

SUCCESS STORY

PRÉNATAL MOEDER & KIND B.V.



Dutch Retailer Adopts Zebra Technologies' MC40 For Fast, Accurate In-Store Inventory Counts

ABOUT PRÉNATAL MOEDER & KIND B.V.

Founded in 1959 and part of the Artsana Group since 2006, Prénatal is the leading European chain store specialising in the distribution of products for mothers-to-be and children up to 4 years old. Prénatal offers a range of well-conceived, affordable products, services and advice, to meet the needs and desires of mothers (to be) and their babies. Prénatal Moeder & Kind B.V is the Dutch branch of the chain. It has 800 employees, 19 megastores and 40 city stores throughout the Netherlands.

Challenge

Prénatal Moeder & Kind B.V was employing an external company to come into its stores to run automated inventory counts. Outsourcing inventory management was expensive and did not allow flexibility for ad hoc inventory checks. Moreover, as the inventory takes were only conducted once a year, Prénatal Moeder & Kind

B.V rarely had an accurate, real-time overview of its stocks in-store. This could lead to out-of-stocks (and the subsequent missed sales) or over-ordering.

Solution

Prénatal Moeder & Kind B.V turned to Zebra Technologies' Premier Solution partner Dalosy, which specialises in providing complete mobile solutions to companies across a number of verticals including retail, transport and logistics, manufacturing, government and public safety, and healthcare. Dalosy delivered a turnkey solution comprising Zebra MC40 mobile computers running the bespoke inventory application it had designed for Prénatal Moeder & Kind B.V, with a Zebra OneCare service contract and SOTI MobiControl® for remote management and security.

SUMMARY



Customer

Prénatal Moeder & Kind B.V., the Netherlands



Partner

Dalosy

Industry

Retail

Challenge

Prénatal Moeder & Kind B.V wanted to run its own inventory checks in its shops

Solution

- Zebra MC40 mobile computers
- SOTI MobiControl®
- 3-year Zebra OneCare service contract
- Bespoke Prénatal Moeder & Kind B.V inventory application developed by Dalosy

Results

- Cost savings
- Improved inventory management
- Flexibility to check inventories at any time
- Simple, easy-to-use application and device with immediate user take-up
- Adaptable, future-proof solution, protected by Zebra OneCare service contract
- Remote device management and security

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Dalosy designed the bespoke Android application in close conjunction with Prénatal Moeder & Kind B.V.'s inventory management and IT departments. Dalosy started with a simple app, which only contained the inventory counting function, whilst staff got used to using the technology. It has recently added more functions, such as control count, pricing information and printing price labels. If the inventory count is significantly different from the inventory registered in the system, another person can easily do a control count. The app can also be used when staff are with customers, to check the price (and additional information) of a certain product, by simply using the MC40 to scan the barcode of that product. In the very near future, staff will also be able to use the app to print shelf labels. They will be able to scan a product and then select one of five templates; this file will then be sent to the ERP system and to the in-store label printer.

Shop assistants now use the MC40 to run a partial inventory once a week before the store opens. The MC40s connect wirelessly to the in-store network and information is downloaded to Prénatal Moeder & Kind B.V.'s ERP system, STEPS, designed and developed in-house. Moreover, Prénatal Moeder & Kind B.V.'s IT department uses SOTI MobiControl to remotely

manage, update and control the MC40s, saving time and costs due to shops being dispersed across the Netherlands. It also uses MobiControl for other devices and tablets, such as Apple iPads, within the business.

Results

Cor van Gils summarises: "Dalosy was a new supplier for us and that's always a risk. However, we can now safely say that the cooperation is more than successful. The knowledge and flexibility of Dalosy has really helped us in the selection of the hardware and the final development of the application."

Prénatal Moeder & Kind B.V now has a much better insight into in-store stocks and can manage its inventory more effectively. The solution is always available as, with its Zebra OneCare service contract, the Prénatal Moeder & Kind B.V store quickly receives a replacement, if any MC40 is damaged or faulty. This ensures a set TCO for the business and no unforeseen additional hardware expenses for at least three years. Using SOTI MobiControl also ensures the MC40s keep working optimally and significantly reduces workload for the centralised IT department.

Bringing inventory counts in-store has also saved costs, with staff being able to take inventories easily, quickly and regularly. Even personnel who do not readily engage with technology have embraced the new system; Dalosy's application and the MC40 are both very easy to use and the MC40 offers the form factor of popular personal devices. And Prénatal Moeder & Kind B.V will continue to develop the Dalosy application running on the MC40; the next proposed application is one for managing transfers between stores.

"Bringing inventory counts in-house has saved us costs and we now have a much better overview of inventory in our stores. Our staff love the look and feel of the robust Zebra MC40s; the high-performance scanner is fast and reliable and the devices are packed with functionality we are not even touching on yet. We are excited about how we can use the MC40s for many more in-store tasks in the future."

Cor van Gils, ICT manager, Prénatal

FOR MORE INFORMATION, PLEASE VISIT: WWW.ZEBRA.COM



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