



Praxis improves product availability with Motorola MC70s and WLAN



“The most important reasons for selecting Motorola were its reliable reputation in the retail sector and also its ability to deliver both the wireless infrastructure and the mobile computers. Motorola has sufficient product and application knowledge to support our supplier Torex. We also selected the MC70 because of its ability to scan barcodes and its robustness, which is important for both our store as well as outdoor environments.”

– Taco Both, Store Automation Manager at Praxis

The company: Praxis

Since its establishment in 1978, Praxis has been a leading Dutch do-it-yourself chain. The company now operates 137 stores all over the Netherlands, employing almost 5,000 people. With around 26 mega-stores and some large garden centres, Praxis is actively growing its business. Praxis is part of Maxeda and its Dutch head office is located in Diemen.

The challenge: Implement a system which would ensure end-to-end visibility of stock

Until recently, Praxis was using a legacy central information system, with networked desktop computers in the stores, which contained all inventory and stock information. Employees in the stores had to use paper notes or lists, which lacked detailed product and stock information, and frequently had to walk to the shelves to check product availability. In order to improve access to product information and to increase the accuracy of stock management, Praxis implemented a central ERP-system with SAP Retail and SAP Store. The Praxis team was keen to create a system, whereby they could control the supply, stocking, sales and delivery cycle of all goods, increasing product availability and visibility for both Praxis and its customers.

“The development of a system whereby end-to-end visibility of stock was simultaneously the biggest challenge and the main objective of this project,” explains Both. “In the past, customers could occasionally be disappointed when items proved unavailable. To avoid this, we wanted to equip store

Customer profile



Company
Praxis

Location
Diemen, the Netherlands

Industry
Retail

Motorola products

- MC70 Enterprise Digital Assistants (EDAs)
- LS4278 bar code scanners
- WS5100/WS2000 wireless switches
- AP300 access ports

Applications

- Goods management and reception of incoming goods

Partners

- Torex
- Capgemini

Benefits

- Higher customer satisfaction
- Better visibility of product availability
- End-to-end visibility of stock levels
- More accurate stock management



“Praxis has successfully implemented SAP Store in all 137 stores in 6 months and our employees are now able to view all the product and stock information they need, from anywhere in their store”

André Peppelman
Systems and Information
Group Leader

teams with a mobile solution that would give them real-time access to product information on the shop floor and also provide the next delivery dates of out-of-stock products.”

Praxis receives direct deliveries from numerous suppliers, so incoming goods are not as easy to track or combine into single shipments as they are for retailers who receive deliveries from their own distribution centres. Consequently, the Praxis team were also keen to find a mobile device that could scan received goods and provide the best possible visibility of these shipments to the shop floor staff.

The solution: Mobile in-store efficiency on the shop floor - with MC70s

Following an extensive selection process and the testing of various handheld computers, Praxis - in cooperation with systems integrator Torex - chose Motorola’s Wireless LAN equipment and MC70 enterprise digital assistants (EDAs).

The MC70s are used at Praxis to retrieve required product information, manage inventory, place orders, monitor returned goods and register goods as they are delivered. On arrival, all products are checked using pre-delivery packing lists. With these forecast lists and the barcode scanners, the warehouse team can easily and quickly check if all expected goods have actually been delivered.

Depending on the size of the site, the WLAN in a Praxis store is based on a Motorola WS5100 or WS2000 switch, (in total approximately 137) and AP300 access ports. Praxis is using a total of 800 access points and, with an average of five mobile computers per store, the company uses almost 700 MC70s. Capgemini hosts the entire SAP environment and all Praxis employees use a pocket web browser on the MC70s to view all required product and stock information and enter data via the company-wide intranet. In addition to the new WLANs and mobile computers, Praxis has been using Motorola LS4278 wireless point-of-sale scanners for a number of years.

The results: Motorola WLANs and MC70s increase product availability

The Praxis in-store team can now access inventory information from anywhere in the store, and view data about availability and future supply of certain items, from their mobile computers. The integrated bar code scanner on the MC70 enables items to be scanned as soon as they arrive at the loading docks. This information can be instantly relayed to the inventory system via the wireless infrastructure, providing a significant improvement on the old paper-based system in terms of both time and visibility.

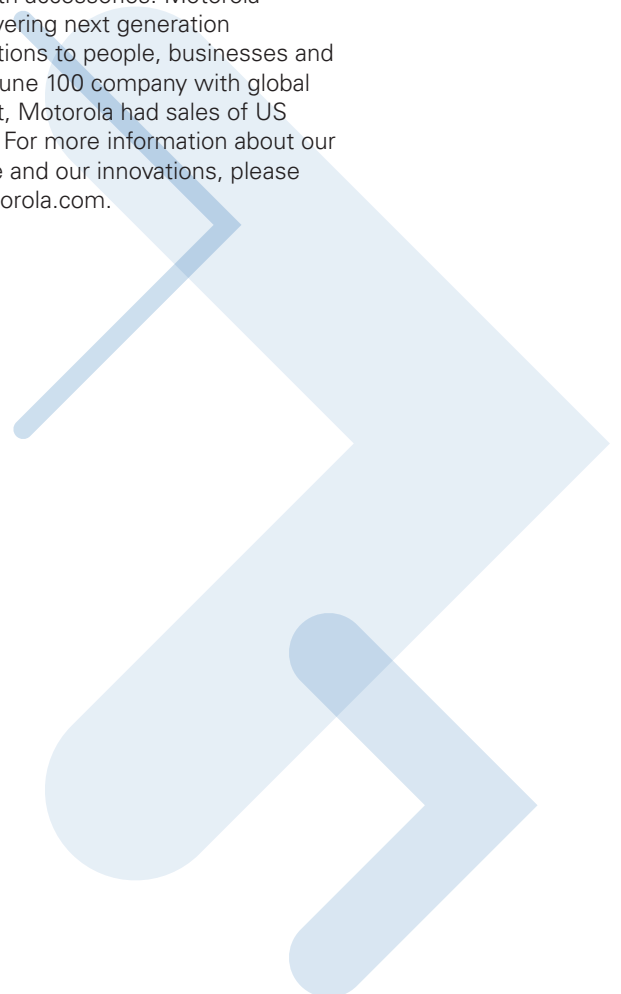
“Praxis has successfully implemented SAP/Store in all 137 stores in 6 months and our employees are now able to view all the product and stock information they need, from anywhere in their store,” says André Peppelman, Systems and Information Group Leader. “The biggest advantage for our customers is better product availability, which has already increased by a few percent thanks to more accurate stock management. In addition, with the integrated scanning and recording functions of the mobile computers, fewer mistakes are now being made when goods are delivered or returned. Because Praxis sells more than 30,000 stock articles, the MC70s will save our employees a lot of time walking around and searching with lists.”

“A closed goods system like the one we have created in SAP stands or falls on the quality and reliability of all product and stock information,” adds Both. “Without mobile computers you could never maintain this kind of system in real-time. Ultimately, we want to replace the manual ordering of goods by automatic stocking and replenishment to the fullest possible extent. Therefore, the AR orders (automatic reordering) are also accessible via our MC70s for reviewing at the shelves instead of the old method of using paper lists and a fixed computer at the counter. Our store employees can now use the

MC70 to check if an AR is correct, or if they notice that a shelf is running low, they can also produce an order on their MC70. Looking back over the first months of our hands-on experience, we consider the performance of the wireless network hardware and MC70s of Motorola to be good and reliable. But we were already accustomed to such product quality and ease of use with the LS4278 wireless point-of-sale scanners, as Praxis uses more than 1000 of these in total!”

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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