



# Danish Wholesaler Deploys Zebra Technologies Touch Computers At Exhibitions And In-Store

## ABOUT SHOE-D-VISION

Shoe-D-Vision, a shoe wholesaler headquartered in Skødstrup, Denmark, is known for its dynamism and innovation. The company is a buying cooperative; 80 shoe resellers each own between one and twenty-one stores of the 220 shops throughout Norway and Denmark. Shoe-D-Vision markets some own brands, including B&Co, Odiin and Skofus, and many independent brands. It sells over 2.9 million shoes every year and has a current annual turnover exceeding €160 million.

## Challenge

Shoe-D-Vision wanted to update the outdated devices being used at its internal exhibitions. These worked on an old Windows CE operating system, had a small display and sometimes failed.

Having assessed various devices in a formal tender process, Shoe-D-Vision opted to work with its long-term partner Delfi Technologies. Delfi Technologies, founded in 1988, has six offices worldwide and more

than 95 employees. It is an international software solution provider specialising in handheld terminals, POS and print solutions, and electronic shelf labels. Delfi offers full turnkey support and solutions to strict SLAs to customers in a wide range of industries, from retail, warehousing and healthcare to field service and office signage. Delfi is a Zebra Technologies Premier Partner.

## Solution

Working in close collaboration with both Delfi and the local Zebra Technologies team, Shoe-D-Vision has deployed Zebra's TC51 Touch Computers. Shoe-D-Vision has developed its own in-house, bespoke, web based software called SHOEShow and SHOEpda, which Delfi helped adapt for an Android operating platform for the TC51s. Delfi has also managed the Zebra MX-DNA migration to the software solution and deployed Zebra Workforce Connect on all

## SUMMARY



**Customer**  
Shoe-D-Vision

**Delfi Technologies**  
**Partner**  
Delfi Technologies

**Industry**  
Retail – Wholesale

**Challenge**  
Shoe-D-Vision wanted to update its hardware to improve the buyer and end customer experience and to lead the way in technology innovation in its sector; it also wished to reduce paperwork, improve information flow and increase store staff productivity

- Solution**
- Zebra TC51 Touch Computers
  - 5-Slot Multi-Chargers
  - Zebra accessory options for stores: rugged boots, hand straps, trigger handles and soft holsters
  - Zebra Workforce Connect
  - SOTI® MobiControl

- Results**
- Innovative, future-proof Android technology; moving forward, Shoe-D-Vision will develop further applications to run on the Zebra TC51s
  - At exhibitions: store owners can pre-order next season's collections, saving time and reducing paperwork; soon they will also have visibility over sales history and stock availability
  - In-store: front office – staff can deliver a faster, professional service with enhanced sales options to customers; back office – more effective inventory control and stock movements
  - More reliable, robust devices, with bigger, easy-to-read displays and fast processing speeds
  - Excellent collaboration between Zebra and Delfi to offer Shoe-D-Vision a full turnkey solution
  - The solution offered the best price-performance ratio on market



the TC51s, so Shoe-D-Vision can maximise enterprise applications such as Push to Talk, Scanning and an Enterprise keyboard.

Representatives of the Shoe-D-Vision ownerships use Shoe-D-Vision's own in-house software, SHOEShow, running on the TC51s, at the biannual exhibitions to pre-order stock from over 25,000 items on display; at the next exhibition they will also be able to see all the new season's offerings and trends and access a wealth of information about shoes from all the different manufacturers on-screen, such as further images of the shoe, the different colours available and historical orders. The TC51s interface directly with Shoe-D-Vision's back office systems via the browser interface.

Having seen the Zebra TC51s in action at its exhibitions, Shoe-D-Vision also decided to deploy the TC51s in-store. Shop staff will use the RAPTOOL batch application on the TC51s for inventory. They will use SHOEpda to register incoming stocks and in-store stock movements and returns. SHOEpda also offers front office functionality and sales employees will use it to help serve customers; they can look up store stocks, check orders, find alternatives and similar models, and locate the closest store with availability if the item is not available in that store. They will also be able to

use PTT to call over VoIP to store room staff for shoes to be brought out from the back office. In this way sales staff will remain on the shop floor, serving customers. Shoe-D-Vision is still testing and researching new applications for the devices in-store; one key element will be the omnichannel experience it will be able to offer, where, if customers cannot find the right item in-store, staff can help them find the right item in Shoe-D-Vision's web store.

Delfi hosts and manages the Enterprise Mobility Management solution SOTI MobiControl for Shoe-D-Vision, so the TC51s can be remotely configured, managed and updated; this is critical, especially for shops in remote towns.

## Results

Buyers who visit the Shoe-D-Vision exhibitions will now have a lot more information to hand to help them make informed decisions; they can also order products quickly and efficiently. And staff in-store can work more productively and efficiently and offer customers a faster, higher quality, professional service. The TC51s are reliable and robust, have an excellent processing speed and high-performance scanner and customers enjoy looking up products on the big, easy-to-read display.

However, the success of this deployment is not just down to the suitability and performance of Zebra's TC51; it is also due to the collective effort from both the local Danish Zebra team and Delfi and also Delfi's ongoing commitment beyond supplying the hardware. Indeed Delfi is currently investigating with Shoe-D-Vision ways to develop further applications and functionality on the Zebra TC51s.

“At Shoe-D-Vision we pride ourselves on being technology innovators. As we continue to develop our own software, we also wanted more professional, future-proof hardware. Zebra Technologies is known for its high-performance enterprise solutions and, together with Delfi, it provided an excellent service. Users love the TC51, citing its processing speeds, user-friendliness and screen size as key factors. Moving forward, we are looking into a lot of further uses for the TC51, including the omnichannel we will be launching; this will let our sales staff help customers place orders, in-store, at our web store, if the particular model is not available in the shop.”

**Asger Simonsen,**  
CIO, Shoe-D-Vision

FOR MORE INFORMATION, PLEASE VISIT: [WWW.ZEBRA.COM](http://WWW.ZEBRA.COM)



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