

Smart and agile warehouse management at Assaí

Simplifying and optimizing distribution logistics as one of Brazil's cash-and-carry giants



Overview

Assaí is one of the world's largest wholesalers and the second-largest retail company in Brazil. With 313 stores, eight distribution centers (DCs), and 13 regional offices, the company sells more than 10,000 items per store—including food and beverages, consumer goods, and services such as butcher counters, delis, coffee shops, and bakeries.



Challenge

Streamline distribution processes, increase employee autonomy, and optimize distribution center layouts to enhance efficiency, scalability, product availability, and overall cost management.



Infor solution

Infor™ Warehouse Management System (WMS) is a cloud-based platform that enables greater flexibility, scalability, and end-to-end visibility for distribution centers seeking to accelerate operations and future-proof their business. Infor WMS is integrated with Infor Birst, Infor's artificial intelligence (AI)-powered cloud analytics platform, helping activate data through prebuilt industry and role-specific content and metrics, so that teams can make smarter decisions faster.



Outcome

Multifunctional distribution centers run on a single integrated platform accessible to all employees, ensuring agility and efficiency across operations.

The challenge



Simplifying and accelerating logistics and warehouse processes across distribution centers and stores

As the second-largest retailer in Brazil, Assaí manages thousands of items each day. These products span several categories, such as personal care, food and beverage, automotive equipment, household appliances, and more. While Assaí stores offer this broad assortment, back-office management was still handled by outdated systems. This created difficulties in coordinating product shipment with storage and aligning these processes with efficient replenishment strategies.

The previous software was based on binary parameters, which only allowed one storage and replenishment function per product at a time. In addition, changes to distribution center layouts or product replenishment required interrupting internal product movements, making it difficult to maintain operational organization.

Assaí needed a versatile system that optimizes storage, selection, replenishment, and shipping to boost efficiency across the entire supply chain. It was also essential to give employees greater autonomy so they could resolve minor operational issues in real time—speeding up movements between storage locations, correcting discrepancies, and handling other day-to-day changes.

The Infor solution



Managing 9,000+ products in a single, centralized system

According to Edson Shimada, Logistics Director at Assaí Atacadista, Assaí chose Infor because of its ability to fully meet the operational requirements of the company's distribution centers.

Assaí streamlined logistics management in distribution centers with Infor WMS. The system ensures that food, beverages, personal care items, small appliances, and other consumer goods can all be stored and managed in the same space, while still maintaining the necessary operational safety standards for each product.

Furthermore, Infor Birst provides real-time insights for employees from the boardroom to the shop floor, ensuring clear data and connectivity across the organization.

In addition, warehouse layouts are now optimized to reduce internal travel and to ensure that operational tasks run as efficiently as possible, contributing to more productive and safer distribution centers.

Paulista DC: Improved operational flexibility

The Paulista unit was a pioneer in adopting Infor WMS. With Infor's capabilities, Paulista improved receiving, storage, and replenishment processes, as well as increased product management efficiency and agility by streamlining aisle organization.

Manaus and Cajamar DCs: Enhanced scalability

At the Manaus distribution center, operations were structured around Infor WMS from the outset. The system was implemented quickly, with parameter settings configured to meet the specific demands of the distribution center. With just over 4,000 square meters and around 2,400 items in operation, the Manaus DC leveraged the Infor WMS solution to operate efficiently at scale.

Cajamar, the third unit to adopt the system, hosts Assaí's largest distribution center—approximately 80,000 square meters with 4,500 items across several categories. Here, Infor WMS was implemented in four phases, each carefully planned and executed with the support of a specialized team. Each stage was completed without incidents or operational disruptions, ensuring that all requirements were met and operations ran uninterrupted throughout the process.

A key highlight of this project was the deployment of the system without the need for customizations. Adopting the standard configuration allowed Assaí to consolidate its digital processes and promote greater integration between teams and departments, reinforcing agility and collaboration across the organization.

Outcome



Greater transparency, efficiency, and consistency



Achieved 12% productivity boost with streamlined platforms and real-time dashboards



Increased agility across operations



Ongoing access to new technologies

Achieved 12% productivity boost with streamlined platforms and real-time dashboards

With Infor WMS online management tools integrated with Infor Birst—Infor's AI-powered cloud analytics platform—Assaí expanded its real-time monitoring and operational control capabilities. Dynamic dashboards give managers a consolidated view of key indicators, enabling faster, data-driven decision-making. Access to real-time data in one place makes it easier to track operations instantly—optimizing labor allocation, use of handling equipment, and team organization.

Real-time control, combined with detailed performance analysis, generates significant gains in productivity and efficiency. "Previously, this information was managed manually in spreadsheets. Now, it is online and integrated into the platform, enabling more agile and data-driven management," said Shimada. The decision-making process has become faster and more strategic, supporting an estimated productivity increase of 12%.

Increased agility across operations

Infor WMS improved distribution center management by streamlining storage, replenishment, and order operations. Through intelligent task distribution, Assaí optimized workflows and ensured better resource allocation. These advancements reduced unnecessary travel, increased team agility, and enabled adjustments to the distribution center layout. The system also gave teams more autonomy in pallet building, improved stock balance audits through cycle counting, and ensured greater flexibility and traceability across internal tasks.

Shimada recounts, "The results of implementing Infor began to show as soon as the teams started operating with the new system. This level of detail had a direct impact on business results."

Ongoing access to new technologies

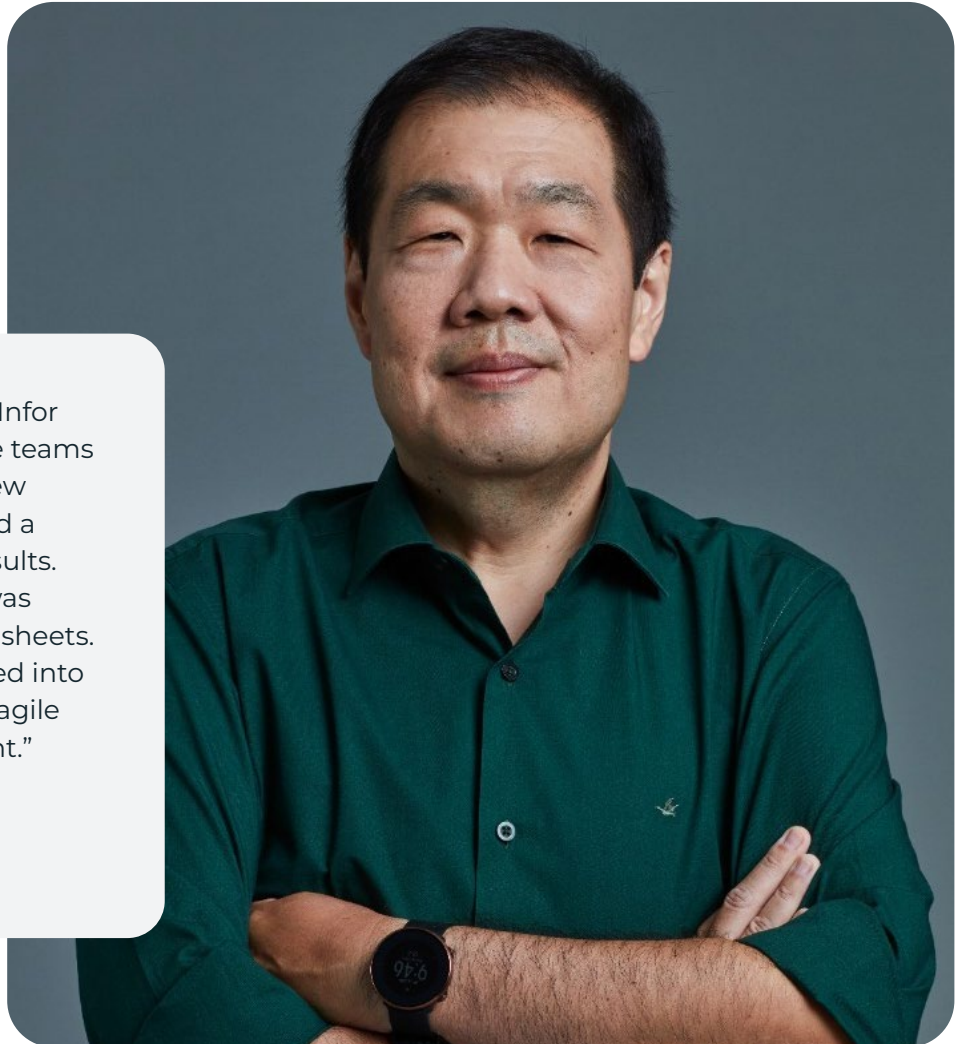
Infor WMS runs fully in the cloud, allowing Assaí to operate in real time from a single source of truth. According to Shimada, migrating to the cloud allows Assaí to design operational strategies remotely and increases team autonomy by enabling employees to interact directly with the platform from any location, even when off-site.

Infor WMS also offers continuous updates, ensuring that Assaí is always running the latest version. Today, the solution uses a predictive algorithm that anticipates warehouse activities based on the most up-to-date data. Assaí plans to build on this foundation with additional AI capabilities to forecast volumes and bolster its operational ecosystem in the future.



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Edson Shimada
Logistics Director
Assaí Atacadista



About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

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