



Yodobashi Camera deploys Motorola RFID warehouse management solution to improve overall efficiency and enable faster growth into new markets



Motorola and Mighty Card provided Yodobashi with the critical foundation for its fast paced growth into new markets, making them the first company in Japan to deploy UHF-RFID technologies in a real-time and large-scale business operation.

Company Overview

Yodobashi Camera is one of the largest Japanese retailers of electronic goods including PCs, office equipment, camera equipment, audio visual devices, consumer electronics, watches and entertainment content. The company was established in 1960, has 2600 employees, 19 stores and offers more than 850,000 items.

The Challenge: Managing An Inventory Of More Than 850,000 Different Items

Yodobashi Camera launches a new product every day. In an extremely competitive environment, the company requires a system that responds to customer demands promptly and efficiently. Yodobashi carries a diverse range of products supplied by hundreds of manufacturers and distributors, and the complexity is compounded by a huge inventory that needs to be regularly tracked. The company required a solution that would make their warehouse management process seamless and more efficient.

Inventory control is a critical component in Yodobashi Camera's drive toward enhanced process efficiency. A better managed inventory process would have a huge impact on their profitability. In addition, the system needed to be flexible and dynamic in order to support their diverse and evolving needs.

The Solution: RFID Warehouse Management Solution From Motorola And Mighty Card

After assessing Yodobashi Camera's warehouse management needs, Motorola and its Japanese authorized reseller, Mighty Card, deployed an RFID-based warehouse management solution that uses Motorola XR480 fixed RFID readers implemented with the expertise of Mighty Card's professional services team.

Customer Profile

ヨドバシカメラ
www.yodobashi.com

Company

Yodobashi Camera

Location

Tokyo, Japan

Industry

Retail

Products

Motorola XR480-JP RFID reader

Partner

Mighty Card

Solution

Suppliers' product boxes are automatically detected by Motorola RFID readers at Yodobashi warehouse upon arrival. Information from the RFID tags is transmitted to the warehouse management system, updating the information instantly.

Benefits

Minimized inventory to reduce warehouse costs. Increased productivity in collecting data on stocked items. Real-time warehouse management ensures faster response. Infrastructure is in place for future growth opportunities.

RFID tags are pasted on the product boxes by Yodobashi suppliers. Upon arrival at Yodobashi's warehouse, the RFID tags are detected automatically by Motorola XR480 fixed RFID readers which are installed at the entrance. Information from the RFID tags are then transmitted to the warehouse management system. This eliminates the need for labor-intensive stock counts and inspections when goods are received, thus saving time and increasing the productivity of the warehouse staff. Customer satisfaction is enhanced as the warehouse staff can now focus on managing the inventory and delivering goods on time.

By implementing the RFID-based system built around its warehouse management system, Yodobashi Camera aims to improve the overall efficiency of its business processes. The solution focuses on:

- Automating and increasing the autonomy of business processes
- Reducing manpower requirements
- Improving the accuracy of shipment information and inspection
- Establishing new shipment processes with its suppliers

The Benefits: Real-Time Inventory Management And Increased Productivity

Motorola's inventory management solution improved Yodobashi Camera's efficiency and real-time stock visibility. In addition, Yodobashi Camera has dramatically reduced workloads in the warehouse by automating the stock-taking process which, in turn, has enabled better decision making.

This has reduced operational costs and helped the company to move towards its 'zero-inventory' goal. Each day, the company is able to predict demand and automatically place orders with its manufacturers and distributors and ultimately get the products into the hands of consumers faster, rather than have them remain in warehouses or on expensive retail shelves.

Since the initial implementation, Yodobashi Camera has opened its largest store in Tokyo's Akihabara district. Motorola and Mighty Card have provided Yodobashi with the critical foundation for its fast paced growth into new markets with this state of the art process and information management system.



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