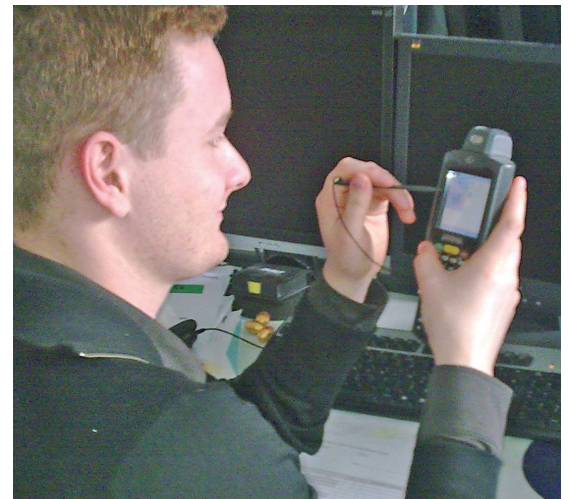


CASE STUDY

JULES, HAPPYCHIC GROUP, ACHIEVES A TIME SAVING OF 30% IN THEIR STORES, THANKS TO THE MOTOROLA MC3090 SCANNERS AND THE RFS7000



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JULES

Established in 2000, Jules is an international retail brand name in male fashion, known for its fantastic range of products and exceptional customer service. With 2000 employees, more than 350 shops in 8 countries, an on-line shop, 9 million clients and a turnover of 428 million euros in 2007, Jules became part of the Happychic group, which also includes the Bizzbee stores, in 2006, and Brice brands, at the end of 2009.

THE CHALLENGE

Faced with an ageing fleet of devices and a time consuming process in its shops, for example a 40 page product list when opening a store, or a 20 page list for sales, the Happychic group defined the need to update its inventory management systems. Moreover needing a rapid deployment to 350 stores in four countries – France, Spain, Belgium and Italy – the group required an infrastructure which would be one of the largest of its kind in France, devices which could be configured before dispatch to the stores and a partner with deep experience in the retail market.

CUSTOMER PROFILE

Company

- Jules (Happychic Group)
- Roubaix, North

Industry

- Prêt à porter and e-commerce

Motorola Products

In store:

- 580 MC3090 scanners
- 3 RFS7000 (wifi infrastructure)
- 80 AP5131 (access points)
- 200 AP5131 D (access points with intelligent software installed)
- 40 LS9208 in the Bizzbee stores

In the warehouse:

- 100 MC3090 scanners
- 60 WT4090

Partner

Infos France



Jules Brice Bizzbee

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“We really appreciate the Motorola products for their robustness and reliability, but, above and beyond this, we value our relationship with our partner, Infos France.”

Mme Sandrine Jakubowski
Head of Support, Happychic

THE SOLUTION

Infos France was selected by the warehouse contract at tender; Infos had worked with Jules’s logistics centre for 10 years, and so had an excellent knowledge of the group, its requirements and the sector as well as an excellent track record in customer services and in an advisory capacity.

Moreover the Motorola scanners were most suited to the end-users, who already knew and loved the Motorola products. According to feedback from warehouse staff, the units deliver a range of advantages. They are easy to operate and hold, especially with their rotating heads, are robust, easy to programme and have clear screens.

After an unsuitable preliminary phase with another supplier for the deployment of scanners in the retail stores, Happychic asked Infos France to manage this part of the deployment too as they were very pleased with the warehouse system. Happychic was particularly

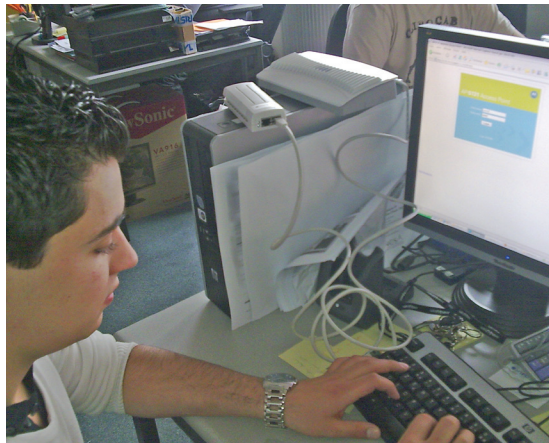
impressed with Infos Frances’s understanding of the challenge and its competency to deliver the complex wifi infrastructure. Infos Frances’s applications for real-time data collection and transmission, for example of sales prices, were also performing well and it had developed a centralised system to cost-efficiently manage the infrastructure including store antennas. Happychic is working with Infos France at other ways of using the PDAs in store, for example the management of in house alterations and parcels, as well as installing MSP to manage the devices in the second quarter of 2010.

BUSINESS BENEFIT

This innovative solution affords a significant advantage to the Happychic group in a competitive market, delivering a 30% time saving to the employees which in turn allows them to increase their productivity and efficiency.

Infos France

Specialist in identification technologies (bar codes, RFID, voice recognition) Infos France offers a complete range of turnkey solutions, comprising all the hardware and software required to the full deployment of your solution.



Application(s)

In store:

- Sales
- Inter shop transfers
- Shop openings – product placement
- Bar code scanning of Bizzbee loyalty cards

In the warehouse:

- Throughout the supply chain to collate and make available real-time data from the arrival of new stock, to storage, inventories, picking and re-dispatching of stock

Benefits

- A simplified process: with the deployment of the technology by Infos France, any changes only have to be inputted once at head office on the RFS7000 and all information is automatically transferred to all the stores
- A significant reduction in paperwork
- Improved productivity – time saving of 30% in-store
- An adaptable and flexible solution that has taken away the need to have numerous devices and offers the option of introducing other functionalities in the future
- The scanners were selected by the end users (in independent trials in the warehouse and the stores) specifically for its ergonomic characteristics and its reliability, ensuring immediate adoption of the devices

For more information on how Motorola Solutions can improve your inventory management and boost productivity and efficiency of your retail operations, please visit us on the web at www.motorolasolutions.com or access our global contact directory at www.motorola.com/enterprisemobility/contactus

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