaining a strong market position.

OPTIMIZING THE PRECISION OF PREPARATION

With diversified activities and high seasonality, Bigben sought a solution capable of helping it expand its range of references and anticipate customer needs.





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OUR ROLE AS LOGISTICIANS IS TO ENVISION THE FUTURE AND THE UPCOMING DEMANDS OF OUR MARKET. THE COMBINATION OF SAVOYE SOLUTIONS ENABLES US TO FOCUS OUR ENERGY ON WHAT IS ESSENTIAL: OUR CUSTOMERS.

FRANÇOIS PENIN
DIRECTEUR LOGISTIQUE

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RESULTS

CUSTOMER SATISFACTION

The ability to adapt all documents enables us to offer additional services such as customization or differentiation of shipments.

MANAGEMENT AND AUTONOMY

ODATiO provides a comprehensive view and more cross-functional management ranging from WMS to TMS. The possibility for each individual to create their own KPIs and business settings offers more flexibility and autonomy.

RESPONSIVENESS

The new comprehensive logistics solution, including software and automation, allows for faster and more efficient absorption of needs.

**Flexibility,
responsiveness,
and vision.**





A LOGISTIC PROJECT DESIGNED FOR THE **FUTURE.**

From envelopes to pallets, from e-commerce to retail, and from B2B to B2C, Bigben Interactive's activities are diverse and seasonal.

To increase flexibility and responsiveness, the Lauwin-Planque site has added a Goods-to-Person X-PTS solution:

"SAVOYE brings us its ability to provide and install a complete system without any disruption. We were also reassured by the relevance of the studies and visits carried out, as well as their constant commitment," assures François PENIN.

In a complementary effort with the robotic system, Bigben Interactive chose to integrate ODATiO, SAVOYE's WMS/TMS solution, which boasts extensive functional coverage.

"We sought the most coherent solution with our infrastructure. We believe we have found it through our partnership with SAVOYE, while maintaining our firepower to address, tomorrow, new market opportunities," concludes François PENIN.



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