

SUCCESS STORY

EMPORIUM/SAVEMAX, JAKARTA, INDONESIA



ZEBRA



SUMMARY



Customer
SaveMax Emporium

Location
Cibur, Indonesia

Industry
Retail

Size
60,000 square feet of retail space

Challenge
Implementing a world-class POS system to deliver a consistent check-out experience for shoppers at all times

Solution
· DS7708
· DS4308

Results
Improved productivity for cashiers and quicker checkout times for shoppers

Delivering A Fast And Consistent Checkout Experience for all Shoppers

WORLD CLASS POS SYSTEM UTILISING ZEBRA'S DS7708 & DS4308 REDEFINES THE RETAIL EXPERIENCE

With a population of over 260 million, with 10 million living in Jakarta, Indonesia is at the epicenter of the ASEAN economic boom. With such a significant number of inhabitants in the greater Jakarta region, retail is serious business and not for the faint hearted.

So when SaveMax decided to wade into the competitive waters, they knew they had to set themselves apart from the competitor. SaveMax's executive team started with a clean sheet and approached the challenge like a high-tech Silicon Valley start up – they rethought everything.

The result is a massive new retail format designed from the ground-up for, and by, the Indonesian chain. The new SaveMax in Chibubur features 15-meter vaulted ceilings, wide aisles and a state-of-the-art LED light systems.

Joanito Iwan Tamsil, IS&T Director for SaveMax said, "In a highly competitive retail environment, SaveMax needs to set itself apart from our competitors by innovating and adopting the latest technologies."

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Naturally, SaveMax had to adopt a world-class Point of Sale (POS) system featuring the latest in two-dimensional (2D) scanning technology. They turned to Zebra Technologies and assessed the DS7708 mini slot imager and DS4308 hand-held POS imager. Released in mid-2015, the Zebra DS7708 and DS4308 are the pinnacle of 2D scanning performance.

The DS7708 mini slot imager features an all-LED imaging array that is efficient and easy on the eyes while still delivering the best scanning performance in its class. The DS7708 features a highly integrated design with no moving parts, and a calculated MTBF (mean time to failure) of approximately five decades.

And managing the DS7708 is a snap for SaveMax's retail technology team. Using 123Scan™, Zebra's free configuration and management tool, the SaveMax team had the DS7708 configured and ready for

service within minutes. 123Scan also allowed Savemax to produce a "golden image" that SaveMax can propagate over their network or even distribute via SMS on mobile phones.

Felik Budyanto, Savemax's IS&T Operations Manager said, "The DS7708 was simple to program, I was able to download 123Scan and had the new scanners programmed and ready for use in just minutes. I was also able to save the 123Scan command code to my cell phone and program my entire front end by simply scanning the 2D command code from my smartphone display."

Tamsil added, "We want to future-proof our Point of Sales (POS) by implementing 2D scanners today. The latest generation of 2D imagers from Zebra are simply more productive than the traditional 1D laser scanners. In a high-volume retail setting like ours, cashiers never have to align the barcodes on merchandise. And as a result, they are vastly more productive."

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**Joanito
Iwan Tamsil,
SaveMax's
IS&T Director**

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“We could not have done this with our legacy laser scanners – we were simply amazed.”

Performance is the hallmark of the DS7708, Tamsil noted, “The DS7708 is the most aggressive POS scanner we have ever tested and it gives us the ability to scan barcodes our previous (non-Zebra) laser scanners simply could not scan”. Even so, according to Budyanto, “The grand opening was so successful that we had to bring in three additional portable registers and hire traffic control officers to manage the crowd.”

To provide the best possible customer experience to SaveMax’s shoppers and to architect the most productive POS environment, the executive team opted to add a companion handheld scanner to the DS7708. And after rigorous testing, SaveMax selected the DS4308, becoming the 1st retailer in Indonesia to install Zebra’s latest retail handheld scanner.

The DS4308 is Zebra’s sixth generation of handheld 2D imager. The DS4308 features a 1.3MP CMOS array capable of scanning even the most challenging barcodes in milliseconds.



Why a 2D Scanner Now?

But what drove SaveMax to invest in a 2D POS imager today when most retail barcodes are still traditional 1D UPC/EAN/JAN barcodes? According to Tamsil, “The latest generation of 2D imagers from Zebra are amazing omni-directional readers and are simply more productive than a traditional 1D laser scanner.

Cashiers benefit by never having to orient the scanner or the merchandise, therefore they are vastly more productive. Tamsil added, “And we anticipate that Zebra imagers will have a productive lifespan of many years, so we want to future proof our POS by planning for 2D today”.

For more information on how you can Get More, Do More with our 2D imagers and scanners, visit <http://online.zebra.com/getmoredomore>



Asia-Pacific Headquarters | +65 6858 0722 | contact.apac@zebra.com

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