

The computerisation of in-store operations and the consequent improvement in stock management affords Gruppo Coin a strong business advantage



In Italy we are the leading distributor in the clothing and accessories market and, as such, we needed a modern and reliable stock management system, in order to allow us to manage and control activities in our various branches throughout Europe.

We consulted Aton Group initially to automate our in-store goods management process, principally for stock movement management and for stock control of items located in the shops. This, in turn, resulted in the full automisation of all of our points of sale.

The main benefits from our successful collaboration with Aton Group are the faster, standardized, reliable new processes, the ability to control operations at a store level and to adapt the hardware to suit our future requirements. Moreover we appreciated its experience and the way the project was managed, as well as the high performance of Motorola's MC5590 mobile terminals."

Luigi Bottaro, Head of Branch Processes, Gruppo Coin



The company: Gruppo Coin

Gruppo Coin occupies the leading position in Italy and is among the most important European groups in distribution of clothing and accessories. There are over one thousand points of sale throughout Italy, representing various parts of the market through the Coin, Ovieste and UPIM brands. Gruppo Coin has over forty centers in Eastern Europe, in the Middle East and in the Arabic countries.



Customer Profile

Company

Gruppo Coin

Location

Head Office at Mestre Venezia, Italy

Industry

Retail distribution – clothing and accessories

Partner

Aton S.p.A, Head Office at Treviso, Italy

Motorola Products

- ▶ Touch Screen Motorola MC5590 with laser reader – 4,000 units

Other Products

- ▶ onRetail applied software

Application(s)

- ▶ **Operational control of articles held in storage at retail outlets:** for optimal stock management
- ▶ **The identification of items:** through barcode identification

Benefits

- ▶ **Improved productivity of point of sale staff:** a result of moving from the PALM-OS hand held devices to the MC5590 terminals
- ▶ **A consequent optimisation of sales turnover:** due to the greater quality of stock maintenance
- ▶ **A return on investment:** thanks to the reliable, modern, value for money technology and the increase in sales
- ▶ **A technology with simple architecture, offering reliability, flexibility and top performance:** highly standardised and widespread in the clothing sector, the solution offers a high speed data transfer and a large quantity of available memory. It is also possible to carry out many of the tasks even when off line
- ▶ **Reduction of errors:** through the computerised system. The increase in control encourages a greater attention to be paid at operational level
- ▶ **A long term solution:** thanks to the flexibility of the initial solution developed by Aton it has been possible to also implement other functionalities in order to meet the changing requirements and consequently to optimise the investment
- ▶ **Improved environmental impact:** through the significant decrease in production of and usage of paperwork



The requirement: to update the in store operational control system

Previously, in the shops, the operators worked with PALM-OS handheld devices, but with time this operational system became obsolete.

Luigi Bottaro knew that the time had arrived to make a change: "With our ever increasing sales network we could not continue with the system we had. The only solution was to deploy a new system to transform our capacity to manage movement of goods."

The product presentation: Gruppo Aton together with Motorola

Following a comprehensive presentation by Aton Group and Motorola to the project managers, the employees in several of the main points of sale of Gruppo Coin ran field tests with Motorola's MC5590. Their feedback was extremely positive.

A mobile device from another supplier was also tested, which, although priced similarly, was not as reliable as the MC5590 and did not give such a high performance or continuity, which could be offered by Motorola, given its great experience in the world of enterprise mobility.

The solution: operational control of articles held in storage at the chain's retail outlets at an international level

The project, installed in a thousand points of sale in Italy, Albania, Romania, Slovenia and Hungary, was started in early 2009 and is still being rolled out. With an average of four MC5590 terminals per shop, the project involved the configuration and distribution of 4,000 units.

Running the applied software OnRetail, which Aton Group designed specifically for internal use at points of sales for goods management, on the MC5590 terminals, allows for the monitoring of various types of operations on articles present in the shop stockrooms, for example internal goods transfers, arrivals direct from suppliers and from the warehouses, damaged items, returns to suppliers, the management of seasonal products and end of line articles. The software was originally developed on the PALM-OS handheld device, but was recently moved on to be hosted on the new multilingual Windows Mobile 6.1. platform for an increased efficiency.

As far as the Touch Screen Motorola MC5590 devices are concerned, these were chosen in order to maximise the potential offered by automatic identification, as they are equipped with laser readers which can read the majority of code bars. Consequently every article in the shop's store room is identified by its code bar and catalogued according to its level of turnover, whilst also taking its stock category, age and seasonality into account.

In most of the operations managed in the stock rooms the MC5590 can work completely independently, not needing to receive any data from the central system, just to send an update of the movements at the end of the operations. This feature allows operators to carry out their own duties, even when they are off line in areas where there is no network coverage.



The challenges: overcome by professional collaboration

Automating all the stock movement processes in the shops entailed a complete reorganisation in working methods for the point of sale staff. This process started with basic training for the staff, so that they could begin to use the new system quickly.

Luigi Bottaro elaborates on this transition phase: "It was not a simple matter creating a single solution, using just one single terminal and a single piece of applied software configured at head office, to be rolled out nationwide, company wide and across different parts of the business chain. However Aton Group, working together with our project managers, was able to provide us with a solution which suited all the requirements of all the various parts of our group."

The result: an optimisation of commercial opportunities and a return on investment

The improvement in operational productivity achieved by moving from the PALM-OS to the more up to date MC5590 leads to better stock management and generates an increase in sales, which consequently guarantees a tangible return on investment.

Gruppo Coin will further develop the project in the future as it opens new stores or acquires other brands. Moreover the benefits enjoyed at organisational level has allowed for the range of uses of the mobile computers to be expanded, with the implementation of other functionalities in order to meet the changing needs and further optimise the investment.

Aton Group

Founded in 1988, with its head office in Treviso and another seven offices throughout Italy, Spain and Portugal, Aton Group specialises RFID, Paperless processes, Sales Force Automation, Warehouse Management System, Mobility Platform Tools, Field Force Automation, GDO Retail Solutions and GPL Solutions. The company offers strategic consultancy, value added services and project management to support business decisions in terms of mobile intelligence. The proposed solutions are the result of twenty years of continuous research, technical innovation and vertical experience in Enterprise Mobility.

Aton Group develops long term relationships and delivers reliable in time solutions. It has 110 employees and closed 2009 with a turnover of 17,4 million euros.

Produced for "Aton S.p.A"



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