

ROV Bar Code Scanner Case Study

Mile High Grocery Supply Inc.

“Serialio.com has provided an easy-to-use restocking solution, and the support provided has been exceptional.”

—Richard Radack, Mile High Grocery

BUSINESS SITUATION

Mile High Grocery Supply Inc. is a distributor to over 100 grocery stores in Colorado, USA. Each day, Mile High field service workers visit these grocery stores to perform stock checks and create stock reorder invoices for the store. However, this pen and paper-based process was time consuming and error prone.

BUSINESS SOLUTION

AT&T and Serialio.com teamed up to provide Mile High an all-in-one mobile bar code software solution to improve the restock process. Field workers are now armed with a LaserChamp II (aka Microvision ROV Scanner with Bluetooth) laser bar code scanner and an BlackBerry® Curve™ 8310 smartphone from AT&T loaded with SerialMagic Pro and GridMagic software.

Now, when initiating a product restock, the worker starts by using the LaserChamp II (aka ROV Scanner with Bluetooth) to scan the Universal Product Code (UPC) on the item. SerialMagic Pro receives the bar code over Bluetooth® and inserts the bar code into the correct field in the GridMagic spreadsheet on the BlackBerry. The worker then increments the stock order using the keypad and then moves to the next product and repeats this process until all products low in stock have

been added to the spreadsheet.

Upon completion, the worker then utilizes the BlackBerry wireless capabilities by attaching the spreadsheet to an email and sending it over the AT&T network to the home office. The spreadsheet is used to produce the pick list, eliminating any data re-entry previously required by transcribing paper orders.

SOLUTION BENEFITS

- » **Increased Data Integrity:**
Scanning bar codes is 10,000x more accurate and 100x faster than manual data entry.
- » **Increased Office Efficiency:**
The spreadsheet is instantly converted into a pick list, eliminating the need to digitize hand-written invoices.
- » **Increase Field Force Efficiency:**
Auto-generated pick lists and bar code capture enable mobile workers to create invoices 50% faster and service more stores per day.
- » **Simple & Affordable:**
Solution is comprised of simple mobile hardware and common productivity software that totals between \$500-\$600 per worker.

OVERVIEW

Case Study Type:	Field Service, Stock Reorder
Customer:	Mile High Grocery Supply Inc.
Customer Type:	Distributor
Location:	Denver, CO
Field Workers:	6
Service Locations:	110 Grocery Stores

Solution Components:

- » BlackBerry Curve 8310 smartphone from AT&T
- » LaserChamp II Scanner (ROV Scanner with Bluetooth)
- » SerialMagic Pro software
- » GridMagic software
- » AT&T Unlimited Data Plan

Benefits:

- » Workers take orders 50% faster and services more stores per day.
- » Reorder errors are eliminated due to bar code capture.
- » Low cost solution (\$500-600 per worker) yields fast ROI.

Learn more at: www.microvision.com/barcode

SOLUTION PARTNERS:

