CASE STUDY

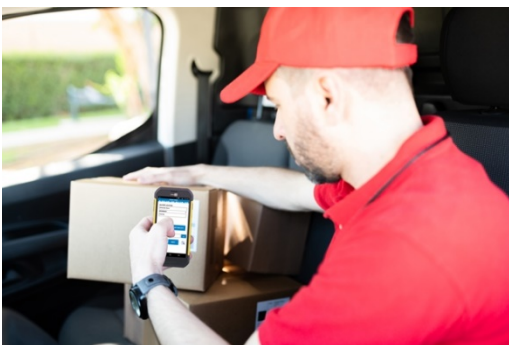**Leading Online Shopping Platform Boosts Shipping Operation and Warehousing Efficiency Supported by CipherLab's RS35 and RK25**

As the largest e-commerce retailer in Taiwan, this online shopping platform provides B2C service for a full range of products, including cosmetics, food, fashion accessories, electronics, home appliances, daily necessities, and more. It has over 10 million customers, almost half of Taiwan's population, and continues to hit record highs in annual revenue. Aiming at constantly increasing its revenue, this company has several strategies in place including a tighter domestic logistics network and has set up an efficient logistic network in northern, central, and southern Taiwan with the ultimate goal of delivering orders to all clients within three hours of purchase.

In 2020, this company launched its logistics subsidiary to oversee its extensive shipping operation and increase the percentage of deliveries completed by its fleet of delivery vehicles rather than a third-party delivery service. This year, besides the existing 12 central warehouses and 3 satellite warehouses, the company has further announced to elevate its ability to deliver all across Taiwan by constructing 10 satellite warehouses and a logistics center in southern Taiwan to lower costs and speed up deliveries.

In addition to the establishment of its fleet, the company decided to replace old handheld devices with new ones to improve shipping efficiency. The CipherLab RS35 touch mobile computer eventually stood out amongst other brands after device tests, mainly because of the exceptional reading rate of the RS35 with its scan engine, optimal handling, stability of goods supply, and protective waterproof device shield.

To improve operational efficiency in its warehouses, this company went one step further to change its existing mobile computers to the CipherLab RK25, which is a rugged mobile

computer with a numeric keypad and assignable function keys. It also offers scanning angles of 10° and 70° for its reader to fulfill diverse user requirements. The company now deploys the RK25 equipped with a scan reader with a 70° angle so that users can easily and instinctively read the information on the screen upon capturing data from barcodes.

Having been providing solutions for scanning, mobile computing, and device management for over 30 years, CipherLab continues developing cutting-edge mobile devices to help enterprises in a wide range of industries with daily optional tasks. As a local manufacturer, CipherLab has all its resources ready and has the ability to arrange its technical support personnel on-site to solve any problems its users might encounter.

To know more about RS35 and RK25, please visit our website:
https://www.cipherlab.com/en/product-c56002/Mobile-Computers.html