

Provider of cloud-based order management fulfillmenttools expands client base with Thalia

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Cologne, May 20, 2025. – Since 2020, [fulfillmenttools](#) has been supporting numerous retailers with its order management solutions, helping them create their own omnichannel experience that seamlessly connects brick-and-mortar and online retail. Thalia, the market-leading omnichannel bookseller in German-speaking countries, is now also opting for fulfillmenttools' solutions: The company is currently building its own logistics and production center as part of its 'Log2025' logistics strategy with the so-called omnichannel hub in Marl, Westphalia. This also involved analyzing and optimizing its IT infrastructure, subsequently replacing existing order management solutions with a modern, cloud-based order management system from fulfillmenttools—primarily to increase the efficiency of the omnichannel model.

Holistic planning and supply chain management for greater efficiency

Order management from fulfillmenttools is one of the key elements in the new IT infrastructure. It increases the efficiency of omnichannel processes by improving the availability of goods and service levels while reducing stock levels. In addition, fulfillmenttools determines the optimum procurement channels for all product groups and ranges across Thalia's entire logistics network, from end-customer orders to repeat orders in bookshops and from suppliers worldwide. With the planned introduction of the 'ship-from-store' concept in the future, bookshops will also function as dispatch warehouses. Further advantages of order management from fulfillmenttools include the rapid integration of the system and the improved data quality.

The collaboration with Thalia is particularly valuable for fulfillmenttools, allowing the Cologne-based company to further strengthen its position as a holistic provider of innovative fulfillment solutions: "We are confident that we can provide the market leader in German-speaking book retail with valuable support in overcoming logistical challenges—contributing to the company's success. At the same time, we are grateful for the trust placed in us. This partnership reaffirms that we can meet the challenges of major players in both online and offline retail with our tailor-made order management solutions," says Udo Rauch, Managing Director of fulfillmenttools.

The order management system from fulfillmenttools now enables Thalia to serve its customers across various channels in the most cost-optimized way possible: "To achieve this, we need a holistic supply chain planning and control concept that standardizes, streamlines, and, where possible, automates processes. With fulfillmenttools' order management system, we have found exactly the right solution," explains Marco Rebohm, Managing Director Logistics & Supply Chain at Thalia.

Strong partnership between fulfillmenttools and adesso wins Thalia tender

Project partner adesso is one of the leading IT consulting and system integration companies in Germany and provides significant support in consulting and implementing fulfillmenttools' order management system. The strong partnership between fulfillmenttools and adesso was able to prevail against industry giants in an international tendering process thanks to its state-of-the-art technology and extensive retail expertise.

[About fulfillmenttools](#)

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