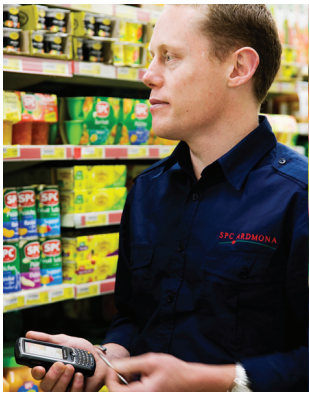




Greater mobility gives SPC Ardmona more fruits for its labour



"We knew that a large scale project would be required but saw this as an opportunity to implement a cutting-edge system that would really add value through employee productivity, improved customer service, and increased inventory velocity while providing real-time connectivity to information across all of the warehouses," said David Frizzell, IT Manager at SPC Ardmona

Company Overview: SPC Ardmona

SPC Ardmona is Australia's largest producer of packaged fruit and vegetables. It has several manufacturing plants and a distribution centre covering the Victorian regions of Shepparton and the Goulburn Valley.

The Challenge: Becoming truly mobile

When SPC Ardmona moved to a new distribution centre it decided to completely overhaul its warehouse management. This enormous project included building warehouses from scratch and re-architecting its main dispatch warehouses to run on a centralised wireless network.

Previously, the tracking and packing of stock was done manually. Order pickers would use paper records to cross check packed orders. This made it very difficult to keep track of stock in terms of availability and location, as much information would go unrecorded.

David Frizzell, IT Manager at SPC Ardmona recalls, "If inventory for an order was not where the computer said it was, considerable time would be lost searching for it, causing unacceptable delivery delays."

As part of the new distribution centre, SPC Ardmona decided to implement an entire enterprise mobility solution that would cover the distribution centre and five existing warehouses.

"We saw the new distribution centre as an opportunity to really improve the way our processes worked. We needed a solution to capture and process information as workers moved around the various warehouses," said Mr Frizzell.

SPC Ardmona was also keen to improve the efficiency of its sales team, as David Burton, National Market Operations Manager, explains. "We have a national sales team that visits customers on a daily basis to check stock



Customer Profile

SPC ARDMONA

Company

SPC Ardmona

Location

Australia

Industry

Food processing

Products

- MC9090 Mobile Computers
- VC5090 Vehicle/Fixed-Mount Mobile Computers with Symbol LS3408ER Bar Code Scanners
- WS5100 Wireless Switches and Infrastructure
- MSP Wireless Management Console
- MC35 Enterprise Digital Assistants

Partners

Datanet & ComOps

Application(s)

Establish a robust mobile warehouse management solution on a wireless network from scratch for five large warehouses with centralised management. Mobilise a national team of sales staff via rugged, pocket-size handheld computers.

Benefits

- Complete wireless and mobility solution has increased efficiency and accuracy
- Improved customer service



displays and maintain customer relationships. It's important that every customer receives the same level of service. In the past we relied on staff to follow a paper-based calendar and six-step checklist to guarantee customer contact was driven by a consistent process."

According to Mr Burton this paper-based process was an unreliable means of monitoring that sales teams adhered to structured processes, which affected overall customer service.

"We began to realise that mobile computing could make the sales process more transparent and provide sales managers with more ability to ensure their teams were following correct procedures.

"We also wanted to give sales teams instant access to whatever information they needed to provide customers with the highest quality of service," said Mr Burton.

The Warehouse Solution: Equipping Forklifts With Wireless Access

On the warehousing front, SPC Ardmona realised that it not only required a solution to manage back-end systems, but staff would need access to this system on the warehouse floor where they do most of the work.

"Every forklift needed the ability to scan products in any location, which called for a wireless system big enough to manage this," said Mr Frizzell.

SPC Ardmona's parent company, Coca-Cola, had a preference for a Motorola enterprise mobility solution due to global experience. This includes mobile applications supported by indoor Wi-Fi and outdoor wide-area wireless networks.

"We liked the Motorola wireless set up because access is centralised at one point. This meant we could have complete control over five sites from

one place," said Mr Frizzell.

SPC Ardmona purchased Motorola's VC5090s, MC9090s and Symbol LS3408ERs. These rugged and dust proof mobile computers and bar code scanners are designed to run on forklifts, and can withstand strong vibrations and rugged handling.

The VC5090 Vehicle/Fixed-Mount rugged computer is designed to run on forklifts. It combines military grade construction and high performance networking to enable real-time data access and collection in the harshest environments — from the loading dock and freezer to the warehouse floor.

The MC9090 mobile computer offers the choice of laser bar code scanning or imaging for 2D bar code data capture. It has the flexibility to provide real-time access to information so that employees can pinpoint the exact location of an item at any time.

The Symbol LS3408ER rugged bar code scanners offer a wide scanning range, from as close as four inches, up to a distance of as far away as 45 feet.

"The applications had scanning capabilities and the devices had the ability to withstand harsh environments, but most importantly, the device was powerful enough to let staff scan pallet bar codes without leaving their forklifts," explained Mr Frizzell.

To bring the wireless solutions together, SPC Ardmona required wireless switches as part of the overall solution. Motorola's family of next-generation wireless switches centralises intelligence that was previously distributed and duplicated in first-generation wireless LANs. Motorola's MSP management tool was deployed to remotely manage the mobile devices across the wireless infrastructure from the central site.

After collaborating with Motorola to choose the right solution, SPC Ardmona leveraged Motorola's comprehensive business partner ecosystem to find

an organisation to specify, design and implement the entire solution. Motorola introduced SPC Ardmona to Datanet.

“We chose Datanet as it is a Premier Business Partner of Motorola’s and it has a local team with a lot of experience in Motorola’s solutions.

“Some of the logistics were a bit daunting at first, Mr Frizzell continued. “We had to install nearly 100 access points in every warehouse roof and create virtual LANs. We were realistic, and knew that a lot of change and time would be necessary for a project of this scale. Datanet knew the products well and completed the project on time. Its initial scope of the warehouse was excellent, which means that we now have very good coverage from all our wireless gear.”

David Taaffe, Systems Manager from Datanet said, “SPC Ardmona has made some key architectural decisions in implementing a wireless network and we have worked with them to apply our technology and streamline processes to build a foundation that enables true connectivity throughout its warehouses.”

The Sales Force Solution: Mobilised Sales Processes

SPC Ardmona realised that a mobile sales solution would create a more thorough and effective sales process. Understanding that consumer based devices would not withstand life on the road, the company originally set about investigating ruggedised laptops.

“We quickly realised the laptops weren’t suitable because staff required a more practical, pocket size device that they could easily carry around customer sites. After looking at the mobile solutions deployed by our peers at Coca-Cola, it was clear that Motorola devices were the way to go,” said Mr Burton.

SPC Ardmona has mobilised its sales team by deploying 54 MC35 enterprise digital assistants across Australia through Datanet. The MC35 combines mobile phone, notebook, camera and bar code scanner into a single pocketable device. The convergence of voice and data translates into one device for employees to carry and one device for IT to manage.

“The MC35’s rugged design was a deciding factor because it means the devices will last longer than traditional PDAs or smartphones. This is important given our sales team use them everyday out on the road.

“We also liked the fact that the MC35 is a 3G enabled device, allowing staff to access email, internet and even our backend systems without relying on a wireless infrastructure,” said Mr Burton.

SPC Ardmona selected to work with the Motorola ISV Partner ComOps, running their sales force automation solution on the Motorola MC35s–ComOps SAM.

“ComOps has been in this space since inception and has worked with Coca-Cola for many years. Their experience and depth of knowledge in this industry is extensive and their solution encompasses both sales force automation and business intelligence capabilities giving our Sales Management team the tools they need to align and manage their field teams efficiently and effectively,” said Mr Burton

The Benefits: Mobility, Operational Efficiency and Improved Delivery Times

SPC Ardmona now has a complete wireless mobile solution across its distribution centre, warehouses and sales team.

“We are extremely pleased with our new mobile computers. They have exceeded our expectations and deliver a range of functionality that has streamlined our supply chain processes and improved operational efficiencies,” said Mr Frizzell.

In the warehouse, order pickers scan products to confirm they match the order being packed, and once the order is completed a driver is automatically notified to pick it up. Likewise, when a truck comes in to the depot it is scanned and then automatically told where to put its load.

“This is all possible because the devices are linked to the ERP system and all of the information is automatically updated in our central repository. One of the biggest benefits is the centralised software and hardware. The new Motorola handheld computers have made data transfer both to and from our central systems a completely transparent process, and thanks to the Bluetooth capabilities, it is faster than ever.

“At first it was a challenge to get some staff to use the technology as they were not used to working with computers. However, once the systems were explained, they could see the benefits in terms of time saved and they quickly took the new system on board,” explained Mr Frizzell.

According to warehouse manager, David Basset, now that staff are accustomed to the technology, productivity has dramatically increased.

“Introducing mobility to the warehouse floor has increased efficiency such that our deliveries are on time in more than 97 per cent of cases, which is an outstanding achievement.

“This means we have very reliable inventory levels, and can better manage an increasing range of products. In turn, this leads to better customer service in terms of product shelf life and recording movement more accurately.” Mr Basset elaborated.

Outside of the enterprise, SPC Ardmona's sales team is now able to better manage its customer service at the storefront. Sales managers compile monthly customer call sheets that are distributed to their teams via the MC35s, which collect information for daily reports.

Operations Manager, Mr Burton, elaborated, "During each customer visit, our sales staff have to work through a checklist on the MC35, and sales managers can confirm via daily reports whether staff have conducted all their visits and completed the checklist. This structured process has greatly improved our overall ability to fulfil customer needs.

"The usability of the MC35 is fantastic. If a customer needs to reschedule a meeting, sales staff can make this change using a calendar on the device, which is automatically updated in their manager's calendars.

"The camera function is a very handy way to document any issues with store displays, and then send that image to our head office for follow up. A simple feature like that has allowed our sales staff to assist customers with issues much more quickly.

"The biggest benefit of the MC35s is the level of transparency and accuracy we've achieved with our sales team. We're completely confident that we're fulfilling our strategic goal to provide a high level of service to customers," concluded Mr Burton.

The Future

SPC Ardmona plan to further leverage the benefits of wireless mobility by installing additional applications into the forklift computers, adding unique value to SPC Ardmona and giving even more functionality to the drivers.

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$30.1 billion in 2008. For more information, please visit www.motorola.com.



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