



## SUMMARY

### Customer



MPREIS Warenvertriebs GmbH

### Partner



Modellwerkstatt



unit-IT

### Industry

Retail

### Challenge

MPREIS wanted to migrate its in-store merchandise management system to a fully supported, future-proof Android platform with added functionality to create a wide range of new, innovative in-store applications

### Solution

- Zebra TC56 and TC57 Touch Computers
- Single-slot cradles
- SOTI® MobiControl
- Zebra OneCare
- Zebra DNA including LifeGuard™, StageNow, Enterprise Home Screen, WorryFree Wifi, Enterprise Browser and Enterprise Mobility Management Tool Kit (EMDK)

### Results

- Future-proof Android solution offering functionality to develop both current and new applications
- Easy migration and deployment, coupled with excellent ongoing support and service
- Outstanding feedback, with users specifically citing the intuitive, easy user experience, faster processing speeds and reliability of the devices

# Austrian Supermarket Chain Migrates To A Fully Supported Zebra Android Solution For Efficient In-Store Merchandise Management And Future Diversification

Founded in 1920, MPREIS Warenvertriebs GmbH owns and operates a supermarket chain in Austria and Italy. Its stores are mostly medium-sized and creatively designed, with innovative features, to enhance the customer experience. MPREIS is the largest family-owned business in Tyrol and has its HQ in Völs. With a staff of over 5,500 employees, the majority of its 238 stores are located in Western Austria. It offers bakery, healthy nutrition, organic, and sausage products. MPREIS has a long history of collaboration with Zebra Technologies.

## Challenge

Zebra Technologies has been supplying solutions – from wireless networks, to MC90 mobile computers for the warehouses and MP7000 grocery scanner scales – to MPREIS for over twenty years. Last year MPREIS piloted Zebra Android devices in-store and decided it was time to replace its Zebra MC55 Mobile Computers operating on a Windows Mobile OS. MPREIS wanted the future-proof added functionality and flexibility offered by an Android platform, combined with Zebra's supporting enterprise services and software.

## Solution

Keen to develop its own Android in-store merchandise management system in-house, MPREIS partnered with locally based bespoke software developer, Modellwerkstatt. Modellwerkstatt has been working alongside MPREIS to develop software solutions for the retailer, primarily a new merchandise management application to run on the Zebra TC56 and TC57 Touch Computers; indeed, Modellwerkstatt's framework and extensive knowhow has enabled MPREIS in-house designers, who do not necessarily always have extensive programming experience, to help develop the new web-based application. Modellwerkstatt has used Zebra's Enterprise Mobility Management Tool Kit (EMDK) and Enterprise Browser extensively during building.

Dr Daniel Stieger, partner at Modellwerkstatt, explains why he has been so impressed with the Zebra's devices, EMDK and Enterprise Browser: "Zebra devices offer the best performance and usability on the market. And we love working with the Zebra EMDK and Enterprise browser; with regard to the later, specifically, it's a really powerful, stable, next generation industrial browser. We've used it to build this really feature-rich, user-friendly web application which integrates seamlessly into the touch computers and their integrated features. The browser allows for so many configuration possibilities, we can enable keyboards, scanners and image transfer, for example; and it's constantly being developed to encompass new, innovative features, such as voice input." MPREIS is also using Zebra Enterprise Home Screen to control the available applications and features.

The Zebra touch computers are delivered by unit-IT, who has been working with MPREIS and Zebra for over 30 years. Unit-IT is part of the Atos group. Helmut Rumpf, sales manager, mobile solutions at unit-IT comments on the partnership: "Ours is a long-term, ongoing, responsive customer – supplier relationship. We deliver on time. We advise when suitable. And we are profoundly loyal – to both MPREIS and Zebra."

## SUCCESS STORY

MPREIS WARENVERTRIEBS GMBH



Each of the 238 stores is now equipped with at least one Zebra touch computer, which are gradually phasing out the previous generation of mobile computers; workers use the devices to receive goods, scan products to check availability on shelf and in the stock room. Each MPREIS store receives between 50 to 100 deliveries every week, depending on their size, and each store conducts between 200 to 400 availability and inventory controls each week. Using the Zebra devices gives MPREIS a real-time, accurate inventory overview, so out-of-stocks can be prioritised, with other stocks being re-ordered or returned to the warehouse, as needed. Teams also access MPREIS's ESL (electronic shelf label) app on the touch computers to marry the automatically updated price labels with product placement.

MPREIS is utilising a range of Zebra software and the Zebra supported enterprise mobile management solution, SOTI® MobiControl, both in-store and in its warehouses, to manage, update and troubleshoot its devices. It uses Zebra StageNow to stage devices, Zebra Lifeguard™ to roll out regular security and patch updates and Zebra WorryFree Wifi for exceptional connectivity, roaming and diagnostics.

## Results

The MPREIS retail teams love the new Android solution, especially the added functionality which enhances efficiency, the processing speed and the intuitive, easy user interface, which enables an optimal user experience, irrespective of device knowledge. Further touch computers will continue to be deployed and MPREIS is also due to pilot some Zebra TC25 rugged smartphones in-store.

Zebra's wide range of Android specific tools, for ongoing optimal operation and ease of staging, updating, managing and troubleshooting, has no doubt been pivotal to the ease of migration and deployment; and they ensure MPREIS can maximize on its Android investment and realise its plans to continue developing its current merchandise management and ESL solutions, as well as to create a wide range of future innovative in-store applications running on the touch computers.

Modellwerkstatt has also played a key role in the success of the project. Its framework, built using Zebra's enterprise browser, has enabled MPREIS to develop its own web-based applications with limited programming knowledge. Indeed, Modellwerkstatt has just become a Zebra ISV partner and is looking forward to a future collaborative partnership with Zebra Technologies.

“Zebra Technologies is the leader in Android enterprise technology, both in terms of hardware and its supporting software and services. Working in conjunction with Zebra and our partners, unit-IT and Modellwerkstatt, we have been able to deploy highly efficient in-store merchandise management and ESL systems. However, we're not resting there; we are continually developing and enhancing our current software and planning new functionality, such as a company internal instant messaging app. Moving to a future-proof Android platform has opened up a multitude of exciting possibilities for us.”

**Martin Mölk,**  
CIO, MPREIS



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