



Belgian DIY Store Deploys Zebra Touch Computers For Click & Collect And In-Store Inventory Accuracy And Efficiency

ABOUT HUBO

Hubo is a Belgian hardware-store chain. Headquartered in Wommelgem, it is part of the Bricoalliance Group and was founded in 1992. Hubo retails a range of up to 25,000 high quality DIY products from its 140 stores across Belgium. These stores are usually located outside of city centres, near main roads with ample parking; the stores themselves tend to be between 2000m² and 3000m² and are cleverly laid out to ensure customers can find what they are looking for. Hubo also has an increasingly popular e-shop; this online presence is becoming ever more important for Hubo.

Challenge

Hubo introduced Click & Collect in 2016, as it wanted to add service to its business and offer the ease of Click & Collect ordering to its customer base. Customers can order via Hubo's website and collect their goods two hours later in a store of their choice. It saves the customer time and eliminates any wasted trips due to low or out of stocks, as the product is already picked and ready – the customer just needs

to pay for it. However, as Hubo does not carry any surplus stock in-store, usually placing daily orders to suppliers, inventory accuracy is absolutely essential to store profitability. Therefore Click & Collect orders picked from that store need to be accounted for in real time, so replacement stock can be ordered immediately. Hubo needed an efficient system.

Hubo was already using Zebra MC2180 Mobile Computers in-store for inventory and picking. However, it wanted to migrate to an Android platform, to build its own Click & Collect Android application to run on an Android device with a bigger screen, so more processes could be performed from the shop floor. Starting with a four store pilot, Hubo approached its long-term partner Dalosy. Dalosy, a Zebra Technologies Premier Solution Partner, has a long working relationship with Hubo, delivering a full range of solutions, such as hardware, software applications, wireless site surveys and services. Dalosy recommended Zebra's TC70 Touch Computer.

SUMMARY

Hubo

Customer
Hubo, Belgium

DALOSY
MOBILE SOLUTIONS

Partner
Dalosy

Industry
Retail

Challenge

Hubo wanted a reliable, robust Android device for managing its increasing number of Click & Collect orders and other in-store processes such as goods receipt, POs and inventory cycles

Solution

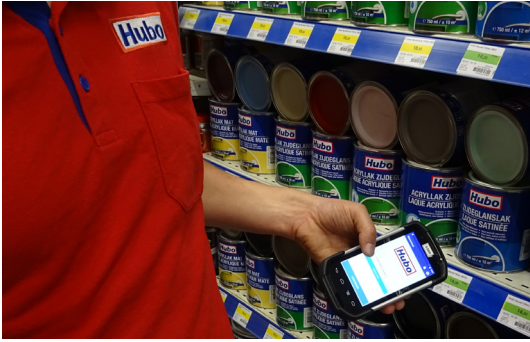
- Zebra TC70 Touch Computers
- 5-Slot Charge Only Share Cradles
- Soft Holsters
- SOTI® MobiControl
- Click & Collect app

Results

- Ergonomic, robust and reliable device, which can be used for multiple in-store tasks
- The TC70s offer exceptionally fast scanning
- The high-resolution, big screen allows more processes to be moved from the back office to the TC70s on the shop floor
- Very user-friendly, intuitive devices and apps, resulting in immediate user uptake and adoption
- Real-time up-to-date inventory ensures efficient, timely stock replenishment
- Ongoing cycle counting is improving inventory accuracy and saving time and costs
- Introducing Click & Collect is increasing sales turnover
- Enhanced customer satisfaction, due to ease of ordering and improved stock availability
- Long-term investment in high-performance, long-life scanners ensures lower TCO and good ROI

SUCCESS STORY

HUBO



Solution

Hubo found Zebra and Dalosy to be very good partners in the migration to an Android platform, for Click & Collect and on a wider in-store scale. Dalosy developed a bespoke Click & Collect application for Hubo and delivered the pre-staged TC70s and chargers. Hubo has since further developed and built its own Click & Collect application, as its own in-house Android knowledge has increased.

Click & Collect orders processed on Hubo's website are processed by Hubo's ERP system. A notification is then sent directly onto the TC70s in the store where the order is to be collected. Staff click on the notification to access all open orders awaiting picking and the order details, for example the number of lines and type of items. They use the scanning function on the TC70 to pick the items directly from the store shelves, as Hubo carries no excess stock in-store. This information is transferred to the ERP, with a notification being sent to the back office that this stock has now been used, to update stock inventory and action stock replenishment. Employees who use the TC70 on an ongoing basis daily carry them in a Zebra holster, which attaches to their belts, for hands-free working.

Staff also use the TC70s for goods receipt, creating POs (Hubo processes 1000s of orders every day of which many are raised by scanning an item, which links to a sales forecast from information held in Hubo's data warehouse, to propose and create an order in SAP) and regular inventory cycles, which have replaced the previous annual stock take. Employees use the TC70's camera to take photos of any damaged

packaging or of the registration of a van delivering items to customers, for example. Hubo uses SOTI® MobiControl to centrally configure, manage, update and secure its devices, setting Wi-Fi profiles and lock screens, for example. It holds a small fleet of replacement scanners at its HQ, in case any should be accidentally damaged.

Results

Hubo now has an effective, efficient and profitable Click & Collect system, which is allowing it to extend its market reach and enhance its service to its customers. Click & Collect orders can be accurately fulfilled in the set timeframes, with stock being replenished in real time. Employees have rapidly adopted Zebra's TC70 and appreciate its performance and handling, ruggedness and reliability (despite its light weight), as well as its large responsive touch screen, excellent wireless connectivity and long-lasting battery life.

Using the TC70s for other processes, such as the inventory cycles, is also ensuring a good ROI. Moreover, running regular inventory cycles, as opposed to an annual inventory, is saving time and costs and ensuring improved stock accuracy. The TCO is also low as the long-life scanners offer a long-term investment.

The TC70s have been deployed in all the Hubo stores, whilst they are still being progressively rolled out to the Hubo franchises. Moving forward, Hubo will deploy more and more applications on the TC70s, to further empower its shop floor staff; this will also reduce back office administration and any duplication of work. Hubo will also use Zebra's Mobility DNA Enterprise Software when developing and staging new applications.

“ We want our employees on the shop floor ready to serve customers. However, we also want them to be operationally efficient, so the answer was to equip staff with a mobile device. We have a long history of working with Zebra – previously using Psion Workabout Pros and Zebra MC2180 Mobile Computers, for example – and we know and trust the brand. Scanning is a key part of our new workflows for goods receipt, ordering and picking and, as we migrated to Android, the Zebra TC70 Touch Computers were the obvious choice, as they offer fast, high performance scanning. Moreover, they're reliable, robust and the high-resolution, big screen means we will be able to move more and more applications to the TC70s, really empowering our shop floor staff. This will ultimately save our business time and cost, whilst also ensuring we deliver the best possible customer service.”

Bart Vos, Head of IT Helpdesk, Hubo Belgium

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