

CASE STUDY

KNAPP'S HIDDEN ASSET IN PROJECT SUCCESS ASTRA APARTMENTS



Project team accommodation



Summary

When KNAPP, a global leader in intelligent automation solutions, embarked on a revolutionary project with a major Australian grocery retailer to launch a fully automated Central Fulfilment Centre in Western Sydney, they knew that the project's success hinged not only on cutting-edge technology but also on the well-being of their team members.

For this particular project, KNAPP personnel would be stationed on-site for extended periods - some for several months, others for over a year.

The challenge Sourcing reliable accommodation for a team

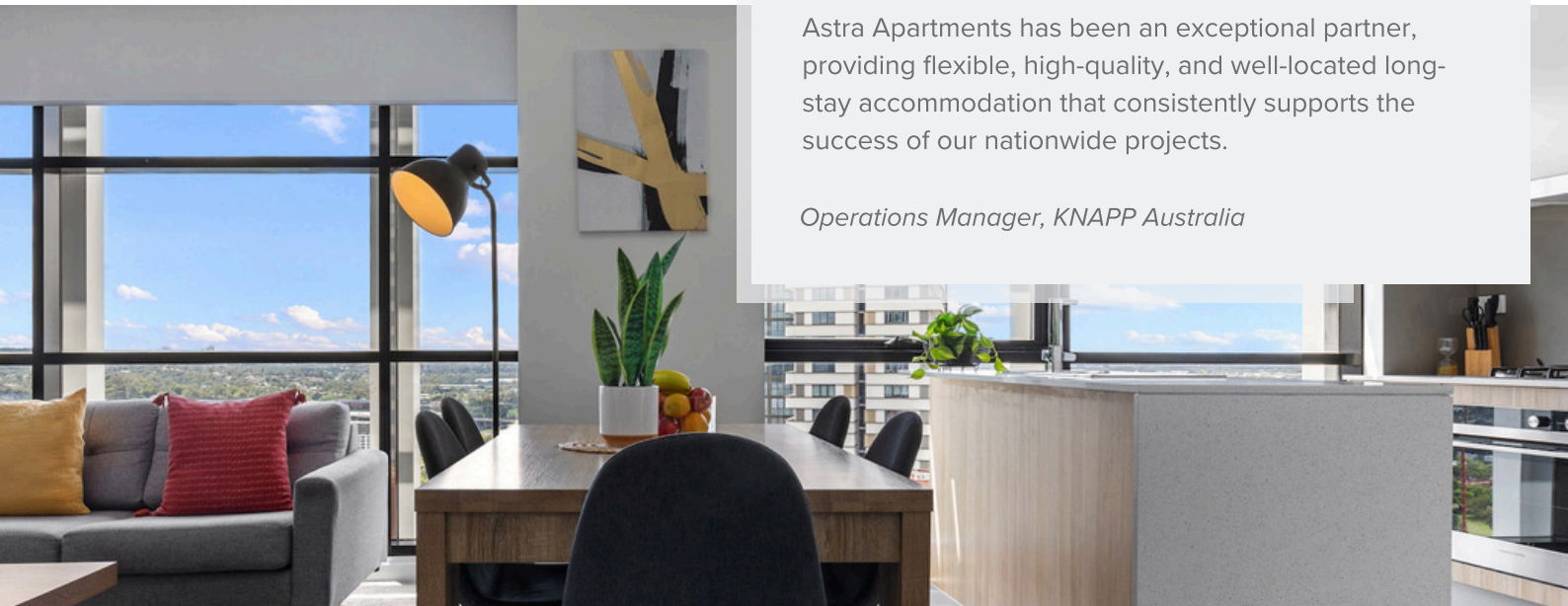
KNAPP faced a significant challenge - securing a reliable partner in the right location to provide high-quality accommodation that met their strict criteria.

This was critical to ensure that their international team, who would be stationed in Western Sydney for extended periods, could focus on their work without the added stress of unsuitable living conditions.



Astra Apartments has been an exceptional partner, providing flexible, high-quality, and well-located long-stay accommodation that consistently supports the success of our nationwide projects.

Operations Manager, KNAPP Australia





KNAPP's criteria

- 01 Location
- 02 Apartment set-up/inclusions
- 03 Suitable parking
- 04 Flexibility
- 05 Cleanliness

The Solution Astra Apartments' comprehensive accommodation options

Astra Apartments Parramatta emerged as the perfect partner for KNAPP, providing a solution that addressed all their accommodation challenges. Here's how Astra Apartments delivered the complete package for KNAPP.

01 Strategic location

Astra Apartments in Parramatta are strategically positioned in the heart of Parramatta, close to shops, cafes, and restaurants. The proximity to amenities sets the scene for a connected and convenient lifestyle experience for travellers.

Importantly for the project, this location also empowered KNAPP to minimise travel time for employees, allowing for faster on-site presence and more efficient project execution.

02 Apartment set-up/inclusions

All team members were allocated a one, two or three-bedroom apartment, located within modern, secure residential buildings. Every apartment featured a generously sized floor plan that included a full-sized kitchen, internal laundry, spacious living areas, private balcony and home-like inclusions.

Astra's "Meet & Greet" service was also a stand-out feature. Due to flight times, many of the project workers would arrive in Parramatta at midnight, and often they were travelling on separate days. On all occasions, Astra was onsite to greet the KNAPP employee, helping them to safely and quickly access the apartment so they could settle in.

03 Suitable parking

A unique differentiator of Astra Apartments in Parramatta was the guaranteed, on-site, secure parking space for each apartment. The size of the parking spaces also allowed for larger vehicles.

Having access to the building parking facilities reduced the need to source external, costly parking solutions, and provided added convenience and security for the project workers and their vehicles.

04 Flexibility

Astra Apartments proved to be a reliable partner, consistently securing suitable accommodations for the team, whether it involved urgent next-day bookings or managing last-minute cancellations.

The ability to scale up and provide the required levels of accommodation at short notice is highly valued by KNAPP.

On numerous occasions, across multiple cities, it ensured their team members always had a place to stay, and time was not spent on sourcing alternate accommodation solutions.

05 Cleanliness

The apartments were clean and equipped with modern furnishings and quality appliances. Weekly professional cleaning was included in the rate, ensuring the high standard would be maintained throughout the stay.





Outcomes Enhanced project success and expansion

The partnership between KNAPP and Astra Apartments resulted in numerous positive outcomes:

01 Positive feedback and high satisfaction

Throughout their stay, KNAPP team members consistently provided positive feedback regarding the cleanliness, convenience, and quality of the accommodations. The well-being of employees was significantly enhanced by the high standards maintained by Astra Apartments.

02 Successful expansion across Australia

KNAPP needed a reliable accommodation partner nationwide to support the projects across Australia, which relied on overseas experts seconded from headquarters in Austria. Given the distance from home and the extended nature of their stays, consistent and dependable housing solutions are essential. The initial success in Parramatta led KNAPP to partner with other Astra locations across Australia to support its broader project accommodation requirements. The overall value and consistency of service made it desirable for KNAPP to continue their partnership with Astra Apartments.

03 Key player for project success

By providing comfortable and well-equipped accommodations, Astra Apartments played a crucial role in ensuring the satisfaction and effectiveness of KNAPP's team. This, in turn, contributed to the successful implementation of the Central Fulfilment Centre, which has increased the retailers online capacity across Western Sydney by over 50%, processing up to 60,000 online orders per week.



“Astra Apartments excelled in customer service with a straightforward booking process and with their personal meet and greet service for the team arrivals, 24/7.

The consistently prompt responses and level of care ensured that KNAPP employees could maintain their focus on the project at hand.

Operations Manager, KNAPP Australia



Astra Apartments have emerged as a top choice for organisations needing to accommodate project teams in Australia and New Zealand.

Conclusion Astra Apartments as a trusted accommodation partner

In the competitive field of corporate accommodation, Astra Apartments stands out as a trusted partner and expert in delivering quality service tailored to the needs of corporate travellers. Our portfolio of corporate apartments in key business hubs makes us an accessible and reliable option for solo travellers, as well as project groups.

With more than two decades of expertise, Astra is the go-to provider for corporate apartments in Australia and New Zealand, offering organisations the convenience and flexibility required for long-stay accommodation.

Astra Apartments personalised care and commitment to traveller safety and service excellence make us an indispensable partner for companies like KNAPP, ensuring that employees can perform at their best, no matter how far they are from home.

About KNAPP

KNAPP is a global leader in intelligent automation solutions for logistics and intralogistics. Headquartered in Austria, the company specialises in end-to-end automation systems that integrate robotics, AI, and advanced software to optimise supply chains across industries such as retail, healthcare, e-commerce, and food distribution.



Full sized, and fully equipped apartments with kitchen & laundry



24/7 onsite meet & greet, plus on-call management



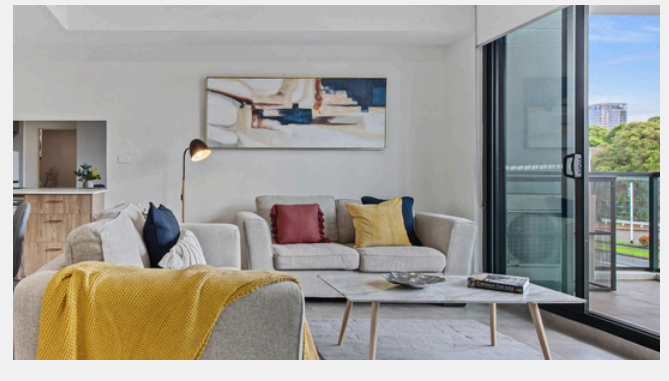
Weekly cleaning & secure, dedicated apartment WiFi



Stable rates, no blackout dates,



Flexible date changes, arrivals, extensions, easy cancellations



OVER **550** APARTMENTS



Let's work on your solution.

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