


# Laurus optimizes stock management with Symbol mobility solution

## CASE STUDY

CUSTOMER PROFILE	
<b>Company</b>	Laurus N.V., 's-Hertogenbosch, Netherlands 
<b>Industry</b>	Retail/Grocery Chain
<b>Symbol Solution</b>	Symbol PPT8846 Mobile Computer Symbol WS2000 WLAN Switch Symbol AirBEAM Mobility Software
<b>Solution Features</b>	Wireless networking Connection to SAP Store Laser scanning
<b>Benefits</b>	<ul style="list-style-type: none"><li>• Improved visibility into shelf inventory</li><li>• Increased customer satisfaction</li><li>• More efficient inventory management and ordering process</li><li>• Reduced stocking requirements</li><li>• Reduced out-of-stocks</li></ul>

## Company overview: Laurus N.V.

With approximately 25,000 employees working in over 700 supermarkets branded as Edah, Konmar and Super de Boer, Laurus represents one of the largest food retail organizations in the Netherlands. Created in late 1998 from the merger between De Boer Unigro N.V. and Vendex Food Group B.V., today Laurus consists of its own network branches, as well as a chain of franchise-based shops.

## The challenge: Improving visibility into inventory and store shelves

Under constant pressure to keep their shelves stocked, grocery giant Laurus set out to enhance and streamline its ordering process and inventory management to improve stock availability for its customers. "In late 2003, we were still relying on in-store technology based on manual inspections and physical comparisons of shelf inventory with warehouse stock," explained Gerard Zegers, Technology Project Manager at Laurus. Each individual shop generated order recommendations in SAP. However, these computer-generated recommendations were not directly linked to the shelves. Checking the accuracy of these orders to eliminate under-stocking or over-stocking required employees to make many trips to the shelves.

The need to manually check each order was time-consuming and inefficient. Furthermore, the lack of inventory visibility led to additional issues that affected customer satisfaction, including empty shelves and out-of-stock items. The company often resorted to ordering surplus stock in order to prevent shortages.

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—Gerard Zegers  
Technology Project Manager, Laurus

To achieve improved inventory accuracy and efficiency, Laurus sought to link their SAP Store order recommendations to their shelves by implementing a mobile computing system and wireless network.

## The solution: Diverse technologies unify for seamless interoperability

Already profiting from the use of Symbol solutions in their distribution centers, Laurus turned to Symbol again to address the challenges with inventory management in the stores. Other factors in vendor selection included Symbol's proven extensive project support and ability to provide a complete solution — from the mobile computers to the WLAN infrastructure.

Laurus implemented 1,400 Symbol's PPT8846 mobile computers throughout its stores with Symbol's WS2000 wireless switches for real-time communications right from the retail floor. The PPT8846 mobile devices combine superior data capture capability, durable design, and wireless networking in a single device that's small and light enough to be carried in a pocket or on a hip. Designed to endure extreme temperatures and withstand multiple drops to concrete, the PPT8846 is far more durable and reliable than typical consumer devices. Together with ERP-provider SAP, Laurus ported all necessary applications to the appropriate format.

Laurus initially launched the Symbol mobility solution in four Edah shops during Fall 2005. By the end of 2005, the system was up and running in over 100 shops throughout the Netherlands.

## The benefits: Increased customer satisfaction and a more efficient ordering process

Symbol's mobility solution has given Laurus better visibility into what its shops are selling and receiving, enabling real-time monitoring of stock on a day-to-day basis. The improvement in the quality of stock figures has enabled the SAP Store application to generate more accurate order recommendations. After a few months of implementation, Laurus now places 80 to 90 percent of its orders automatically from SAP Store without manually checking shelves — only 10 to 20 percent of the shelves require a physical check.

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—Gerard Zegers  
Technology Project Manager, Laurus

By automating the ordering process, staff spends less time checking shelf inventory and more time helping customers and performing other essential tasks. On those rare occasions when a physical inspection is needed, the PPT8846 streamlines the process by communicating directly with the central SAP Store order system via a wireless network.

The enhanced ordering system has also reduced stocking requirements, as well as incidents of out-of-stock items and empty shelves. The need to order surplus stock as a precautionary measure was eliminated. The result? Happier customers and increased sales.

## Complete end-to-end solution from Symbol

At all of the shops, Laurus implemented Symbol's WS2000 wireless switch. This powerful all-in-one solution simplifies and reduces the costs of managing wired and wireless (802.11a/b/g) networks in enterprise branch offices, while providing end-to-end enterprise-class security to protect company network and data.

Laurus also selected Symbol's AirBEAM mobility software solutions to simplify device management and enhance the security of wireless communications. AirBEAM Safe's wireless VPN provides true end-to-end encryption with the strongest security standards available, delivering the highest level of protection possible for data transmitted over the wireless network. With AirBEAM Smart, Laurus can remotely manage all Symbol mobile devices from a central location — automating software upgrades, version control, and unit configuration. The time and costs typically associated with management of mobile software applications and devices are significantly reduced, freeing IT staff to focus on more critical items.

Is the solution a success for Laurus? "During and after implementation, we measured a number of key performance indicators on a weekly basis," said Zegers. "These measurements have revealed that our Symbol handheld computers have made a significant contribution by reducing the number of sold out items and disappointed customers, as well as saving us time — time which we can invest in our customers."

## About Symbol Technologies

Symbol Technologies, Inc., The Enterprise Mobility Company™, is a recognized worldwide leader in enterprise mobility, delivering products and solutions that capture, move and manage information in real time to and from the point of business activity. Symbol mobility solutions integrate advanced data capture products, radio frequency identification technology, mobile computing platforms, wireless infrastructure, mobility software and world-class services programs. Symbol enterprise mobility products and solutions are proven to increase workforce productivity, reduce operating costs, drive operational efficiencies and realize competitive advantages for the world's leading companies. More information is available at [www.symbol.com](http://www.symbol.com)



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