



Zebra Introduces Mobile Computers to Retail Environment for My Chemist/Chemist Warehouse Group

MEETING THE NEEDS OF A FAST-PACED RETAIL ENVIRONMENT

My Chemist/Chemist Warehouse Group is the largest retail pharmacy in Australia, across its two brands, My Chemist and Chemist Warehouse.

With more than 14,000 employees and 400-plus retail outlets throughout the country, My Chemist/Chemist Warehouse Group focuses on the sale of high quality pharmacy products and on providing the best possible customer service. With this in mind, My Chemist/Chemist Warehouse Group wanted to update its existing stock management systems to improve the overall store operations experience as well as to increase the day-to-day efficiency.

Challenge

The older batch of mobile computers that My Chemist/Chemist Warehouse Group were using for day-to-day operations were nearing

the end of their working life. As the model was no longer in production, they were slowing in efficiency, costly to service and replacements were not easily available for purchase.

The major priorities of this initiative were to ensure that the new solution would be easy to use, improve efficiency and as futureproof as possible. Additionally, the solution needed to be sustainable, in case of future expansion for the business.

But the main challenge was to provide ease of use for staff; with so many employees at different levels of seniority and tech-savviness, it was essential to have a scanner solution which appealed to the broadest possible spectrum.

“There was no doubt it was time for a change,” says Mark Finocchiaro, Managing Partner and IT Director of the My Chemist/Chemist

SUMMARY

Customer

My Chemist/Chemist Warehouse Group
Australia

Industry

Retail

Challenge

Update and replace My Chemist Warehouse's ageing scanner systems, while also upgrading its current operating system to a more futureproof option. Ensuring that new technology used also provided ease-of-use for staff who were not necessarily tech-savvy.

Solution

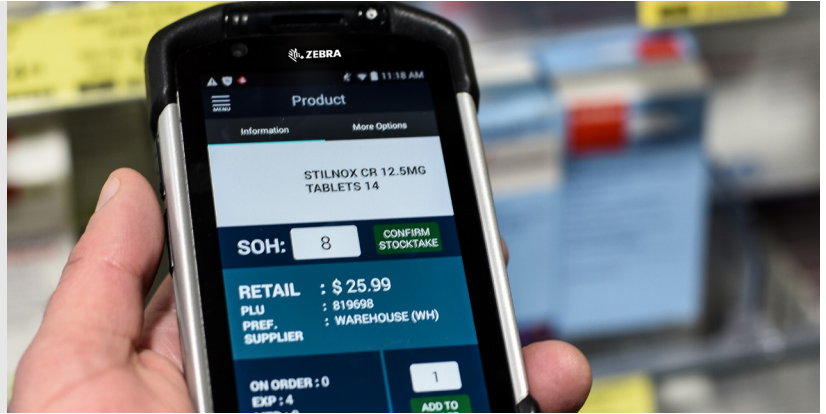
- TC70 Touch Computer
- Customised cradles and accessories
- Customised Android operating system
- Zebra Mobility DNA

Results

- Improved staff feedback on device usage
- Improved in-store efficiency
- High-performance accurate scanning, enhancing staff productivity
- Ability to scale solution to new store locations
- Potential for future incorporation in warehouse procedures

Cutting Edge, Fast Data Access

The TC70 Touch Computer is a professional-grade device built from the ground up for enterprise. It's ideal for use within the fast-paced retail environment of MyChemist/Chemist Warehouse, thanks to its rugged construction, Android OS, online connectivity capabilities, 2D scanner, and date capture capability.



Warehouse Group. “We were receiving complaints from staff about the efficiency of the old devices as they aged – and the simple fact that they weren’t in production any more meant that a new system was more sensible from a cost perspective too.”

Solution

After investigating a number of suppliers, Zebra Technologies quickly came to the forefront as the preferred option. Zebra provided My Chemist/Chemist Warehouse Group with warehousing printing solutions for many years.

“We knew that Zebra produced quite a wide variety of in-store scanners, and we were impressed by the smartphone-style functionality,” says Finocchiaro. “We also liked the idea of using an Android-based program to power them, as we felt that with the ongoing updates available it would provide better futureproofing, and minimise future outlay.”

A SMART TOOL FOR AN EVOLVING BUSINESS

Zebra TC70 Touch Computers utilise a smartphone-style interface, which makes it easily usable by anyone familiar with modern smartphones. However, it's still user-friendly enough that staff, who are not necessarily as tech-savvy, are still able to quickly pick up how to use it effectively. The built-in scanner is capable of handling 1D and 2D barcodes, making it ideal for environments where multiple, different types of barcodes are regularly encountered. It is also designed to be able to capture damaged or faded barcodes, giving it the edge over purely laser-based mobile computers. Rugged construction is also a key feature – retail doesn't tend to expose devices to the harsh conditions that could be seen in a warehouse or fieldwork, but devices still need to be able to endure being used





by multiple different staff and withstand the occasional drop.

Once the decision had been made to go with Zebra's products, the scale of implementation also presented a number of challenges. With thousands of scanners around the country to be replaced, it was necessary to implement the new devices in two stages. The initial batch of 1,000 mobile computers was trialed across both My Chemist and Chemist Warehouse brands in a number of different retail outlets around the country. A further 600 were rolled out several months later.

"When you introduce any new technology into store operations, there are always some issues," added Finocchiaro. "But in spite of any teething issues, it was apparent straight away that we had a better in-store tool on our hands."

Results

The in-store success of the device has led My Chemist/Chemist Warehouse Group to look at other potential applications for the device, where it will be used for cycle counting and inventory checks in the coming months, with other applications potentially to follow.

"With the Zebra TC70, we have an exceptionally powerful and easy-to-use device in the hands of our staff around the country. It has radically improved staff efficiency, allowing our teams to complete tasks on the floor at a much faster rate," says Finocchiaro. "And perhaps most importantly, we've got 14,000 happier staff now, and that speaks volumes to how effective Zebra's solution has been."

For more information, visit www.zebra.com



My Chemist/ Chemist Warehouse Group
44 Raglan Street Preston Melbourne, Victoria, 3072
www.chemistwarehouse.com.au
Phone: 1300 367 283



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

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

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
+1 847 955 2283
la.contactme@zebra.com