

**CIPHER LAB**  
Smarter

EVERYDAY VALUE

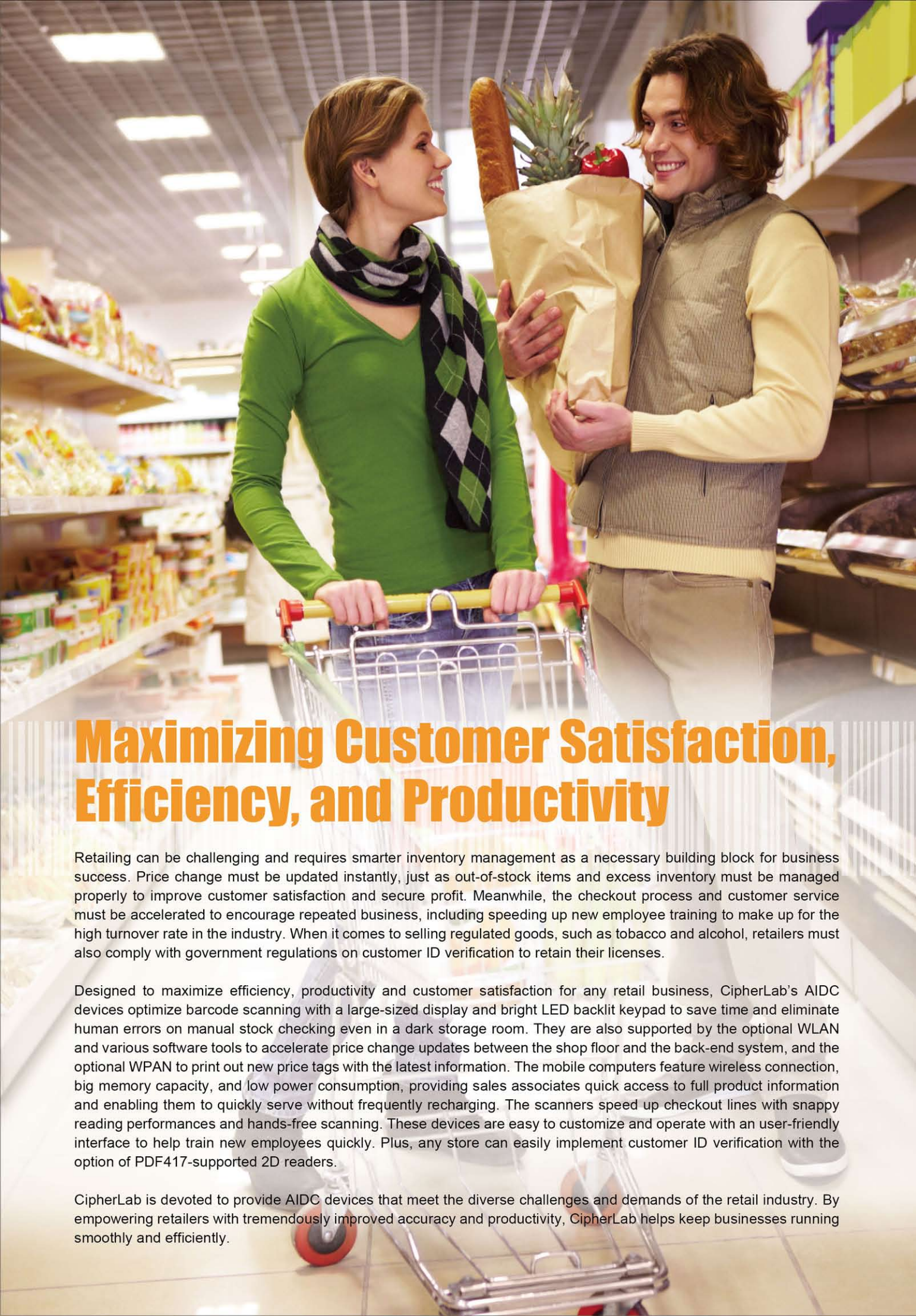
Decorations

Vegetables  
Meat  
Fish

# Retail

Data Capture Solutions for Retail Applications





# Maximizing Customer Satisfaction, Efficiency, and Productivity

Retailing can be challenging and requires smarter inventory management as a necessary building block for business success. Price change must be updated instantly, just as out-of-stock items and excess inventory must be managed properly to improve customer satisfaction and secure profit. Meanwhile, the checkout process and customer service must be accelerated to encourage repeated business, including speeding up new employee training to make up for the high turnover rate in the industry. When it comes to selling regulated goods, such as tobacco and alcohol, retailers must also comply with government regulations on customer ID verification to retain their licenses.

Designed to maximize efficiency, productivity and customer satisfaction for any retail business, CipherLab's AIDC devices optimize barcode scanning with a large-sized display and bright LED backlit keypad to save time and eliminate human errors on manual stock checking even in a dark storage room. They are also supported by the optional WLAN and various software tools to accelerate price change updates between the shop floor and the back-end system, and the optional WPAN to print out new price tags with the latest information. The mobile computers feature wireless connection, big memory capacity, and low power consumption, providing sales associates quick access to full product information and enabling them to quickly serve without frequently recharging. The scanners speed up checkout lines with snappy reading performances and hands-free scanning. These devices are easy to customize and operate with a user-friendly interface to help train new employees quickly. Plus, any store can easily implement customer ID verification with the option of PDF417-supported 2D readers.

CipherLab is devoted to provide AIDC devices that meet the diverse challenges and demands of the retail industry. By empowering retailers with tremendously improved accuracy and productivity, CipherLab helps keep businesses running smoothly and efficiently.



# Applications

## Receiving

The sales associates scan the barcodes on the receiving list and incoming goods to verify product information, quantity, and back orders from the suppliers. Next, they transfer the updated data to the inventory system simultaneously for real-time access with WLAN setting. Once everything is received, the sales associates look up the correct storage locations in the inventory system and scan the barcodes on the racks before putting the goods away to avoid misplacement.



### *CP30 Mobile Computer*

Built to deliver enhanced flexibility and adaptability, the CP30 meets the day-to-day demands of retail business and provides workers access to a wide variety of applications with little training through Windows Mobile® 6.5, the options of laser and 2D imager readers, and powerful software tools. Smart Shell simplifies operational control with a multi-tab user interface and kinetic scrolling. FORGE Application Generator enables easy and fast customization. KALIPSO Mobile Application Generator provides the platform for developing customized online and offline applications. Signature Capture enables imagery proof capture and signature validation upon delivery.

## Shelf Replenishment

Sales associates locate a product that is running low on the sales floor and scan its barcode to check for stock availability and the storage location. For available stock, the sales associates scan the item barcodes to update the inventory count in the back-end system as they pick it up for shelf replenishment. For unavailable stock, they release orders to the suppliers using WWAN or WLAN. The ordering process is completed within minutes for better inventory management.



### *8400 Series Mobile Computer*

The 8400 series empowers sales associates with a wide variety of applications on the sales floor and in the back room. The IP54-rated design and 1.5 m drop test ensure that water, humidity, nor freezing temperatures could keep this device from performing its best. WLAN and Bluetooth® wireless communication enables sales associates to stay connected to peripherals and servers easily, so orders can be placed in time for shelf replenishment. Furthermore, the 8400 series speeds up the price check process with portable storage capacity. Its capability to read 1D and 2D barcodes makes it ideal for all types of retail business.

## Price Check

The sales associates scan the barcodes on products with missing, mispriced, or misplaced price tags during price check, and the accurate price information is shown on the mobile computer instantly. The sales associates then print out new tags with a Bluetooth® printer. As a result, customers won't miss out on any promotions, and retailers can avoid price disputes.

### 8200 Series Mobile Computer



The 8200 series supports the sales associates in price check on the sales floor. Offering high-performance real-time computing via wireless and Bluetooth® connection, this device keeps the price information on the price tags consistent with the back-end system to prevent profit loss. Its low power consumption design enables high productivity on the sales floor throughout the day, and its lightweight, ergonomic form factor provides the sales associates with optimized work comfort throughout their shift.



## POS Checkout

At the checkout counter, the sales associates scan the barcode on each item into the POS register. Once customers make their payment, the sales associates print out the receipts using the POS printer to complete the purchase. The inventory system is updated automatically in the process.

### 1070 Handheld Scanner

The 1070 offers an affordable solution to accelerate the fast-paced and scanning-intensive checkout process in any retail setting. This lightweight and ergonomic scanner keeps the sales associates performing barcode scanning all day with maximized comfort and efficiency. Together with a 3-year warranty, the 1070 ensures long-lasting performance with a high return on investment.



### 1500 Series Handheld Scanner

Designed to maximize productivity and performance, the snappy 1500 series offers accuracy and efficiency with a variety of reader options to support different needs. The linear imager performs up to 200 scans per second, while the 2D imager works with the latest high resolution 2D symbologies used for medical supplies and micro-electronic components. Meanwhile, the Bluetooth® wireless scanner offering 90 m coverage carries on the tasks for long operating hours without frequent recharge.



## Mobile POS

When the customers are waiting in line at the checkout counter, the sales associates help speed up the checkout process by scanning their membership cards and purchased items with a WLAN-enabled terminal. They could print out a slip with the total dollar amount and item quantity along with a 2D barcode via a Bluetooth® printer. The slip is then passed to the cashier for checkout. As the checkout lines move faster, the retailers can reduce the number of checkout counters in store and keep the customers satisfied.

### 9300 Series Mobile Computer

The 9300 series combines high-performance mobile computing and data capture into one rugged package. This powerful device offers stable wireless communication through Cisco CCX®-certified WLAN module and supports mobile printing via WPAN on board. Passed IP64-rating and 1.5 m drop test, the 9300 series is built to withstand all the bumps and drops in tough retail environments. Its ability to read 1D and 2D barcodes helps the sales associates work more efficiently to get customers in and out of the store.



# Smart Solutions – Great Benefits

## Efficient Data Input for Effective Inventory Management

### Champion, Russia

Champion has led the retail business of the Al Sar Group, a major Russian sporting goods distributor for 14 years. It outgrew the inventory system to over 50,000 SKUs from over 20 manufacturers. To improve efficiency, Champion decided to adopt the 8001 and 8300 mobile computers to help eliminate errors from the paper-based ordering and inventory management system. The orders could be taken directly from the exhibit floor and uploaded to the back-end system via the mobile computers, eliminating mistakes and accelerating order processing. The user-friendly interface and helpful programming tools on the 8001 and 8300 significantly simplified the workflow. Its capability to handle multiple barcode types helped Champion manage the inventory from various suppliers.



## Automated Inventory Management for Accelerated Stock Replenishment

### Valora, Swiss

Valora is one of the most successful retailers in Europe. With 1,400 sales outlets in ten countries, this Swiss company soon faced challenges in updating its inventory information in time for stock replenishment. The implementation of the 1500 handheld scanner at POS checkout counters helps the Valora employees streamline data automatically and update the back-end system when transactions are made. With the inventory database kept up-to-date, the stock replenishment could be done in time to avoid business loss.

# Other Recommended Products



## 1000

- Lightweight and ergonomic design
- Support 3 mil high density barcode
- Cost-effective



## 1660 series

- Extreme lightweight and pocket-sized
- Up to 30 operating hours
- Support 3 mil high density barcode
- Efficient and cost-effective choice for data collection



## 8000 series

- Lightweight and pocket-sized
- Optional wireless connectivity
- Long-lasting operating hour
- User-friendly interface
- Easy-to-read backlit screen

## Extend Your Applications

The CiperLab software development kit enables easy customization with a variety of applications and tools to satisfy your unique day-to-day operation needs.

### **SYSDEV** KALIPSO mobile application generator

Kalipso is a powerful application generator designed for Windows® operating system mobile computers. Simple and intuitive to operate, users can create applications with drag and drop either online or offline.

### **NAUR** TECH CORPORATION **CETerm**

This powerful software enables Windows®-based mobile computers to support web applications in retail, and extend the power of the mainframe to sales associates. As a result, the sales associates are empowered to make critical decisions and stay responsive to customers' needs.



### **CiperConnect**

This software connects CiperLab Bluetooth® scanners to smart devices with Android, Black-Berry, or Windows® Mobile platform to enhance mobile data input.



### **FORGE** Application Generator

Easily customize applications for your needs.



### **BLAZE** C and BASIC Compilers

Enable quick development and deployment of custom business applications.



### **STREAM** Wireless Studio

Develop wireless applications and manage multiple CiperLab devices effectively.



### **MIRROR** Browser & Terminal Emulator

Extend complex mainframe and web applications to CiperLab devices to save time and development effort.

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