



## Technology Helps Business Processes

### Executive Summary

The analysis and definition of business processes are key: once the functional structure and the data flows are defined, the choice of technology represents a critical junction for the success of the project. Reorganizing retail outlets is one of the crucial activities for the large scale retail trade. PAC 2000A, the largest co-op member of CONAD, has chosen the Dolphin mobile computers from Honeywell for this reason.

### Company Profile

CONAD is one of the main Italian brands in the large scale retail trade, with a significant market share and a high impact in all regions of the country. Since it was founded in 1962, the CONAD co-op has pursued the goal of fostering cooperation between retailers, preserving and increasing the profitability of its member companies, developing service quality and changing retail business to bring it closer to the needs of the consumer.

In the past decade, PAC 2000A – the largest co-op in the national retail group CONAD – has achieved dramatic growth that made it a market leader in central and southern Italy (in Umbria, Lazio, Campania, and Calabria).

This leadership position is demonstrated by a level of sales well above one billion euros, a widespread network of 1,221 retail outlets throughout the whole region (with 348 CONAD supermarkets, 570 Margherita small grocery stores, 13 CROSS

### Overview

#### Industry –

Retail

#### Application –

Reorganization of retail outlets

#### Product Solution –

Mobile Computers  
Dolphin® Batch



superstores, 81 TODIS discount outlets, 3 E.LECLERC CONAD hypermarkets, 3 PRIME cash & carry, and 203 doing business through other brand names), by a logistics network comprised of 5 distribution centres and 9 distribution platforms, and by an information system that can guarantee an effective and integrated flow of information between the regional centres and the retail network.

### Managing the Transition

Communication between the retail outlets and the logistics organization, which is focused on the movement of goods, has relied on mobile computers for a long time.

To meet its need to replace its current stock of mobile computers – which are used in the retail outlets for the essential task of order taking – PAC 2000A has decided to join forces with RPS and the mobile computer technology of Honeywell Dolphin®, to manage the transition from the old system to the new system.

During the initial project phase, RPS has taken a leadership role in keeping the existing stock working, thanks to a combination of timely

maintenance and support services, and the deployment of add-ons in specific cases.

By ensuring that the existing computers would keep working, RPS left PAC 2000A free to focus its efforts on a detailed analysis of the retail outlets' management processes and operational needs, generating a detailed study of current and future requirements.

In line with the results of the study, on one side there was the total redesign of the application framework and on the other the identification of the best technology to meet the needs for automation that transpired from the study itself.

Identifying the Honeywell Dolphin mobile computers was the strategic choice for process automation in the retail outlets. At the same time, a draft version of the application programs was prepared based on the analysis finalized by PAC 2000A with help from RPS and McPilot Sistemi. The 'legacy' features have been implemented using a new user interface and have been improved with the addition of support storage, making it easier to use and better managed while at the

same time providing basic data on the new applications to the back office. Even the transmission and reception has been changed dramatically by using FTP protocol.

*"We have been perfectly in tune with RPS and Honeywell" – states Firmano Proietti Righi, IT Director at PAC 2000A – "We chose the Honeywell Dolphin mobile computers because of critical elements such as: integrated barcode reader, sturdiness, ergonomics, ease of use of the keyboard, and a very competitive price/performance level. In addition to the features in the new applications – which were designed and developed to be simple, interactive and complete – these characteristics were key to make this partnership a success.*

*The gradual introduction of this hardware and software technology in the retail outlets helped us reach new efficiency targets and make significant savings. I believe that even in this project, our business imperative 'INVEST ONLY IN TARGETED TECHNOLOGIES' has been applied perfectly."*

As of today, there are 400 Honeywell Dolphin mobile computers installed in the retail outlets that are part of the PAC 2000A co-op. The transition will be completed before 2005: by then, the installed base will total a thousand units.

#### For more information visit:

[www.honeywell.com/aidc](http://www.honeywell.com/aidc)

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