



Doddle Enhances Workflows with Data

Evolving fulfillment solutions with Zebra Data Services APIs

Doddle is a final-mile solutions expert, making shopping simple and rewarding for consumers, retailers and logistics providers. Enabling processes such as Click & Collect, Pick & Ship from Store and Smart Returns, Doddle's retail platform helps retailers drive more sales online and in-store by improving customer experiences while reducing logistics costs and giving retailers better inventory visibility.

Challenge

Improving printer addressing, Zebra integrations and data aggregation

Doddle's paperless returns solution provides a better customer experience by digitizing the customer journey and providing a wider array of options. Retailers benefit through improved operational efficiency — typically getting returned items back on sale quicker and reducing costs. Doddle's success is measured by greater item level profitability, shorter time to getting items back on sale, and the creation of cross-sell opportunities. This is all supported by real-time inventory visibility to all participants. To this end, Doddle sought new ways to increase workflow efficiencies in three areas:

Improving methods of addressing label printers. In order to reduce the time items stay with customers, Doddle has helped retailers create a wider set of locations where customers can return items. To enable this, Doddle needed a simple, consistent way of accessing printers in these locations.

Simplifying integrations with other Zebra components. Simple ways of integrating the data from various Zebra products enables intelligent decisions to be made at the edge. For example, integrating RFID sensors with the Doddle Returns POD allows the Doddle platform to action "high demand" items that have just been returned in a different way, reducing the risk of markdown.

Aggregating data across the supply chain. Many parts of the returns supply chain contain Zebra products. Doddle wanted to gather more data from parties in the supply chain to improve traceability and provide deeper real-time insights into inventory visibility, while ensuring the integrity of the data and enabling visibility to all participants.



SUMMARY



Customer

Doddle®
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Industry

Retail/Logistics

Challenge

Simpler, quicker and more reliable methods of printing, and aggregating and enriching data

Solution

Zebra Data Services APIs, including Print from Cloud & Blockchain Traceability

Results

Improving customer productivity and gathering edge data

Solution

Using Zebra Data Services APIs for easier integrations

Doddle leveraged Zebra Data Services APIs and the Zebra Savanna platform to improve efficiencies in each of their three target needs.

“We were impressed by the resources Zebra allocated to the program,” said Gary O’Connor, CTO at Doddle. “The Zebra team communicated the vision from the start and set about building a modern, API-first infrastructure just the way we needed it.”

Label printers are key to Doddle’s delivery services, and they require location flexibility to be the most useful. Zebra Data Services’ Print from Cloud APIs delivered a standardized mechanism to network address label printers without the need for Bluetooth connections or hardwiring. Print from Cloud provided a simpler, more cost effective solution while enabling more flexible customer workflows, and the ability to print from a variety of client applications without the need for custom development.

Using the Zebra Savanna platform for simplified integrations, Doddle was able to integrate Zebra sensors quickly with an easy-to-use, standardized API interface, which enabled Doddle to develop their own sensor solutions rapidly, including iterating the sensors already in use.

Finally, Doddle utilized the Zebra Data Services’ Blockchain Traceability APIs in order to store scan events to a blockchain ledger. Blockchain Traceability APIs provided a standardized integration, with a well-defined trust mechanism. It also provided transparency to Doddle and its customers with minimal requirements for integration.

Results

Enhancing customer productivity and gathering edge data

Zebra Data Services API integrations have enabled Doddle to make their label printers more flexible and efficient for customers. Doddle customers are no longer limited by the range of Bluetooth-connections or local wireless networks, so they can situate label printers wherever printers are most productive in the environment. Zebra Data Services Print from Cloud APIs enable remote printer access with the ability to execute print jobs via Zebra Savanna from nearly anywhere and any device while delivering current statuses of printers, including odometer information.

“Using the APIs and Zebra Savanna platform saved us money, reduced development time and made our operations run faster. And they have helped us unlock opportunities with new customers by enabling new deployment mechanisms.”

Gary O’Connor, CTO,
Doddle



SUCCESS STORY

DODDLE

Zebra Savanna has also given Duddle the ability to collect more edge data from multiple sources to inform their operations. Duddle not only has better remote visibility of printer operational data, they are able to gather and share data about items, inventory, throughputs, returns and more.

“With Zebra Savanna providing us the ability to gather more contextual data insights, we are able to further innovate, solve problems in new ways to address other use cases, and create more value for our customers,” said Ben Rodway, Head of Technology at Duddle.

By using the Blockchain Traceability APIs powered by Zebra Savanna, Duddle has been able to create a shared view of event data across multiple participants in the returns supply chain. Zebra Data Services’ Blockchain Traceability APIs help automatically record events to the blockchain, scan barcodes as items go through the supply chain, read RFID tags as items arrive at their destination, and more.

“Using the APIs and Zebra Savanna platform saved us money, reduced development time and made our operations run faster. And they have helped us unlock opportunities with new customers by enabling new deployment mechanisms,” said O’Connor.

Finally, using the Zebra Savanna platform Duddle is aggregating data from parties in their supply chain securely, allowing them to make better decisions for future improvements using actionable insights. The Zebra Savanna platform makes it easy to collect data from Zebra devices and sensors in real-time, then analyze the data to provide a more complete business picture.

“From a user perspective,” said Rodway. “It makes what they do easier, enables them to reallocate resource time to other high payoff activities within their respective environments, and reveals opportunities to reduce overall costs.”

What’s Next

Iterating for new ways to provide value

Duddle initially began as a Zebra customer, purchasing handheld scanners and printers. But in recognizing the value of working with Zebra, Duddle quickly transitioned to an independent software vendor (ISV), building solutions that work on Zebra devices and leveraging other aspects of the Zebra ecosystem. As Duddle looks toward the future, they continue to iterate for ways to leverage Zebra APIs to add value by providing inventory visibility along their customers’ supply chain.

“Zebra is leading the way with their Zebra Savanna APIs,” said O’Connor. “The value Zebra brings isn’t just about hardware—Zebra Savanna provides an entire ecosystem. Other companies are looking to do something similar, but they haven’t demonstrated the vision and execution of Zebra.”

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Duddle



Zebra Data Services

Zebra Savanna makes it easy to collect data from Zebra devices and sensors in real-time, then aggregates and analyzes that data to provide a more complete picture of your business.

Zebra Data Services offer cloud-based, unified APIs and developer tools to empower you to build secure, scalable digital services with ease and speed.

The enriched API layer of the Zebra Savanna platform enables you to innovate, design and quickly deploy custom applications that can transform current customer service models, giving you and your customers a competitive edge.

This solution aggregates and analyzes data from multiple edge devices, creating data-powered environments to provide real-time guidance and insights.

Encompassing building blocks such as IoT, artificial intelligence and machine learning, the platform powers new applications and solutions, allowing them to transform various data points into actionable insights.

Easy to use and integrate, these insights are accessible across a host of mobile devices already in the hands of your workers, partners and customers, thereby minimizing costs.



For more information on Zebra Savanna,
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