



# HAMÉ uses Motorola mobile computers and wireless LAN solution to improve inventory processes in new distribution centre and improves efficiency by 30%



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– Martin Štrupl, director of logistics and distribution at Hamé

## The company: HAMÉ, Ltd.

HAMÉ, Ltd. is a Czech company that manufactures long-life and convenience food, including meat, tomato purée, fruit and vegetables. Today it manufactures more than 100,000 tonnes of food products, making it one of the Czech Republic’s biggest food producers. The company also exports to more than 35 countries.

## The challenge: Fragmented dispatch locations with high operational costs and poor traceability

Hamé was facing many challenges in its logistics processes. Firstly, the nature of its distribution business meant that it had many different pick-up and dispatch locations, including several external warehouses, which frequently had limited space. A lot of the information about dispatch and delivery was also recorded manually on paper, which meant that data had to be re-entered into the logistics system from this paperwork and mistakes could occur.

Both of these factors resulted in Hamé often paying excessive costs in order to transport goods from its manufacturing plants to different dispatch departments and warehouses.

Consequently, Hamé decided to open a new central distribution centre in Staré Mesto, near Uherské Hradiště. The new warehouse consolidated the large number of pick-up and dispatch positions into one main centre, so

## Customer profile



**Company**  
HAMÉ, Ltd.

**Location**  
Staré mesto, Czech Republic

**Industry**  
Manufacturing

**Motorola products**

- MC9000 mobile computers
- WS5100 wireless switches
- VC5090 vehicle/fixed-mount mobile computers

**Applications**

- Osiris by ICZ (WMS)

**Partner**

- ICZ

**Benefits**

- Fast and reliable access to stock data
- Increased productivity in warehouse and dispatch
- Better customer service
- Decreased number of errors
- Reduced time of loading and unloading trucks and pallets by 30%



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director of logistics and  
distribution at Hamé

that all deliveries and pickups would come to and from one location, rather than many disparate warehouses around the Czech Republic. The warehouse also represented a significant expansion in capacity for Hamé, allowing it to store up to 35,000 pallets and move up to 3,000 pallets onto trucks or vans.

However, in order for Hamé to track all the orders and pallets effectively, and have an understanding of exactly where stock is at any point in time, the IT team wanted to implement the best possible warehouse management solution. In order to accomplish this, they approached ICZ and Motorola.

#### **The solution: A new Warehouse Management Solution (WMS)**

Hamé chose a new warehouse management solution (WMS) called Osiris ICZ, which was linked to the central ERP system. It was chosen because it would enable Hamé to automate its goods identification process by using barcode scanners and provide real time visibility into warehouse management.

The WMS is supported by Motorola VC5090 vehicle-mounted mobile computers which have a laser reader, enabling them to capture barcode data quickly. The devices were chosen for their extremely rugged and robust design, and because

they can withstand multiple falls to concrete from up to 1.8 metres. Hamé also needed a device which could scan a barcode from long distances, because the storage racks in the warehouse can be up to ten meters high. As a result, Motorola MC9000 mobile computers were selected for rapid data capture, to be carried around by warehouse staff.

The barcodes contain additional data such as the exact description and location of goods, forklifts and trolleys and storage areas within each warehouse, and this information is fed directly into the back-end system in real time via the wireless network. The mobile devices are ideal for use in Hamé’s warehouses where conditions can be extremely dusty and humid.

The Osiris WMS system was implemented by Hamé’s long-term technology integration partner ICS.

“We needed a device which would allow us to instantly transmit information from the warehouse floor to our central ERP system,” said Ing. Martin Štrupl, director of logistics and distribution at Hamé. “It was also important that the device could survive the rough conditions in the warehouse, and the devices from Motorola fitted that description perfectly.”

### **The results: Better customer service, higher productivity and cost savings**

Hamé has now replaced its old-fashioned model of manual data entry with automatic data capture via barcode scanning. This has helped it to improve the movement and co-ordination of goods within the warehouse, as well as the shipping and exporting processes. Using the Motorola devices, precise and reliable records are kept on warehouse stock, allowing products to be tracked down to the level of individual batches and expiry dates. This information allows Hamé to prioritise which goods need to be moved when, and with what urgency. Because the process uses automatic data capture, it also removes the chance of manual mistakes and faults occurring. Moreover, the new distribution logistics process means that the organisation is more flexible and can deliver customer orders faster, because the company knows exactly where any pallet is at any time.

“The new mobile computers have meant that we now have a fast and reliable way of transmitting crucial stock data, as well as complete visibility of where all of our stock is at any time. This means we can provide a higher level of customer service and faster delivery to our customers, increasing productivity,” added Martin Štrupl.

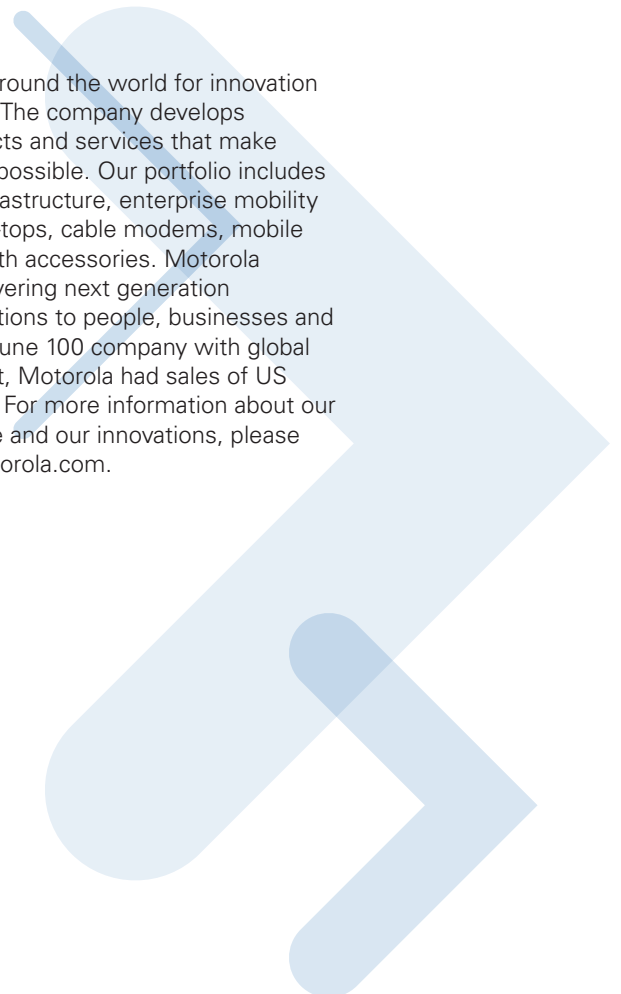
“Since the new distribution centre was built, our concerns are no longer a problem, the logistics costs have fallen and the number and flexibility of pick up and delivery posts has improved. Because goods can be identified faster, they can be unloaded and moved to the correct location in the warehouse faster, a process which used to take 30 minutes and

now takes around 20. In addition, the time taken to pick up each pallet has been significantly reduced from four minutes per pallet to only one and a half minutes per pallet, whilst the time taken to deliver each pallet to its correct location has been reduced from two and a half minutes down to one and a half,” continued Štrupl.

“Our productivity and overall warehouse management has really been improved by implementing the mobile computers and wireless infrastructure. In some cases, we’ve improved efficiency by 30%, which is a significant increase when the company is moving thousands of pallets every day. In fact, the scheme has been so successful that it earned Hamé a listing in the international best practice logistical journal BestLog,” concluded Štrupl.

### **About Motorola**

Motorola is known around the world for innovation in communications. The company develops technologies, products and services that make mobile experiences possible. Our portfolio includes communications infrastructure, enterprise mobility solutions, digital set-tops, cable modems, mobile devices and Bluetooth accessories. Motorola is committed to delivering next generation communication solutions to people, businesses and governments. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.6 billion in 2007. For more information about our company, our people and our innovations, please visit <http://www.motorola.com>.





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