Madison Increases Productivity At Its Warehouses With Zebra Technologies Touch Mobile Computers

ABOUT MADISON

Madison is the UK's largest distributor of bicycle parts and accessories, as well as the UK's fastest-growing motocross and freesports equipment supplier. Launched 40 years ago as a small suburban bicycle shop in North West London in 1977, Madison now supplies many of the world's leading brands in cycle, MX and freesports to over 2,500 retail outlets throughout the UK and Ireland and nearly 200 dealers abroad. Madison is known for its innovative approach to product development, retail support initiatives, operations and customer support.

Madison has an award-winning B2B supply chain e-commerce facility, which currently accounts for 70% of its trade business. Madison is continually improving and perfecting its services for its retailers and, as such, has recently been looking at ways to refresh its processes at its two Milton Keynes distribution warehouses.

Challenge

Part of this refresh included renewing its ageing fleet of RF hand scanners, used for managing stock through its two Milton Keynes warehouses. The previous fleet of devices, originally supplied by its trusted, long-term partner Codeway Ltd ten years previously, had reached end of life. Moreover, operatives had to take time to select a certain scanner to perform a certain function or task and there were two different makes of scanner across the two sites, which resulted in inflexibility and lack of consistency. Madison approached Codeway once more to identify a suitable, future-proof replacement mobile computer and scanner with new features and applications.

Codeway specialises in AIDC (Automatic Identification and Data Capture), providing barcode scanning and RFID systems, automated labelling and mobile computing solutions. With over 35 years of experience, Codeway provides complete expertise across technologies, planning, integration, deployment and support to help companies identify,

SUMMARY

Customer
Madison

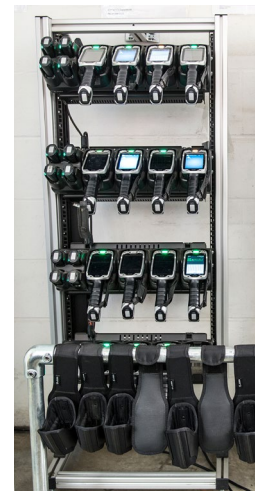**Partner**
Codeway Ltd

Industry
Distribution

Challenge
Madison wanted to refresh its fleet of mobile computers at its two warehouses in Milton Keynes to increase productivity, improve device reliability and ensure a future-proof solution

Solution
- Zebra TC8000 Touch Mobile Computers
- 5-year Zebra OneCare Coverage Plan

Results
- Increase in productivity
- Madison now has one reliable device that can perform all functions
- Madison now has one device that can perform all functions
- Robust, user-friendly computers with excellent scanning and battery life
- Rapid end user acceptance and very positive feedback
- Future-proof solution

track and control things anywhere in manufacturing and supply chains. It prides itself on its excellent after-sales service and has many long-term, loyal customers. Codeway is a Zebra Technologies Platinum Partner and has worked with Zebra for over 20 years.

Working in close collaboration with Codeway, Madison selected and extensively tested a number of potential replacement makes and models. Having always worked with a device with a keypad in its warehouses, Madison was originally uncertain about the idea of an Android touch-screen computer. However, following the vital feedback from warehouse operatives and supervisors during testing, it quickly became evident that Zebra's TC8000 Touch Mobile Computer was the absolute clear favourite and most suitable device for Madison's requirements.

Solution

Madison has deployed Zebra's TC8000s across both sites for accurate goods receiving, picking and auditing functions, including ongoing auditing in some areas of the warehouse. Codeway provided significant support to Madison during set-up. Every operative across the two sites now uses the same scanner for all operations; this increases conformity and flexibility and saves time.

Madison runs a JDA Warehouse Management System and Codeway worked together with Madison to port the former green screen terminal emulation to the TC8000s; users can choose to

switch between the green and touch screen for different warehouse operations and applications. Codeway also provides ongoing system support, usually via phone or email, or on-site if needed, and Madison also has a five-year comprehensive Zebra OneCare plan, in case of any accidental damage or device failure in the future. Finally, Codeway has also supplied four custom-built racks to securely house the TC8000s and charge the batteries.

Results

Adoption of the new solution was exceptionally successful and universal; end users love the TC8000s, with one long-term operative summarising: "The scanner is much easier to use than the previous device. It has great functionality: screen size, volume and graphics can be adjusted to suit and the touch screen allows us to quickly switch between characters and numbers. The handle can be adjusted to suit left- or right-handed users and the holster is a great addition, helping to prevent any accidental damage. Overall, these scanners are quite simply awesome!" When asked, other Madison operatives also cited the highly effective scan beam, excellent battery life and ease of set-up and configuration as benefits.

The TC8000s play an essential and critical role in Madison's successful and highly regarded supply chain. Working with a sole device across the two sites for all operations has significantly increased flexibility, productivity and efficiency. This increase has also been helped by the excellent reliability record, which is testament to the robustness, design and appropriate use of the TC8000s (easy to handle and with the screen facing the user when scanning) specifically for warehouse operations. Moreover, with the TC8000s being relatively new to market, Madison has actively chosen to adopt a future-proof Android solution.

Madison has been so pleased with the results that it is looking to automate processes in other parts of its business, using different solutions from Zebra to further increase productivity and efficiency.

"The Zebra TC8000s have fully met our expectations and will be a vital tool in our warehouse operations for many years to come; the scanners are new to market and ensure we are investing in a long-term, future-proof solution. Moreover, the reliability of the TC8000s is exceptional. End users have immediately adopted the devices and love the touch screens. Codeway is a responsive, proactive and trustworthy partner and has provided excellent after-sales support; we are also delighted with the secure, custom-built racks it has designed for us to house our scanners. The project has been a great success."

Mike Mallett, IT Support Manager, Madison

FOR MORE INFORMATION, PLEASE VISIT: WWW.ZEBRA.COM

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