

The people, the platform and the path to better retail

Case Study



How Welkoop is cultivating smarter order management with Hardis OMS

Welkoop, a Dutch pet, garden and outdoor living retailer with over 160 company-owned and franchise stores, is rooted in a strong physical presence and a loyal, traditionally minded customer base. Their teams are passionate, practical and deeply knowledgeable. They are trusted advisors on everything from soil types to pet nutrition. This hands-on expertise gives Welkoop its edge and makes it a go-to destination for all doers who love the outdoors and want the best for their gardens and animals.

But behind the wheelbarrows and pet food, a digital transformation has been quietly taking root. With ambitions to offer a seamless omnichannel experience, Welkoop turned to OIL by Hardis OMS to modernise its fulfilment processes and strengthen e-commerce capabilities.

The goal was to build a future-ready retail foundation while preserving the personal service its customers value most.

What OMS delivered for Welkoop

- ▶ **Smarter fulfilment**
Intelligent routing and improved pick lists through product data enhancements.
- ▶ **Automated replenishment**
Daily replenishment triggered by real-time demand, no more spreadsheets.
- ▶ **Stock visibility**
Accurate, channel-wide inventory data to improve availability and delivery speed.
- ▶ **Seamless integration**
Connected with ERP, CRM, POS and PIM to sit at the centre of operations.
- ▶ **Customer transparency**
Delivery dates shown at checkout, reducing service queries.
- ▶ **Loyalty and retention**
Faster fulfilment and better availability reduced returns and boosted loyalty.



Built for retail. Backed by partnership.

The challenge:

Customer behaviour was already evolving, but the COVID-19 pandemic accelerated the shift. More Welkoop customers began shopping online, not just for smaller items, but for heavy and bulky products like pet food or garden equipment. E-commerce became a vital part of the business almost overnight, and fulfilment needed to catch up.

With customers moving fluidly between physical stores and digital platforms, fulfilment became more complex. Orders had to be orchestrated across DCs, stores and external partners, with logic that could manage partial shipments, channel-specific rules and real-time stock visibility.

Welkoop recognised the need for a future-ready approach that offered both flexibility and control. They wanted a solution that could connect systems, simplify integration and scale with their long-term ambitions, all without disrupting the customer experience.

That meant moving away from fixed, linear systems and towards a modern and adaptable architecture. Hardis OMS would sit at the centre, supporting smarter fulfilment and helping Welkoop serve customers better, faster and more personally.



“We were growing fast. We needed an OMS that could bring control, clarity and flexibility.”

Martijn Verkerk, Product Owner for Order Management and E-commerce Operations.



Accelerating success

When looking for a solution, Welkoop needed more than just features, they needed clarity, collaboration and a future-ready fit. Hardis OMS checked all the boxes:

- Strong cultural fit and clear communication.
- Retail-ready functionality with modular flexibility.
- A partner focused on real outcomes, not overpromises.

Welkoop went to market and explored several vendors, but many were either overly bespoke or lacked the packaged flexibility they needed. Hardis OMS stood out for its modular design, retail focus and the quality of the team behind it.

“For me, the relationship mattered. Hardis OMS were pragmatic and clear about what they could and couldn’t do. They weren’t trying to overpromise. We felt a strong cultural fit and trusted them to guide us.”

Welkoop appreciated the consultative, outcome-driven approach. They gained an OMS that could manage complex fulfilment flows and connect easily with systems like PIM, CRM, POS and ERP. It offered the flexibility to grow with the business while supporting a seamless customer experience, both online and in store.



Laying the foundations for smarter fulfilment

Welkoop began with a focused rollout of OIL to support home delivery from its e-commerce DC. The approach was deliberately simple, giving the team space to build knowledge, solve real problems and scale with confidence.

“We started small and stuck to the essentials. That gave us time to build internal knowledge and plan the next steps,” says Martijn.



Key steps in the implementation

- ✓ Rolled out in four months, during peak operational pressure.
- ✓ Focused on core home delivery processes to build early momentum.
- ✓ Reduced manual workload and improved reliability.
- ✓ Integrated with legacy systems and evolved alongside a maturing tech stack.
- ✓ Established OIL as the central layer in a best-of-breed retail architecture.



“The past few years have been about preparing the soil. Now we’re ready to grow.”

We’re building a platform that supports flexibility and innovation, with the goal of serving our customers better, both in store and online.”



The impact

With Hardis OMS in place, Welkoop has delivered meaningful improvements across operations, fulfilment and customer experience, creating a stronger foundation for scalable omnichannel growth.

Improvements delivered:

- ▶ **Smarter fulfilment**
Improved order routing and pick lists across DCs, stores and partners, boosting accuracy and working conditions.
- ▶ **Automated replenishment**
Manual ordering has been replaced with automated, daily replenishment, reducing delays and saving time.
- ▶ **Customer transparency**
Estimated delivery dates at checkout help manage expectations and reduce service queries.
- ▶ **Higher loyalty and fewer returns**
Better stock availability and faster fulfilment have led to stronger retention and lower return rates.



Growing a future-ready foundation for retail

Powering the next phase of retail

Welkoop continues to expand its use of OMS to support new services and customer journeys. The next step is to make the platform responsible for orchestrating all order types, and for presenting delivery costs and times consistently across channels.

This transformation is about more than just technology. It reflects shared ambition, close collaboration and the quiet leadership of people like Martijn, who bridged retail insight with technical vision. Welkoop set out to modernise fulfilment. What they've built is a connected and confident platform for the future.



Lessons learnt

Reflecting on the journey, Martijn offers advice for retailers considering an OMS implementation:

► Start small and stay focused

It can be tempting to do everything at once, but starting with a clear, narrow scope helped the team build momentum and avoid overwhelm.

► Fix real problems first

For Welkoop, that meant automating replenishment and streamlining fulfilment; small changes that delivered real value early on.

► Get your data in shape

Having product and customer data in place made everything else easier. Without that, the rollout would have been much more difficult.

► Have a realistic roadmap

Welkoop balanced quick wins with a longer-term plan to modernise systems and connect the wider architecture.

► Work with people who get it

The relationship mattered just as much as the tech.



Built on trust, delivered with clarity

What set this project apart wasn't just the outcome, but how it was achieved. From the start, the relationship between Welkoop and Hardis was built on openness, honesty and a shared commitment to doing things right.

"Hardis were pragmatic and clear about what they could and couldn't do. That made a big difference."

With aligned goals and a collaborative approach, the teams created not just a working solution, but a strong foundation for what comes next.



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As part of Hardis Group, we bring 40+ years of expertise in retail technology, logistics, and fulfilment. With 1,700 employees and a global presence, we provide retailers with the technology, strategy, and support needed to scale confidently and future-proof operations.

From omnichannel fulfilment to scalable retail solutions, we're ready to help you navigate the future of unified commerce.

Let's talk about your next retail success.

