

OPTICON



Solutions for Retail

Provide greater automation
and transparency in the store
and back-office



The retail industry is not only shaped by the quality of services and goods, but also by economic trends that are beyond an organization's control.

RETAIL

In order to maximize shareholder value, retailers constantly endeavour to optimize their service and the flow of goods from the supply chain to the store. Such dynamic optimization cannot be realized without proactive handling of accurate data. The adoption of barcode based solutions provides a retailer with greater process automation and vastly improved transparency in the flow of information throughout the enterprise. This not only helps to limit administration and the overall costs of running an efficient business, it also provides visibility of economic trends for management decision making.

Opticon provides superior quality barcode scanning solutions with a low cost of ownership and a fast return on investment that allow retailers and their staff to track products along the supply chain, through to their point of sale.



FRONT OF STORE

Front of Store activities in the retail industry are carefully planned to create a customer friendly environment that enhances the shopping experience and fosters customer loyalty. By making back-office data accessible on the shop floor, retailers can improve their service to the customer and take the opportunity to the conversion of foot-fall into business opportunities.

For Point of Sale, Opticon produces commodity scanners that are low cost, have a long life and fit in any hardware configuration. Opticon holds the philosophy that the equipment should meet the infrastructure, therefore the scanner range provides:

- USB, RS232 and Wedge connectivity to fit existing hardware systems
- Bluetooth: contributing to the growing amount of wireless configurations

In order to let the working tool blend seamlessly into the Point of Sale area the Opticon products range holds scanners with outer looks that are balanced to match:

- compact and user friendly design
- innovation and ease in use
- style and colours adjusting to the counter environment

Shop front Sales Assistants can turn casual shoppers into customers and are ideally placed to either up sell or switch sell depending on subject and objective criteria. With the right link to the back-office, a sales assistant can browse real time stock availability, suggest alternative products should there be one available and quickly request an item to be picked and brought to the front of store for customer approval.



RETAIL



Opticon technology can be deployed to provide functionality to empower the sales assistant. The terminals and computing devices store enterprise information. Typically a Windows Mobile smartphone/PDA linked via WiFi, or even GPRS can provide a real time link.

Whatever Opticon solution is preferred, all options offer:

- connection to the back-office server
- mobile use
- database storage of valuable information

These friendly devices are keeping the sales assistant constantly in touch with valuable sales and stock information.

+ TRACKING ACTIVITIES

- Point of sale registering
- Inventory management
- Stock movement / Replenishment
- Merchandising systems
- Loss prevention
- Price checking

Opticon products are designed to improve employee productivity.

“Limit administration
and overall costs

improve employee
productivity”



IN STORE MANAGEMENT

The pressure of economic trends forces retailers to make tough decisions about the type and scope of technology that is deployed throughout their operations. Accuracy in data flow throughout the organization means that good decisions can be made at every level, driving productivity and thus profitability. A transparent view of the IT related systems brings tight integration of the different elements of the overall infrastructure.

Through the supply chain Opticon provides hand scanners, data collection devices and smart phones to meet the wide range of activities where either a plain scanner or a multifunctional tool is needed. All these durable and easy to use devices are an efficient tool for the retail manager to monitor asset statements and received shipments, to perform price checks or price markdowns and to manage the inventory in a convenient and less laborious way.

BACK-OFFICE

The back-office is an important part of the retail process that can deliver a greater insight into the health of the business.

Key indicators for back-office performance are:

- process integration
- costs
- productivity

With the ongoing fluctuations these key elements need to be monitored continuously. With an efficient system the back-office environment is an ideal place for cost reduction. Opticon solutions offer a tool whereby changes in status can quickly be collected so that the latest data is constantly available for analysis, reporting and ordering. Improving productivity and lowering costs.



RETAIL



RELATED PRODUCTS

+ OPR 2001

The OPR 2001 is a small and lightweight barcode scanner. This ultra compact and sleek design is equipped with an auto-scan function and smart stand in order to increase throughput at the Checkout desk whatever the commodity being scanned. In use as a hand scanner this product weighs just 60 grams, yet is built to survive drops of up to 1.5 meters onto concrete, which makes it a perfect tool for Point of Sale scanning.

+ H 19

This Windows Mobile device is an all-in-one, high-performance compact and rugged smartphone/PDA with built-in barcode scanning capabilities. Whether running dedicated client applications, a web browser or one of the Microsoft Office suite of programs, the H 19 is sure to be an immediate success within a retail environment. With onboard USB, Bluetooth, WiFi, GPRS and even GPS connectivity, the H 19 is a perfect enterprise wide solution for multi-site retailers and in store merchandising companies.



+ PHL 2700

This traditionally designed portable terminal is a very effective tool for all aspects of off-line data collection within a retail outlet. Featuring an angled scan nose to optimize scanning ergonomics, this device is incredibly easy to use, whether scanning shelf edge labels or product codes.

+ OPH 1003

This is an incredibly slim portable terminal with a very large memory (64 MB). The stylish, yet rugged design make it a particularly appropriate tool for the retail industry. Physically, the OPH 1003 only weighs 140 grams and features a wonderfully straightforward and clear user interface. This battery powered device is IP 54 rated and is well suited to a host of in-store and back-office applications.

+ OPR 3001 / 3101

The robust OPR 3001 has a drop withstand of 1.8 meters and is IP54 rated. The product guarantees a very high level of durability and is suitable for all retail environments. Aggressive scan performance cuts payment transaction time and increases productivity. This device is available in both a wired (USB, Wedge, RS232) and as wireless (Bluetooth) version for checkouts where greater mobility is required.



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