



CASE STUDY

Marché Aux Affaires Discount Stores Increase Employee's Work Efficiency for Inventory Management

Marché Aux Affaires is one of the largest discount chain stores with 237 shops in France and Belgium. Its average store has a 1,000 sqm floor and offers more than 10,000 low priced items ranging from gifts, decorations, festive goods, paintings, and DIY to household items all year long. It has been awarded the best brand in the category of "bazaar and discount decoration store" from French Capital magazine, according to hundreds and thousands of consumers'



votes. Consumers selected Marché Aux Affaires because it provides many high quality shopping items, excellent service, and a great overall shopping experience.

Marché Aux Affaires relies on barcode scanning and manual inventory checking and manual input to computers for its records. Employees need a modern tool to help them deal with daily operations such as receiving, storing, transferring, and correcting inventory. Therefore, the IT managers looked for a new solution to improve work efficiency. The new solution should be easy to use, improve efficiency and be robust enough to cope with the rough and tumble of busy stores.

After investigating a number of mobile devices on the market, the CipherLab RS31 was quickly selected as the preferred option. The RS31 is a smartphone-style touch mobile computer built for enterprises. Weighing only 260 grams, it is convenient for employees to carry around in a fast-paced retail environment. Thanks to the intuitive interface of the Android-based platform, the OS most people are already familiar with, employees at all levels can easily adapt the RS31 to their daily replenishment operations and inventory management. The RS31 is capable of handling 1D and 2D barcodes and also designed to capture damaged barcodes which sometimes are encountered in a retail environment.

The 4G/LTE wireless communication of RS31 provides a reliable connection so that the business managers of Marché Aux Affaires can demonstrate their franchise brand at various franchise expos and shows. With the RS31, it is easy to make inventory product

recommendations and offer marketing tactics for local markets.

The CipherLab's built-in AppLock utility allows managers to control all device applications and restricts employees from accessing non-business related apps. With AppLock, the RS31 can help protect productivity and profitability by preventing unauthorized device usage.

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