



SPORTING GOODS RETAILER

Eliminates unnecessary walking with customized, wireless mobile computing and printing solution

CUSTOMER

A leading specialty retailer, and the world's largest direct marketer of hunting, fishing, camping and related outdoor merchandise.

LOCATIONS

46 retail stores across the US and Canada

PRODUCTS IN USE

NB Series Workstations equipped with standard inverter/charger system and a 100 AH battery.

Accessories include:

- Additional shelf
- Binder holder
- Scanner holder
- Custom foam handles



NB Series Mobile Powered Workstation

CHALLENGE

The customer previously used handhelds to scan empty pegs [product holders] on the retail floor. The customer service rep [CSR] had to then go to the back of the store, find out whether any replacement items were in stock, and update and print pricing labels. This entailed walking to another part of the store and placing the replacement merchandise in the proper location.

The retailer was interested in finding/developing a solution to automate inventory management and label printing on the store floor.

SOLUTION

The sporting goods retailer worked with a reseller specializing in supply chain and logistics to find the ideal solution for wirelessly checking inventory levels and printing pricing labels while eliminating unnecessary foot-steps to and from a stationary workstation in another part of the store.

Initially, the retailer thought it could save money by developing its own plastic cart, but soon learned something more rugged was needed. Newcastle Systems' reseller selected the NB Series Mobile Powered Workstation, a cart rugged enough for this particular application, and combined it with a Zebra Stripe S4M printing system, Honeywell handheld scanner and a Dell laptop.

The Newcastle Systems NB Series Mobile Powered Workstation provides seamless rechargeable power and the ability to run up to 4 devices at once for 8 - 12 hours of normal use. This workstation allows operators to perform their tasks wirelessly in a facility, warehouse or distribution center.

RESULTS

Now that the mobile wireless solution has been implemented, the CSR can use the laptop to determine whether any additional inventory is available or whether new items need to be ordered, without leaving the work area. Additionally, a CSR is able to print new pricing labels without wasting time having to walk to another part of the store.

Since deploying the mobile printing solution, the retailer has reported a 60%-plus reduction in stock outs, with as much as 33% more products available in its stores.



NB Series Label Printing System

ABOUT NEWCASTLE SYSTEMS

Newcastle Systems' commitment is to provide innovative solutions that help make Auto-ID Technology and other hardware truly mobile and information more readily available across an entire enterprise.

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