

## CASE STUDY

AMA CRAI EST ACHIEVES GREATER EFFICIENCY IN ITS PICKING OPERATIONS AND AN INCREASE OF 12% IN THROUGHPUT



# AMA CRAI EST ACHIEVES GREATER EFFICIENCY IN ITS PICKING OPERATIONS AND AN INCREASE OF 12% IN THROUGHPUT WITH ATON S.P.A.'S VOICE PICKING SOLUTION



## AMA CRAI EST

In 1968 a group of tradesmen from Montebelluna set up A.M.A – the “alimentaristi montebellunesi associati” (associated grocers of Montebelluna) – to provide competitively priced goods in the region. In 1973 the company was among the founding members of the CRAI group – the “Commissionarie Riunite Alta Italia” (Assembly of Northern Italian Agents) – and within a few years A.M.A Crai Est saw an increase in turnover and members.

The head office is located in the industrial area of Montebelluna and is home to the commercial and administrative offices and the warehouses for dry and fresh products and fruit and vegetables, with a total surface area of 22,500 m<sup>2</sup>.

The business currently has 182 members with 240 points of sale in a region covering the provinces of Treviso, Belluno, Vicenza, Venezia, Padova, Pordenone and Udine.

### CUSTOMER PROFILE

#### Company

- Ama Crai Est
- Montebelluna, Treviso, Italy

#### Industry

- Retail

#### Partner

- Aton S.p.A, Head Office at Treviso, Italy

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**“The business goal of Ama Crai Est is to give the best service possible to our members, offering them a constantly growing range of quality products as well as increased marginality. This aim can only be achieved by improving the processes along the whole supply chain: supplier, distribution centre, point of sale.**

**In 2009, after 5 years of data collection using the MC9060-G handheld scanners from Motorola, we realised we could only further improve our service by introducing a bespoke voice picking system, which could meet all of our requirements, for example the display of additional information on the screen.**

**Thanks to Aton, ITWorks and Motorola, we have now created just the synergy needed to fully satisfy our business needs. Productivity has increased in the picking operations, the error rate has reduced and moreover we have the feeling that our operators could no longer do without the support of this technology. Operating hands free not only represents a clear operational advantage, but lets our warehouse staff work freely, serenely and quickly. A trial carried out on new employees also showed that working with voice picking has greatly reduced logistics operations training times.**

**Throughout the project Aton has once again proved to be a trusted partner. We are delighted with the results which have been achieved.”**

Luca Daniel  
IT Manager Ama Crai Est

### Motorola Products

- 44 WT4090 terminals, worn on the wrist, with accessories including voice application rugged cabled headsets
- 30 MC9090 and MC9060 handheld mobile computers
- 10 MC70 rugged digital assistants
- 2 RFS6000 wireless switches
- 20 AP5131 access points
- 3 AP7131 access points
- 1 RFMS RF management

### Other Products

- AS400 – Emulator for AS400 Wave-Link
- Vo-Ce Software from ITworks with Nuance voice control

### Application(s)

- **Intensive voice picking:** the operators work hands free
- **Inventory management:** possibility to run quick checks in real time
- **Controlling vehicle loading:** to ensure correct deliveries

### Benefits

- **Improved productivity:** of the mobile operators and the whole logistics operation
- **Significant time savings:** in picking thanks to hands free working and in operator training
- **Reduction of picking and dispatch errors:** since the introduction of the voice picking solution together with the on screen display of additional information
- **Increased throughput capacity of approximately 12%:** a result of the increased efficiency and the possibility to do a quick check of availability of items in real time
- **Faster order handling:** due to the computerisation of warehouse processes
- **Overall reduction of operational costs:** the reliable, modern, cost efficient system guarantees a tangible return on investment  
Improved customer satisfaction for members: an increase in service levels to shops; client queries are answered quickly because of the further computerisation of processes
- **Immediate user take up:** the staff appreciate the ergonomic and robust design of the terminals. Multilingual voice recognition even in the noisiest of logistics environments, supported by the display which is easy to read, whatever the lighting conditions

## THE CHALLENGE

### To maximise service to its members

In 2004 Ama Crai Est made the first improvement in its logistics side of its business, choosing to move from a paper based operation to a solution managed by the MC9060-G mobile terminals from Motorola. This improvement was taken in order to reduce errors and increase internal productivity.

Luca Daniel explains: “The logistics solution we had, managed by the MC9060 terminals was actually working very well, but in a competitive market you always need to think about the future and consider new ways in which you can further increase productivity.” Therefore, in 2010, after various presentations and a successful pilot project, Ama Crai Est decided to introduce a voice picking solution to further improve warehouse operations.



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## THE SELECTION PROCESS

### The benefit of working together with a long term partner

Ama Crai Est carried out an internal study to create a bespoke voice picking software and, at the same time, together with Motorola and its trusted partner Aton, it carried out a project to strengthen, optimise and secure the Wi-Fi infrastructure in order to guarantee total continuation of the service for the new system.

Moreover Ama Crai Est had to choose the most suitable terminals. Having tested terminals from other suppliers, it was decided to run a pilot project with Motorola terminals in September 2009. Operators of varying nationalities and with unusual vocal characteristics were selected. The pilot project was a complete success. Luca Daniel comments: "We tested terminals from other suppliers, but in the end we trusted Aton's experience and wanted to continue to use the Motorola devices, because of the reliability solidity and efficiency we had already enjoyed using the MC9060-G."

## THE SOLUTION

### Integrate the various technologies to provide a tool perfectly suited to the demands of the warehouse staff

The system, with the Vo-Ce software from ITworks and Nuance voice control on the Motorola terminals was fully operational in the central warehouse at Montebelluna in October 2010. From the very start the operators found the solution easy to use and flexible. The staff of varying nationalities can work completely hands free without any barriers arising from language using voice technology 95% of the time and the keyboard for the remainder of the time.

Luca Daniel makes the following observation: "Aton managed to integrate all the various technologies to provide us with a solution which fulfils all our needs. We have also organised service packages for all of our products through Aton."

## THE RESULT

### A leader in its sector, a front runner in technology

The solution is currently the only voice picking installation using the WT4090 mobile terminals in the whole of Italy. As such, it ensures that Ama Crai Est continues to be a leader in its sector, offering an exceptional quality of service to its members.

### Aton Group

Founded in 1988, with its head office in Treviso and another seven offices throughout Italy, Spain and Portugal, Aton Group is a leader in the Enterprise Mobility and RFID technology sectors. Benefiting from twenty years of research, technological innovation and specific experience in mobility management, the company offers strategic consultancy, value added services and project management to support business decisions in terms of mobile intelligence. The proposed solutions ensure that clients can control and increase the efficiency of their mobile work force through performance monitoring, managed outsourcing services and technical assistance, supplied through a help desk in 9 languages in over 30 countries worldwide.



For more information on how Motorola Solutions can help you enhance the productivity, efficiency and performance of your logistics operations and reduce costs, please visit us on the web at [www.motorolasolutions.com](http://www.motorolasolutions.com) or access our global contact directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus)

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