

## Restocking Grocery Stores - Mobile Barcode Solution Case Study

### Banner image:

Grocery restock, inside of a grocery store, grocery shelves, anything that illustrates stock, low in stock, stock reorder, etc.

### With inlaid text:

“Serialio.com has provided an very easy to use restocking solution and the support provided has been exceptional.” – Contact Richard Radack  
richardradack@milehighgrocerysupply.com 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 stock reorder process. Field workers are now armed with a LaserChamp II (aka Microvision ROV Scanner with Bluetooth) laser bar code scanner with Bluetooth and an AT&T BlackBerry 8310 handheld loaded with SerialMagic Pro and GridMagic software.

Now, when initiating a product reorder, the worker starts by using the LaserChamp II Scanner to capture 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. The worker then increments the stock order and then moves to the next product.

The worker then utilizes the BlackBerry handheld's email capability by attaching the spreadsheet and sending it over the AT&T network to the office, the order is in the office immediately upon completion. In the 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 ticket eliminating the need to digitize hand-written invoices.
- Increase Field Force Efficiency – Reorder invoices are instantly created and converted into pick lists, allowing each mobile worker to 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

### CASE STUDY OVERVIEW

#### Case Study Type:

Field Service, stock reorder

#### Customer:

Mile High Grocery Supply Inc.

#### Customer Type:

Distributor

#### Location:

Denver, CO

#### Number of Field Workers:

6

#### Number of Service Locations:

110 Grocery Stores

#### Solution Components:

- AT&T BlackBerry 8310 handheld
- LaserChamp II Scanner (aka ROV Scanner with Bluetooth)
- SerialMagic Pro software
- GridMagic software
- AT&T Unlimited Data Plan

#### Benefits:

- Workers can take orders 50% faster than previously
- Reorder errors are eliminated due to bar code capture
- \$500-600 per worker for entire solution

### SOLUTION PARTNERS

