

CUSTOMER STORY · SPORTS AND LEISURE EQUIPMENT RETAIL

Connecting stores, website and warehouse

Cabesto sells products for the sea, the mountains and the pool, as well as food, in more than 20 stores and on cabesto.com. The retailer connected Magento to its new store ERP and uses myFulfillment to pick and ship its web orders. Its far more productive logistics teams let it absorb its growth with a relatively stable headcount.



Malo
E-commerce Director · Cabesto



Renaud
IT Director · Cabesto



Fabien
Project Manager · Cabesto



Daniel
Order Picker · Cabesto



THE STORY

A French omnichannel retailer bringing several leisure categories together, in stores and on cabesto.com

Renaud, the IT director, explains why Cabesto chose Boostmyshop. Fabien, the project manager, walks through connecting the new ERP to the website. Malo, the e-commerce director, and Daniel, who handles receiving and builds the picking waves, describe the day-to-day work, from the website to the warehouse.



Products related to the sea, the mountains, pools and food

COUNTRY

France

BOOSTMYSHOP PRODUCT

myFulfillment

ONLINE STORE

Magento

REGIONS

The Mediterranean,
Brittany and Auvergne-
Rhône-Alpes

WITH BOOSTMYSHOP

Customer since 2021

WEBSITE

cabesto.com

NETWORK

More than 20 stores

FOUNDED

2003

WHO'S SPEAKING



Malo
E-commerce Director



Renaud
IT Director



Fabien
Project Manager



Daniel
Order Picker

WORKING TOGETHER

Choosing a team that knows Magento

THE CHOICE

Renaud was looking for a solution that would integrate quickly with both Magento and the new store ERP.

Fabien, who connected that ERP to cabesto.com, says Boostmyshop was chosen for its Magento expertise.



“Mainly because of your knowledge of Magento [...]. For us, that was essential, and then there was your drive and your ability to take charge of the project.”

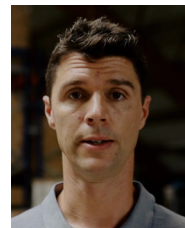
Renaud · IT Director · Cabesto — *condensed extract*

DAY TO DAY

A fast tool, an efficient team

For Malo, a good tool has to be simple and fast.

Fabien, for his part, describes efficient, autonomous Boostmyshop teams that delivered within a very tight budget.



“Loading times in myFulfillment are very good and [...] save a lot of time every day on everything we handle over the life of an order.”

Malo · E-commerce Director · Cabesto — *condensed extract*

AROUND THE JOURNEY

Who does what at Cabesto

THE SYSTEMS SETUP

ERP

stores



Interface

with Boostmyshop



Magento

cabesto.com

Information systems

Renaud organizes and manages all of Cabesto's information systems, from the stores to web logistics.

RUNNING THE ROLLOUT

1

Roll out the store ERP


2

Connect to Magento


3

Keep the site running

Project management

Fabien led the rollout of the new ERP across the entire store chain.

SETTING UP THE WAREHOUSE WORK

Receive

incoming stock



Build waves

- by category
- by carrier



Pick

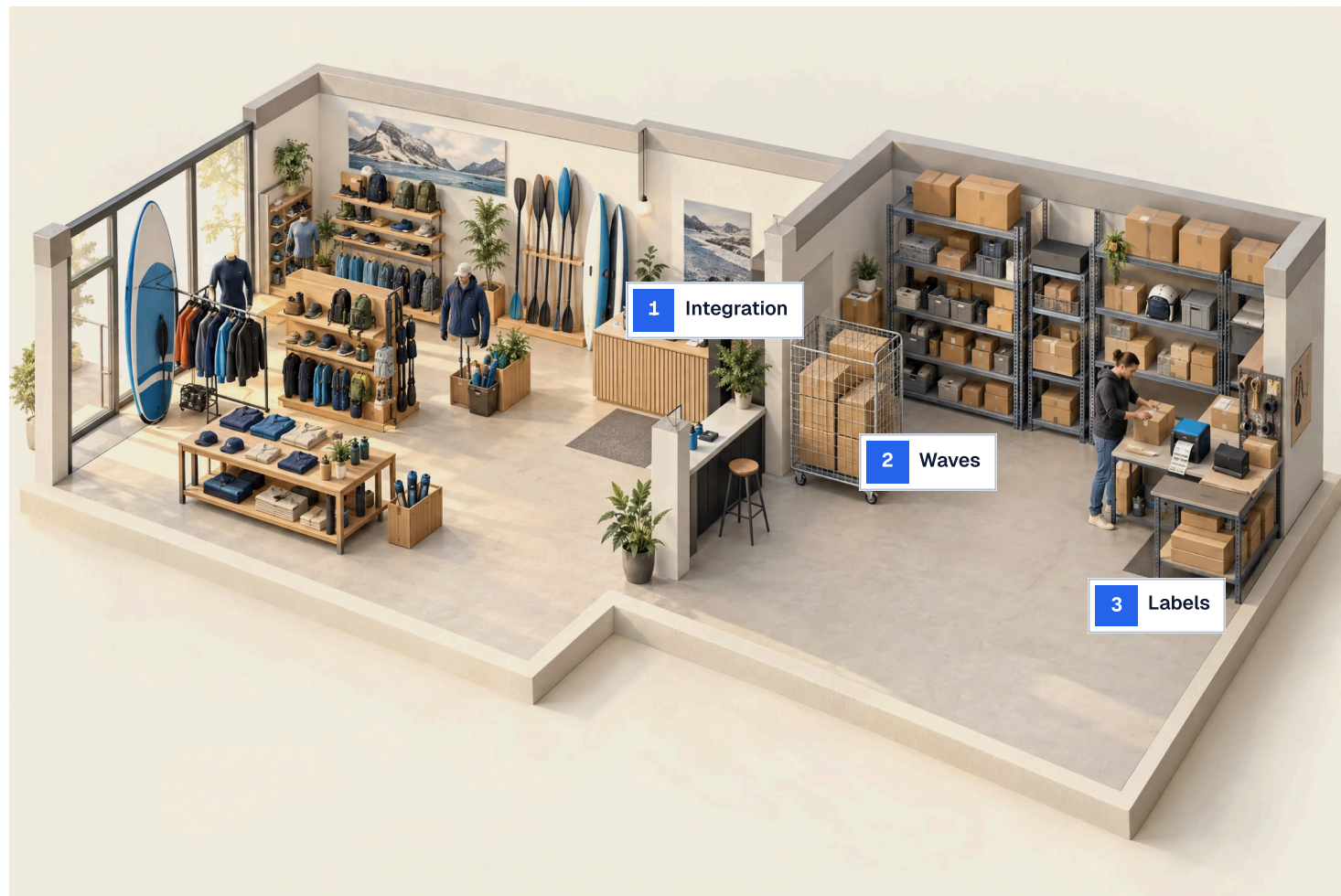
wave by wave

E-commerce

Malo runs e-commerce at Cabesto; in the warehouse, Daniel handles receiving and the picking waves.

THE OPERATIONAL JOURNEY

From Magento to the shipping label



Illustrated view, not to scale: the store on the left, the picking area for web orders on the right.

At Cabesto, the stores run on a new ERP and the website on Magento, with Boostmyshop providing the interface between the two. Web orders come into myFulfillment, are picked in waves and leave with their carrier's shipping label.

1 **INTEGRATION**
Connecting Magento and the ERP without disrupting the site

2 **WAVES**
Building waves before picking starts

3 **LABELS**
Every shipping label from myFulfillment

01 / INTEGRATION

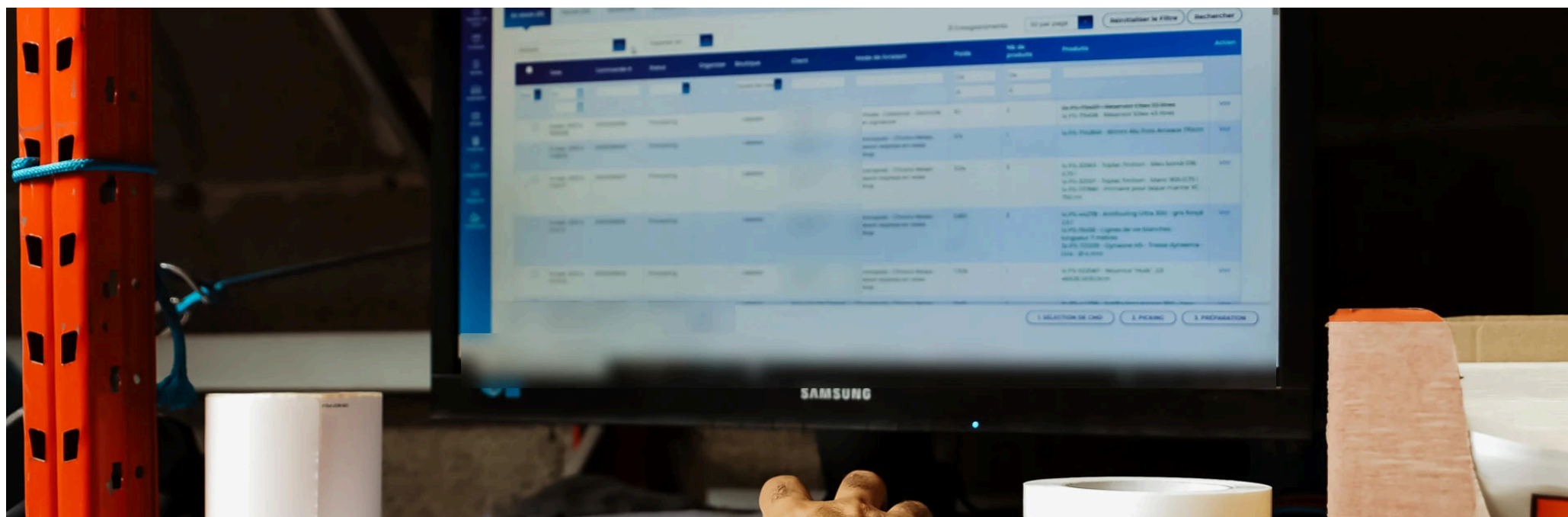
Connecting Magento and the ERP without disrupting the site

Fabien had to connect the stores' new ERP to cabesto.com, the retailer's Magento site.

“The challenge was to find a partner that would let us build an interface between our ERP and our Magento website quickly and efficiently, without disrupting business on the e-commerce site.”

Fabien · Project Manager · Cabesto

He describes the ERP integration as fairly easy.



The order-preparation screen, next to a roll of Cabesto-branded tape.

02 / PICKING WAVES

Building waves before picking starts

Daniel builds the waves for the order pickers.

“The Boostmyshop application has been a real help, because we can create waves in advance by carrier, and for diving, pool and boating products too.”

Daniel · Order Picker · Cabesto

In myFulfillment, a wave groups several orders so they can be picked in a single pass through the aisles.



A wire cage cart loaded with boxes beside the racks of the Cabesto warehouse.

03 / SHIPPING LABELS

Every shipping label from myFulfillment

Malo had two reasons for choosing myFulfillment. The first: its smooth, continuous sync with Magento.

“The second reason is how easy it is to print carrier labels for Chronopost, Colissimo and Schenker-Joyau.”

Malo · E-commerce Director · Cabesto —
condensed extract



Three shipping-label formats, all printed from myFulfillment (illustration).

WHAT CHANGED

What Cabesto was looking for, and what it got

“The Boostmyshop application has been extremely beneficial and helped us reach our goals, which were to get through a season [...] of strong growth for the Cabesto group, on both the web and the logistics sides.”

Renaud · IT Director · Cabesto — *condensed extract*

Syncing with Magento

THE NEED

A tool that syncs with Magento smoothly and continuously.

THE RESULT

In myFulfillment, attributes have the same names and orders are structured the same way as in Magento.

An order keeps the same structure from the website to the warehouse.

Printing labels

THE NEED

Easy label printing for every carrier the team uses.

THE RESULT

Labels for every carrier are printed from myFulfillment, right after picking.

One interface for every carrier.

Absorbing growth

THE NEED

A season of strong growth ahead, on the web and in logistics.

THE RESULT

Far more productive logistics teams: growth absorbed with a relatively stable headcount.

The team did not have to grow in step with orders.

CONTINUE THE CONVERSATION

Where does your order lose time between the website and the warehouse?

Take one real web order and follow it from the website to the shipping label: sync, wave, picking, label.

Every manual re-entry, every wait and every switch between tools is a concrete place to start the conversation.

Talk to the Boostmyshop team



Get in touch
boostmyshop.com/en/contact



Watch the film and read the story
boostmyshop.com/en/customers/cabesto

“To other companies facing the same challenges as us, I’d say they can turn to Boostmyshop, because the solution is intuitive, very easy to use and fast.”

Fabien · Project Manager · Cabesto

Thanks to Renaud, Fabien, Malo, Daniel and the Cabesto teams for walking us through their work, from the stores to the warehouse.

Interviews with Malo, Renaud, Fabien, and Daniel at Cabesto.

The interviews were conducted in French; quotations are translated, and those shortened for reading are marked “condensed extract”.



The Boostmyshop team.