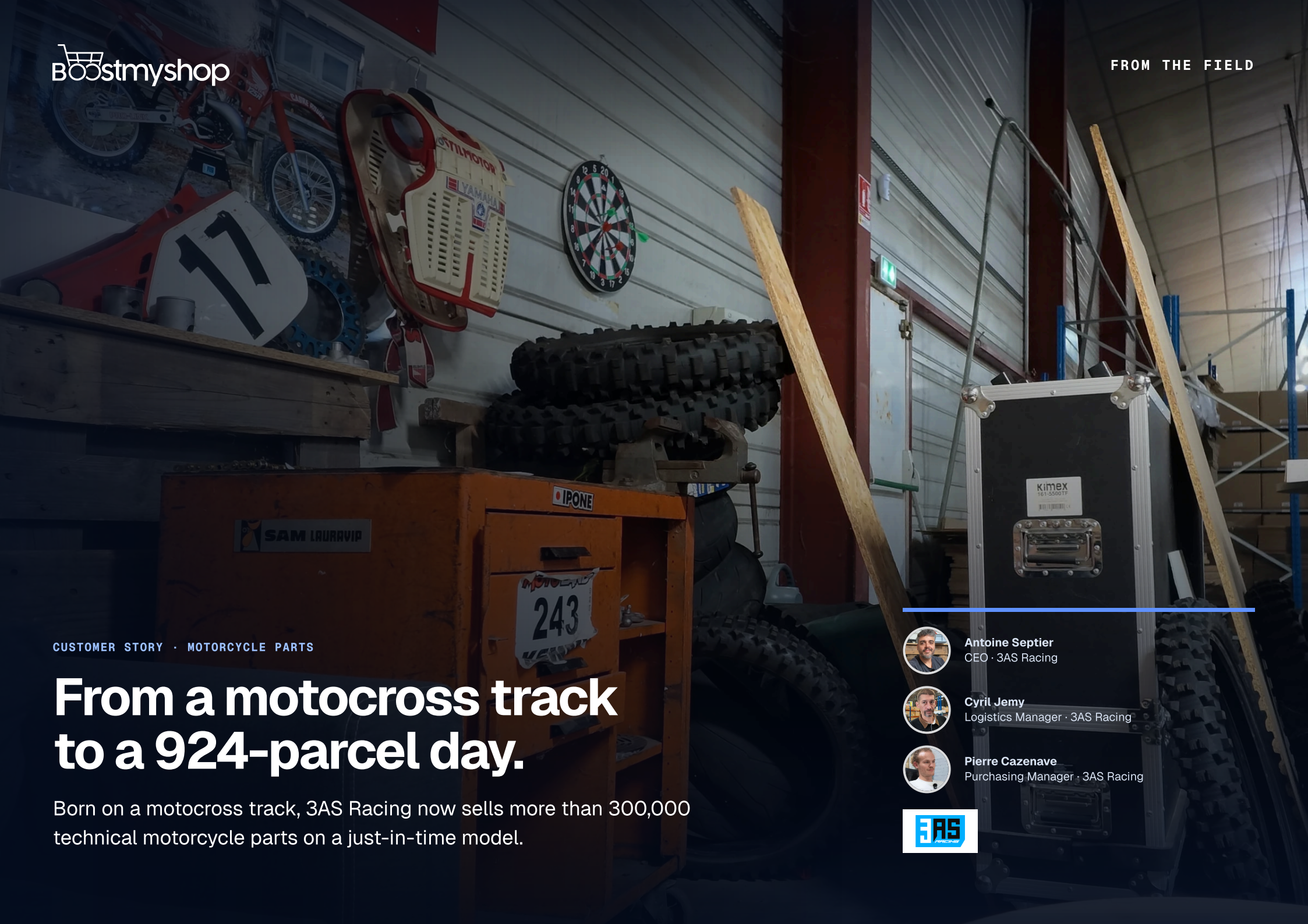
Boostmyshop

FROM THE FIELD



CUSTOMER STORY · MOTORCYCLE PARTS

From a motocross track to a 924-parcel day.

Born on a motocross track, 3AS Racing now sells more than 300,000 technical motorcycle parts on a just-in-time model.

Antoine Septier
CEO · 3AS Racing

Cyril Jemy
Logistics Manager · 3AS Racing

Pierre Cazenave
Purchasing Manager · 3AS Racing

THE STORY

Motorcycle parts for people who ride and fix their own bikes

3AS Racing sells more than 300,000 technical motorcycle parts online. Born on a motocross track in Normandy, the company now fulfills orders near Bordeaux on a just-in-time model.

Online sales of technical motorcycle parts tied to compatible vehicles

COUNTRY
France

ONLINE STORE
PrestaShop

WEBSITE
3as-racing.com

SKUS ONLINE
300,000
about 20,000 of them in stock

LOGISTICS FLOOR AREA
2,500 m²
about 10,000 locations across five zones

ORDERS A DAY
≈ 400
10,000 to 12,000 a month

PARCELS IN ONE DAY
924
record, same team of 7 FTEs

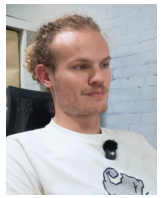
WHO'S SPEAKING



Antoine Septier
CEO



Cyril Jemy
Logistics Manager



Pierre Cazenave
Purchasing Manager

WORKING TOGETHER

It worked right away

THE CHOICE

When 3AS Racing had to change systems, it wanted two things: warehouse software close to what the team already knew, so it wouldn't have to change everything at once, and purchasing in the same tool.

3AS Racing has run on Boostmyshop since September 2024. Its catalog is substantial: more than 300,000 SKUs online, each linked to compatible vehicles.



> "The tool really worked right away, perfectly, and from there we try to tailor it a little to our needs, but we haven't customized it all the way."

Antoine Septier · CEO · 3AS Racing

DAY TO DAY

No outages since September 2024

Parts bought directly from the factory, year-end rebates negotiated with some suppliers, deliveries that arrive in several shipments: at 3AS Racing, these special cases are handled in the same tool as the warehouse.

In Boostmyshop, factory purchases have their own lead-time exception, year-end rebates feed into price comparisons, and delivery tracking surfaces incomplete supplier orders.

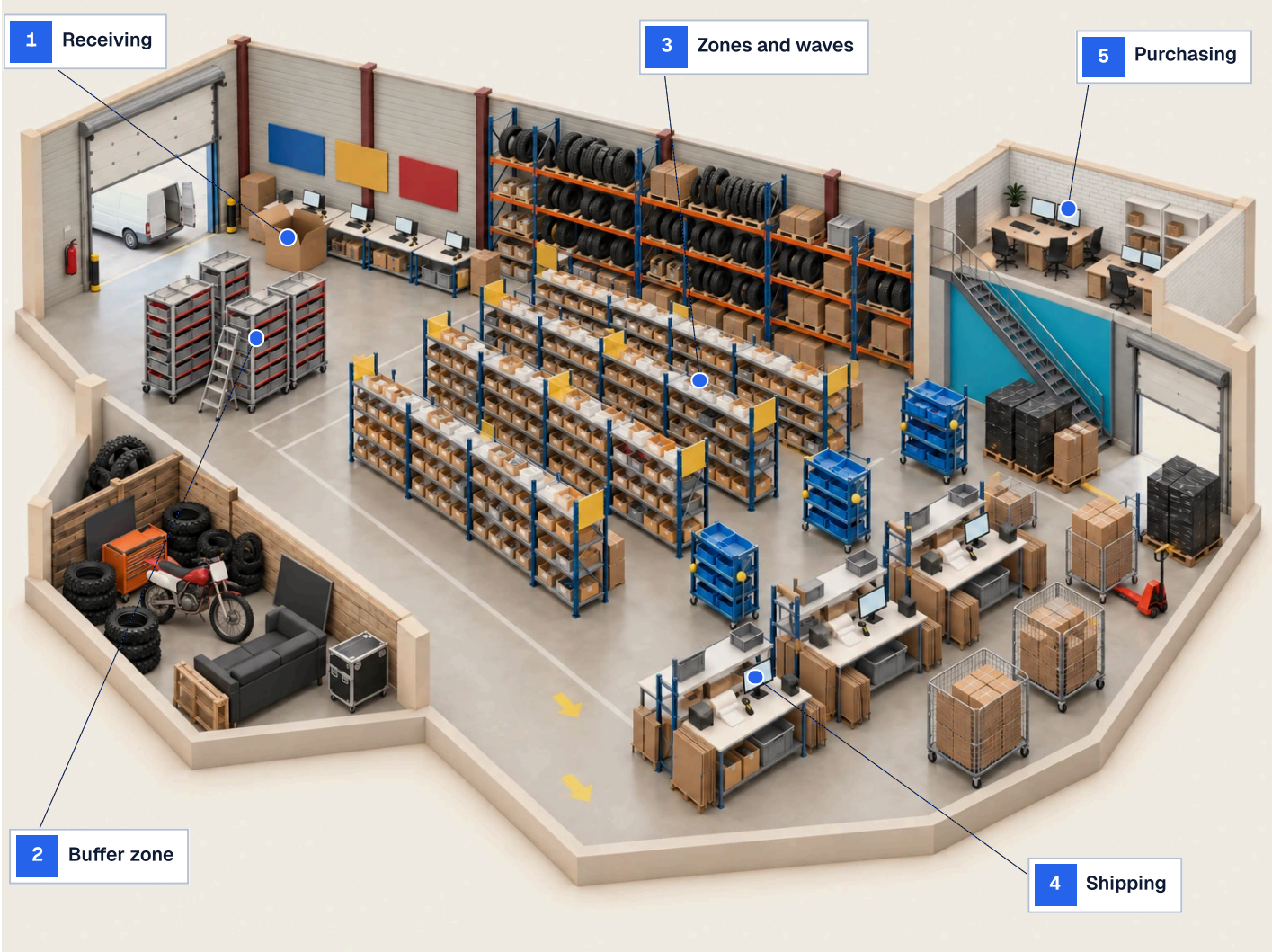


> "In terms of reliability, it's relatively stable. Since September 2024, we haven't had any server outages, or any trouble of that kind."

Cyril Jemy · Logistics Manager · 3AS Racing — *condensed extract*

THE OPERATIONAL JOURNEY

A tour of the warehouse



Illustrated cutaway of the 3AS Racing warehouse, not to scale. The areas are laid out in the order a product moves through them.

Deliveries are checked at four stations. Products for single-item orders go straight to packing. The rest wait in the buffer zone, whose contents are put away across the five zones each evening. Picking waves are built by zone, parcels ship from the packing stations, and purchasing orders what is missing each day. In this just-in-time model, most SKUs are not held in stock: a customer order often triggers a supplier order.

1 RECEIVING
The beep that flags single-item orders

2 BUFFER ZONE
A buffer zone that mirrors the warehouse

3 ZONES AND WAVES
Five zones, waves built by zone

4 SHIPPING
Scan the product, print the label

5 PURCHASING
Every day, a list of products to order

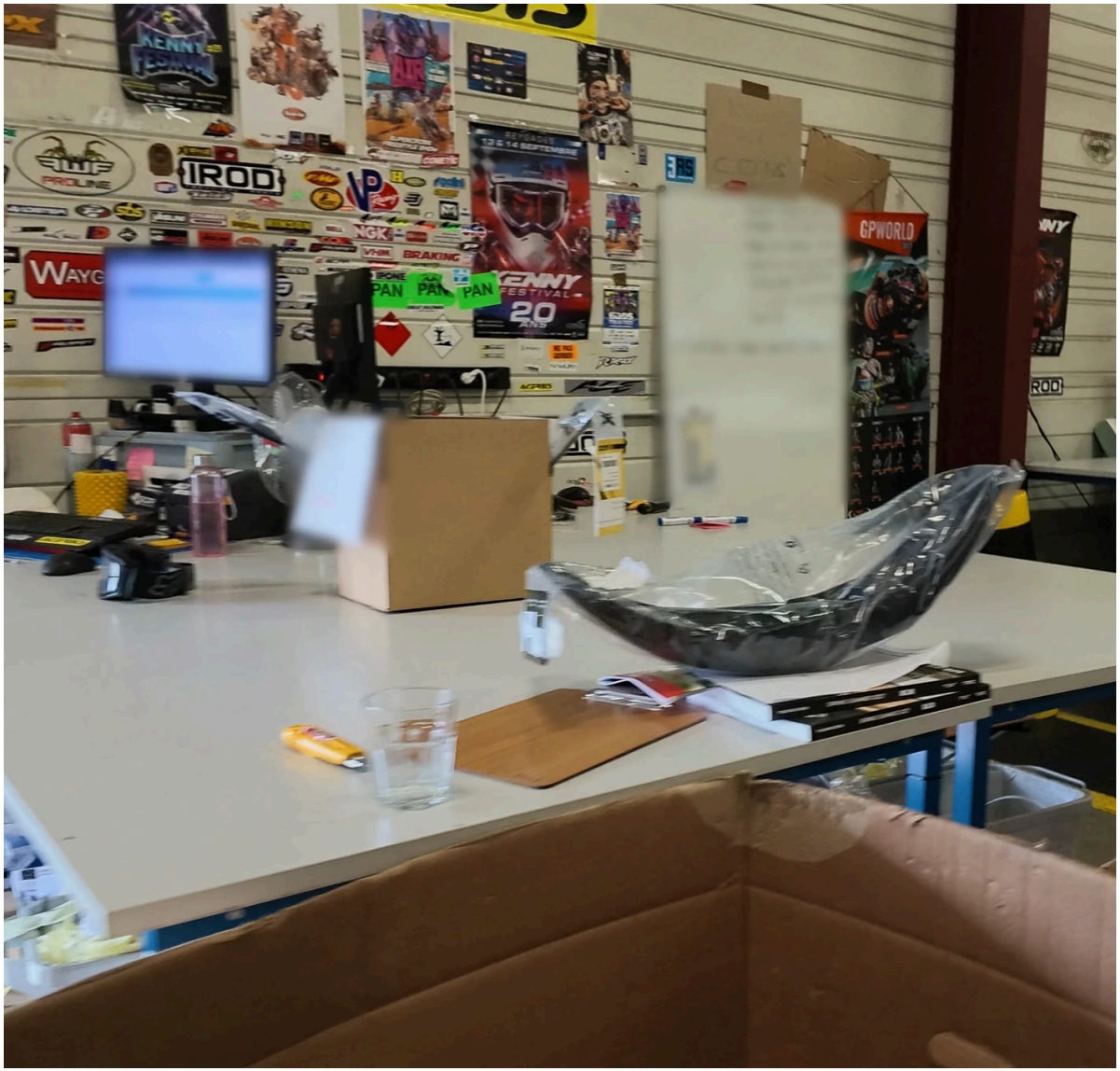
01 / RECEIVING

The beep that flags single-item orders

Deliveries come in at four receiving stations beside the delivery door. The stations handle 1,000 to 2,500 products a day; most receipts are logged without opening the purchase order first. When a product is needed for a single-item order, Boostmyshop flags it as soon as it is scanned.

> “Boostmyshop really helps us ship these orders extremely quickly, because right at receiving, it flags that this is a special, single-item order, and we set the product aside as soon as we hear that sound.”
>
> Cyril Jemy · Logistics Manager · 3AS Racing — *condensed extract*

Just under half of all orders contain a single item. When the product for one of these orders is scanned, a distinctive sound flags it. The product is set aside in a large carton and goes straight to packing, bypassing picking.



A receiving station beside the delivery door.

02 / BUFFER ZONE

A buffer zone that mirrors the warehouse

Products received during the day go into bins laid out like the warehouse, each labeled with the locations it mirrors. Picking takes products from these bins, and whatever has not shipped is put away in the aisles that evening.

> “These bins are basically a map of our warehouse. It’s a buffer zone where products stay when they haven’t shipped today, because the customer orders aren’t complete. So at the end of the day, this whole buffer zone gets put away in the aisles behind you.”
>
> Cyril Jemy · Logistics Manager · 3AS Racing — *condensed extract*

For putaway, Boostmyshop prints one label per product with its description, SKU, and location.

1. **The bins**
   Each bin bears the warehouse locations it mirrors.
2. **Today’s picking**
   Waves collect the products received that day.
3. **Evening putaway**
   Anything left is put away in the aisles at the end of the day.



The buffer zone: today’s bins and the aisle where remaining products are put away that evening.

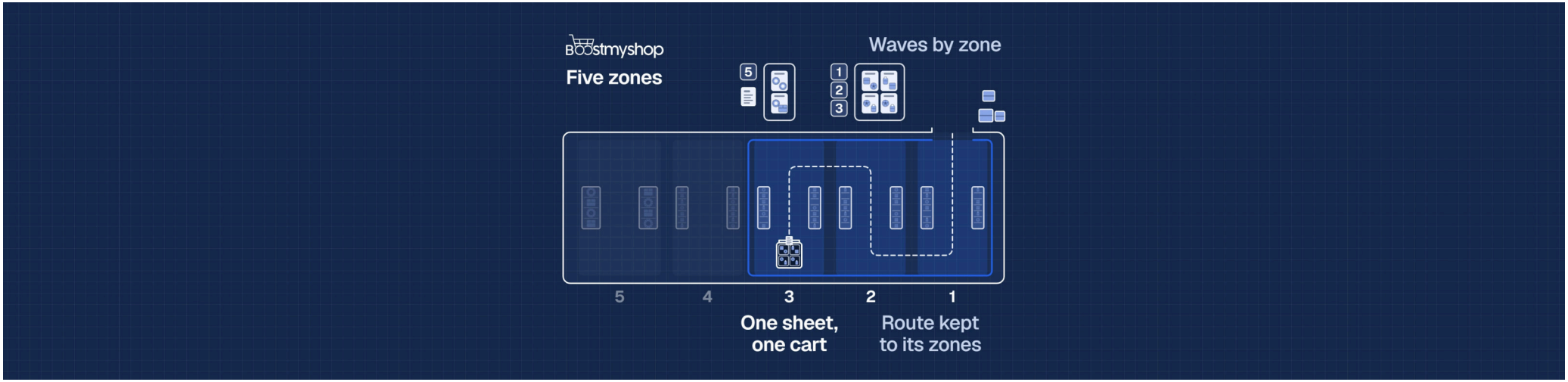
03 / ZONES AND WAVES

Five zones, waves built by zone

The warehouse is split into five zones. Zone 1, closest to shipping, covers aisles A, B, and C; zone 5 holds bulky products. Boostmyshop builds picking waves by zone, keeping each picking run within the zones it needs.

> “So with Boostmyshop, here in our warehouse, which is fairly large, so that we don’t have to cover the entire warehouse on every picking run, the warehouse was divided into zones.”
>
> Cyril Jemy · Logistics Manager · 3AS Racing — *condensed extract*

The wave assistant’s rules combine zones 1 and 2, zones 1 through 3, zones 1 through 4, or zone 5 on its own, and cap the number of orders in each wave. Each wave prints on a sheet showing the location, quantity, and bin number, then goes out on a 25-bin cart with one bin per order.



04 / PACKING AND SHIPPING

Scan the product, print the label

Wave carts arrive at eight packing stations, with two more kept in reserve for peaks, while products from single-item orders arrive directly from receiving. The product is scanned, the order appears, and a second scan prints the carrier label.

> “They’re set aside at receiving, they’re brought to packing, and there, the packer scans the product and it pulls up the order.”
>
> Cyril Jemy · Logistics Manager · 3AS Racing

Standard parcels ship via Colissimo or Chronopost, and bulky shipments go by Geodis. The labels print automatically from Boostmyshop.



The packing area: a picking cart, cage carts, and cartons.

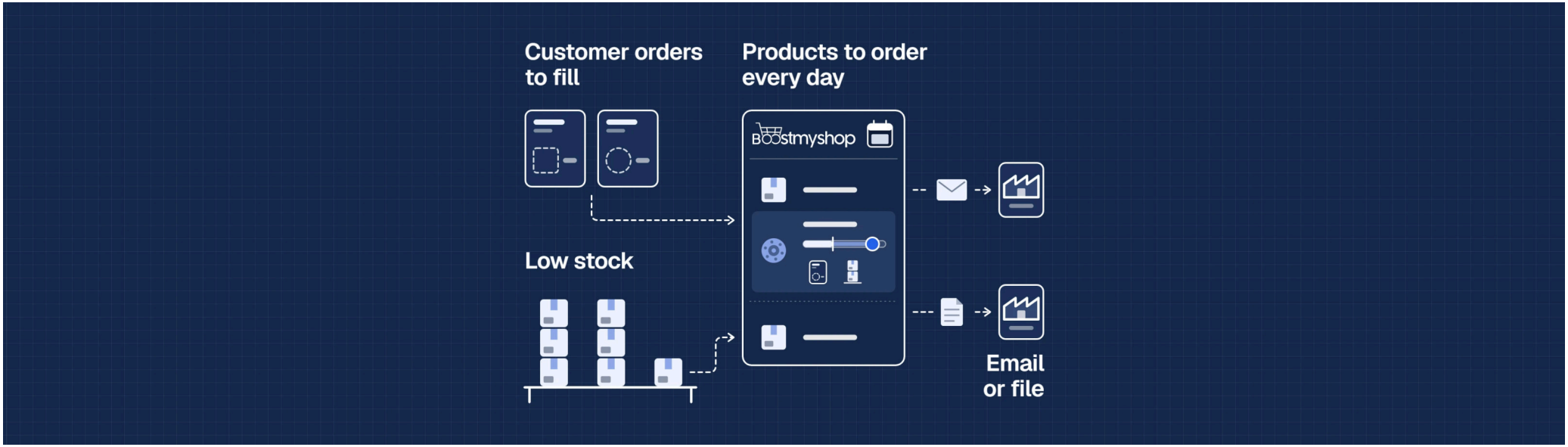
05 / PURCHASING

Every day, a list of products to order

Upstairs, Boostmyshop's replenishment view gathers every product that needs ordering that day: customer orders that stock cannot cover and fast-selling products running low. 3AS Racing works with more than 100 suppliers and orders from 60 each day; one person is enough to handle day-to-day purchasing.

> "In this view, the replenishment view, this is where we see all the products that need to be ordered each day."
>
> Pierre Cazenave · Purchasing Manager · 3AS Racing — *condensed extract*

For each product, the buyer selects a quantity: the minimum that covers the customer order, or more to replenish stock. The order then goes out by email from Boostmyshop, or as a file to upload to the supplier's B2B site.



WHAT CHANGED

Picking records

924

parcels in one day

One-day picking record · may 2026

> “We knew our business inside out, but he knows his tool inside out. And he’s seen 50 or 100 customers like us in his career. His visit cost us one day of our time here. But we gained 20 to 25% in productivity just from his outside perspective.”

Antoine Septier · CEO · 3AS Racing

Before and after Olivier’s visit in March, it was the same logistics team: seven FTEs.

One-day record

BEFORE

762 parcels, with reinforcements from across the company

AFTER

924 parcels, the same team

The same seven-FTE team broke its record three times between April and May.

Supplier selection

BEFORE

A weekly export and a manual comparison

AFTER

Recalculated automatically every day

Delays caused by the one-week lag disappeared.

Go-live

BEFORE

300,000 products to synchronize at launch

AFTER

A few days of adjustments

Once the data was loaded, the warehouse was running within days.

With Boostmyshop, purchasing picks the right supplier every day; since Olivier’s visit, the same team ships more.

CONTINUE THE CONVERSATION

What if every SKU found the right supplier, every day?

Pick one SKU you do not hold in stock. How many suppliers can deliver it, how quickly, and on what terms? Who decides, and how often?

Show that case to the Boostmyshop team. It is a better starting point than a general demo.

Talk to the Boostmyshop team

Get in touch
boostmyshop.com/en/contact

Watch the film and read the story
boostmyshop.com/en/customers/3as-racing

> “I think it used to take eight of us to do 300 parcels. Today, seven well-trained people can handle 500 or 600.”
>
> Antoine Septier · CEO · 3AS Racing — *condensed extract*

Thank you to Antoine Septier, Cyril Jemy, Pierre Cazenave, and the 3AS Racing team for welcoming us into their warehouse and purchasing office.

Interviews with Antoine Septier, Cyril Jemy, and Pierre Cazenave at 3AS Racing, October 2026.

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



The Boostmyshop team.

Boostmyshop

boostmyshop.com