



# CASE STUDY

## The Power of SNAPStock



### SNAPStock from OPI

A unique and affordable way for wholesalers to equip independent grocers with the power of intelligent order entry.

## OPI Introduces Intelligent Order Entry Technology

### TECHNOLOGY TROUBLES

As America's second largest food wholesaler, C&S delivers its products to over 400 independent grocers. These customers demand prompt service to meet shopper expectations. "Our existing technology had become a real obstacle to ordering and inventory," explained Chad Alexander, Retail Technology Specialist for C&S. "Orders weren't being placed with the speed and accuracy we wanted and needed."

### FROM TROUBLE TO TRIUMPH

Frustrated by its order entry technology, Alexander said, "We needed a better way to support these grocers who are very important to our business." That's when C&S turned to OPI and its unique, affordable **SNAPStock** system.

### A WINNING SOLUTION

"OPI had the solution that we were looking for," Alexander added. "It was obvious that they understood the independent grocer model." With **SNAPStock**, C&S has now put the power of intelligent order entry into the hands of its customers. A prime example is family-owned Donelan's Supermarkets where the system has been deployed in all six of the family's Massachusetts stores. "Grocers like Donelan's are now placing orders faster and with greater accuracy than ever before," Alexander explained.



*"Our existing technology became an obstacle for ordering, so we teamed up with OPI for a solution."*

*- Chad Alexander  
C&S Wholesale Grocers*





## Handheld Convenience

The Windows™-based Motorola handheld reader (MC9200) features a user-friendly 3 x 5 inch color display plus a touch screen and keyboard. It is remarkably easy and intuitive, mimicking a cell phone with its scrolling simplicity. Point, click and follow the screen instructions.

### SCANNING IN MINUTES

C&S provides customers with a handheld barcode reader loaded with **SNAPStock** software plus all the items a store can order. Grocery personnel go up and down their aisles, quickly scanning items or shelf bar codes, checking inventory status and placing the order. With **SNAPStock** on the job, what was once a time-consuming inventory-order process is reduced to just minutes.

### ORDERING IN SECONDS

Once scanning is completed, the handheld is placed back in its cradle and the order is automatically transmitted to C&S's Order Entry System. Orders placed by 12 noon Wednesday are delivered by Friday. Fast, efficient, reliable.



## Mobile Printing

The Zebra QL220 is a direct-thermal mobile label printer with proven drop resistant durability, user-friendly productivity-boosting features and easy integration.



ADVANCED PARTNER

# Benefits of SNAPStock

## MAJOR BENEFITS

**SNAPStock** helps both the wholesaler and independent grocers in a number of key ways, including:

- Billing and shipping information is pre-programmed, helping wholesalers react quickly with fast delivery.
- Store personnel spend less time checking inventory status.
- Item information can be easily updated at the store with price changes, weekly specials and new or discontinued items.
- Placing orders from a store is faster, easier and more accurate than ever before.
- The system is easy to use and learn, typically taking store personnel less than 30 minutes to be up and running.
- Minimal technical support is required with most issues resolved in a brief phone call.

## OTHER ADVANTAGES

**SNAPStock** does more than simplify the inventory process:

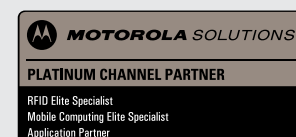
- With the ZEBRA QL220 mobile printer, shelf labels can be generated anywhere in the store, saving store personnel from going back and forth to a stationary printer.
- **SNAPStock** also works with backroom Receiving and Inventory systems, including a shelf label printing function.
- A cubic volume function displays a running total of the physical size of your order. This allows you to optimize the number of cases in each shipment, making it easy for your shipping to be as efficient as possible.

**RETAIL SOLUTIONS**  
with **SNAPStock** from  
Optical Phusion, Inc.



## Optical Phusion, Inc. (OPI)

OPI is an enterprise mobility integration company that helps customers manage the entire lifecycle of wireless technology projects with application-based solutions for a range of markets specializing in grocery, retail, manufacturing, warehousing, supply chain and field sales organizations.



Optical Phusion, Inc. (OPI)