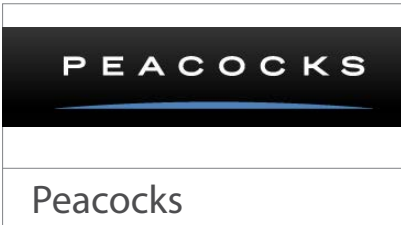


# Productivity Gains at Peacocks



## Industry

Retailer

## Business Challenge

- Operate in a paper-free environment
- Improved stock accuracy, price verification and product lookup
- Increase efficiency

## Solution

- In-store delivery scanning

## Featured Products

- 1500 Zebra HHTs
- ServiceTrak
- IM2 In-Store retail applications

## Key Benefits

- Saves time with instant price lookup
- Accurate pricing prevents repricing and need to reconcile system
- Speeds up pricing of seasonal sales stock and improves stock accuracy

## About the Company

Peacocks is a fashion retail chain based in Cardiff, Wales. The company employs over 6,000 people and currently operates over 400 Peacocks retail outlets located in the United Kingdom, plus more than 200 stores located in 12 other countries throughout Europe.

### Business Challenge

In an effort to increase efficiency in its 500 stores throughout the UK, Peacocks has implemented a system based on Zebra's handheld terminals and software from Peak-Ryzex\*.

Peak-Ryzex's solution enables staff to operate in a paper-free environment, which provides improved stock accuracy as well as price verification and product lookup.

### The Solution

The project began in 2000 to put in place in-store scanning of deliveries from the Peacock distribution center and to enable price lookup without having to use the ePos system.

The terminals carry three files, uploaded each day from the in-store PC:

- Price lookup (an extraction from the PLU controlled by the ePos system)
- The delivery file
- Stock count file

Each evening, the terminals download their files to the in-store PCs, which are collected from the head office and compared to the store invoice.

The bar codes of every item in a delivery are scanned against the delivery file on the HHT. The user is alerted when an item is 'new stock', in which case it goes straight out onto the sales floor, or 'replenishment stock', for holding in the stock room until needed.

Recently, Peak-Ryzex have migrated the software application to Windows CE which enables Peacocks to operate a mixed estate of both DOS and CE devices in the same environment. Because the application has the same look and feel, no re-training was required.

Support is provided via ServiceTrak, Peak-Ryzex's state-of-the art web portal for managing the enterprise asset estate and for seamlessly placing service calls. SLA and exception reports are system generated and emailed to key users to provide constant awareness of the health and performance of the equipment.



\* Peak-Ryzex acquired M-Netics, developer of the industry-leading IM2 retail software suite, in December 2016.

*"Peak-Ryzex has been flexible and responsive to our needs."*

— **Ian Tabor,**  
**Peacocks' Business**  
**Systems Analyst**

## Contact Us

Contact a retail specialist today.

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## Benefits and Results

According to Ian Tabor, Peakcock's Business Systems Analyst, the solution makes an enormous difference to the time it takes for items to reach the sales floor. "Before we had HHTs, we had to look up everything on a huge printout. This is much faster – and better for customers, because we can't sell it unless it's on the sales floor."

Price lookup used to involve waiting for the tills to be quiet and then accessing the PLU on the ePos system. Now, the information is instantly available via the PLU on the terminal itself. "It might sound trivial, but it saves a lot of hassle – and five minutes saved here and there in the day adds up to a lot of time," Tabor said. "Incorrectly priced items used to be another headache: If the price on the item did not match the PLU, we always gave the customer the most favorable deal – no question – but the pain it caused reconciling the difference back through the system was terrible. Now, we shouldn't have incorrectly priced items out on the floor." Tabor added.

The preparation for seasonal sales is when the system really proves its worth. Head office notifies stores of sales prices several days before the sale starts. This gives colleagues the opportunity to separate sales stock and re-price it, using the HHTs to scan the item label for the new price and to re-label.