



Client Case Study

Komplett Dominates the
E-Commerce Market





Robotics at the Heart of E-commerce Success

How Nomagic Helped Komplet AS Scale Operations and Dominate Scandinavian E-commerce

Executive Summary

Komplet AS, the leading Scandinavian e-commerce platform, faced increasing pressure to scale operations amidst **rapid growth, fluctuations in seasonal volumes** and **rising customer expectations**.

To meet these challenges, **Nomagic deployed its justPack robotic solution**, seamlessly integrating into Komplet AS's existing AutoStore and conveyor systems. The results included:

1

Optimized operational throughput gains

2

Enhanced precision and quality

3

Measurable ROI

This transformation positioned Komplet AS to maintain its leadership in the highly competitive e-commerce landscape.



Client Overview

Komplet AS is a Norwegian e-commerce company operating nine webshops across Norway, Sweden, and Denmark. Headquartered in Sandefjord, Norway, Komplet AS employs over 1,400 people.

While the company's core product range focuses on computers and components, it has expanded to offer photography equipment, sound systems, TVs, gaming products and household appliances. With e-commerce growth accelerating across



Scandinavia, Komplet AS set out to enhance its existing AutoStore system by introducing advanced robotics, artificial intelligence and intelligent automation technologies to future proof its operations.

The Challenge

Komplett needed to solve multiple operational challenges



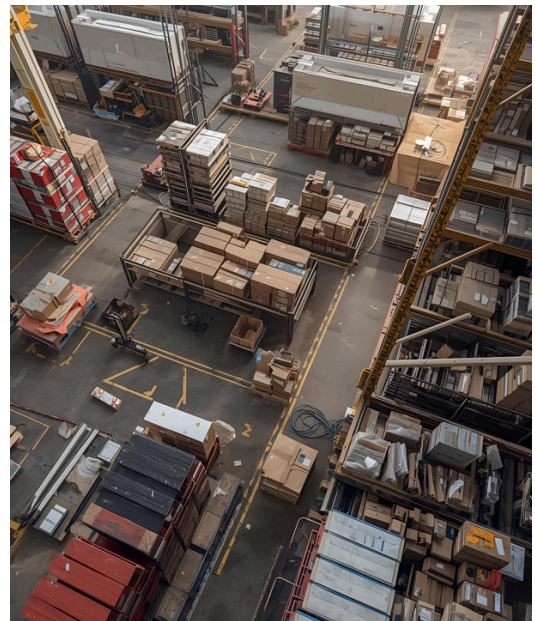
High fluctuations in weekly and monthly order volumes, creating operational challenges



Limited available space on existing mezzanines for new equipment



Growing complexity in handling a wide range of SKUs with precision and speed



Leadership wanted to **stabilize throughput across varying demand levels** while maintaining quality and minimizing dependency on temporary labour.

This **required flexible automation** that could absorb volume peaks and maintain predictable performance year-round.

Goals & Objectives

1

Increase workforce stability by reducing reliance on temporary staffing during seasonal demand fluctuations.

2

Implement a state-of-the-art AutoStore integration with advanced robotics

3

Achieve measurable KPIs for throughput, system availability, and operational autonomy

Constraints included **limited physical space**, tight integration timelines and the need to maintain existing workflows during implementation.

The Solution

To address Komplet's operational challenges, **Nomagic implemented its advanced justPack robotic solution**



Approach Taken

The **justPack** system was chosen for its proven capability in **seamless integration with existing AutoStore (AS) infrastructure and conveyor systems**. Nomagic had successfully completed similar integrations before, ensuring minimal disruption to ongoing warehouse operations while **delivering maximum performance gains**.



Process & Methodology

The rollout followed a clear, phased timeline:

June–July
2024

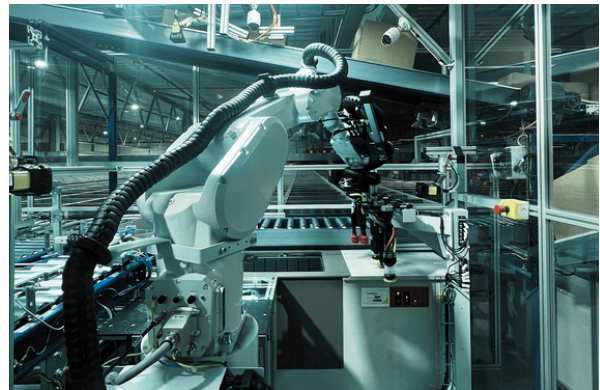
System integration and setup, including mechanical, software, and process alignment

October
2024

Integration testing to verify operational performance against agreed KPIs

December
2024

Final acceptance with full handover to Komplet's operational teams



Crucially, **continuous improvement was embedded into the project** from day one. Even years after deployment, iterative upgrades continue to increase throughput, precision and system reliability.



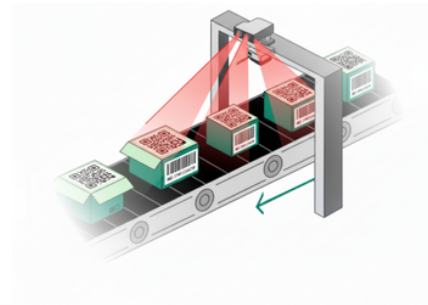


Key Technologies & Capabilities

Nomagic's justPack solution brought together a range of advanced features, including:

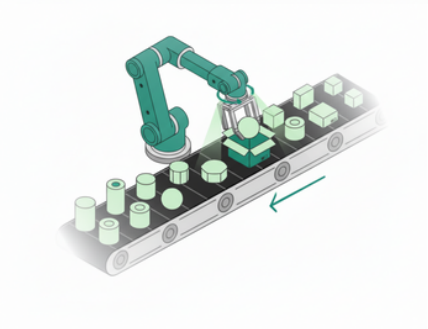
01 High-speed scanning

Barcodes, IMEIs, and QR codes for product verification and traceability



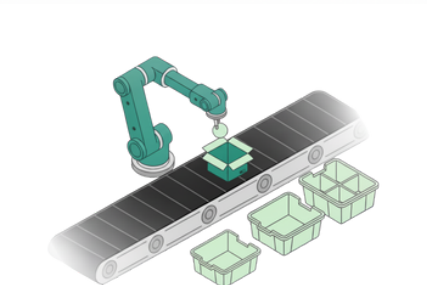
02 Automated orientation adjustments

Ensuring precise packing regardless of item shape or size



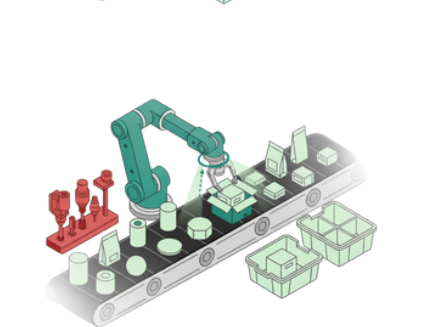
03 Multiple target containers

Packing configurations for maximum flexibility



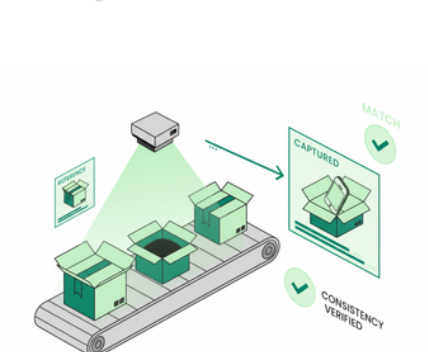
04 Variety of SKUs managed

Multiple tools and a patented tool-changer system for seamless product handling



05 Visual-based quality verification

Maintaining packing consistency and accuracy



| Implementation & Execution

The project moved from planning to full operational readiness through a carefully structured implementation process. Each stage had clear goals to ensure minimal disruption to ongoing operations while building confidence among technical teams and warehouse staff.



Challenges & Solutions

Two key challenges emerged during implementation:

1

SAP Integration Complexity

Connecting the new automation layer with Komplett's SAP environment required precise data synchronisation, instead of relying solely on standard interfaces.

Nomagic engineers worked directly with Komplett's SAP team to design a custom integration approach. This ensured smooth data flows for order processing, inventory tracking and system alerts.

2

Fine-Tuning Performance

Reaching the right balance between precision, speed and reliability demanded iterative testing.

By analysing early performance data, Nomagic introduced targeted software updates and mechanical adjustments, enabling the robots to consistently hit Komplett's throughput KPIs without compromising on packing quality.

Both challenges were solved through tight collaboration and rapid iteration, creating a system that not only met but often exceeded initial performance targets.

"With Nomagic's justPack solution as part of our logistics backbone, we can scale faster, adapt to changing demand, and maintain the precision and reliability our customers expect."

Kjetil Sundland Henriksen
Head of warehouse and logistics development
Komplett



Change Management

Adopting advanced robotics requires more than technical integration, it demands alignment between human operators and automated systems.

1) Training for Confidence: Nomagic delivered structured training sessions tailored to operators, supervisors and maintenance teams so everyone understood both how the system worked and how to respond to potential issues.

2) Real-Time Communication: Dedicated channels between Nomagic's remote operations team and Komplett's on-site staff enabled immediate feedback loops, reducing downtime and speeding up problem resolution.

3) Post-Go-Live Support: Rather than ending at handover, Nomagic continues to provide remote monitoring and optimization support, ensuring smooth scaling as volumes increased.

Partnership & Collaboration

The collaboration between Nomagic and Komplett was underpinned by:

- Trust
- Transparency
- Shared values.

Both teams established open communication channels between Nomagic's remote operators and Komplett's on-site staff, ensuring challenges were quickly addressed and knowledge transfer happened smoothly.

This partnership approach made it possible to achieve ambitious project goals while maintaining operational continuity.

“The partnership component is often seen as less important but it's crucial, especially when things are not going as planned. Process without a shared vision and collaboration, is not enough to activate change, we needed trust and clarity to achieve what we have together.”

Kacper Nowicki, CEO, Nomagic



Results & Impact

Quantitative Outcomes



Consistent throughput gains and reduced manual labour dependency



24/7 operational capacity delivering predictable ROI



Qualitative Results

1

Increased workforce stability and satisfaction by reducing temp labour and repetitive manual tasks

2

Improved accuracy, reliability, and operational resilience

3

Greater flexibility to handle order fluctuations and peak demand



Key Insights

1

Quality:

- Using the best available hardware is the only option to reach predicted ongoing ROI expectations.
- Delivering the best available support is the quickest way to achieving ROI

2

Intelligence:

- AI Robotic picking is about learning and continuous improvement.
- This quickly identifies many new use cases and opportunities for immediate and future development.



Unexpected Challenges & Lessons Learned

1 Unlocking Robot Utilization:

Additional features developed after go-live enabled the robots to handle a greater share of workloads. A key learning we have taken forward.

2 Iterative Scanning Optimization:

A wide range of item types required multiple iterations of scanning setups. Each iteration led to improved tools, features, and workflows that now form part of Nomagic's standard deployment process.

| Future Plans

Komplett and Nomagic view this project as the foundation for a broader automation journey rather than a single deployment. Building on the success of the initial rollout, both companies have agreed on a roadmap for continued innovation and expansion:

1) Scaling Automation Footprint

Additional justPack stations will be deployed across Komplett's operations, enabling higher throughput capacity and providing greater resilience for peak seasonal demand.

2) Advanced Functionalities

Nomagic will introduce container interleaving features, allowing the system to optimize packing sequences dynamically and handle complex orders more efficiently.

3) Product Roadmap Integration

Future upgrades from Nomagic's product development pipeline will be integrated into Komplett's operations. This includes expanded SKU handling capabilities and improved software intelligence for real-time decision making and quality assurance.



Looking ahead, this partnership directly supports Komplett's long term strategic goal of building a fully automated, scalable and future-ready e-commerce operation. One that can adapt rapidly to changing customer demands and market conditions while maintaining efficiency, quality, and cost-effectiveness.

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transform your supply chain!**



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