



SUMMARY

Customer



Partner



MIPS Informatica SpA

Industry

Wholesale and retail

Location

Italy

Challenge

Sogegross Group wanted to centrally stage, manage and update its Android mobile devices in its stores and distribution centres. It also wished to be able to access clear, comprehensive data to assess the performance and usage of its Zebra devices, so it could make informed decisions regarding its mobile fleet, to drive operational efficiency

Solution

Zebra VisibilityIQ™ Foresight including SOTI® MobiControl and Zebra StageNow, 5-year licences, to manage a range of Android devices including the Zebra TC56, TC57 and MC3300

Results

- Central device staging, managing and updating is delivering huge operational time savings and efficiencies for Sogegross Group, as well as ensuring optimal device usage
- Access to clear data, via scan metrics and device disruptions reports, for example, enables pre-emptive action, which has significantly improved operational productivity and reduced the number of devices out of use or sent for repair
- Smart battery health and battery swap reports contribute to maximum device uptime and timely replacements
- Device tracking insight reports, meanwhile, reduce the risk of lost devices by helping the customer locate and retrieve devices
- All operational reports and data are on a single, easy-to-use, colour-based dashboard
- With data pulled from many sources and stored for historical trends, Sogegross Group is building up a database of knowledge to help it investigate, correct and predict optimal device operation and inventory needs
- The subsequent increased device uptime and availability is helping to drive the productivity and efficiency of the Sogegross Group retail and distribution centre teams
- This deployment is another example of Zebra Technologies demonstrating its total solution capabilities and close collaboration with its partners and clients

Italian Wholesaler Deploys VisibilityIQ™ Foresight For Instant, Actionable Business Intelligence On Its Zebra Devices



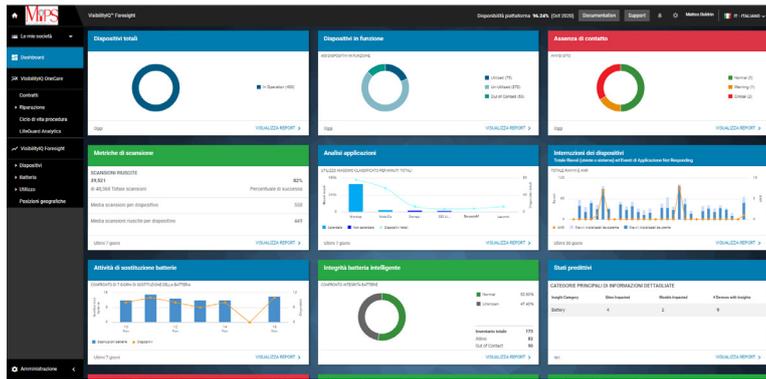
Founded 100 years ago, with its HQ in Genova and over 2,700 employees, Sogegross Group is one of the leaders in food distribution in Italy. It distributes frozen food, fresh fruit and vegetables, beverages, ready meals, meat, fish and general groceries from nine specialised distribution hubs to 260 points of sale across Central and Northern Italy. The group has its own cash & carry stores, GrosMarket Sogegross, and retail and online outlets, including Basko, its discount stores, Ekom, and a franchise division, Doro Supermarkets, in Liguria, Piemonte, Emilia Romagna, Toscana, Lombardia and Valle d'Aosta.

Challenge

Sogegross Group has been using a growing number of Zebra mobile and touch devices, scanners and printers for many years. It had previously been configuring, updating and managing its significant fleet of devices manually on a store-by-store or distribution centre-by-centre basis; this resulted in inventory inaccuracies, unnecessary repairs and even missing devices. With the growing need for real-time data relating to the usage and health of its equipment, Sogegross Group was looking for an easy way of managing and analysing these devices centrally, to ensure maximum ROI. Sogegross Group was very impressed when shown VisibilityIQ and so approached its long-term IT and data services partner MIPS Informatica, who is also a Zebra reseller and business partner, to help manage the roll-out.

Solution

MIPS Informatica recommended VisibilityIQ Foresight 5-year licences, inclusive of SOTI® MobiControl and Zebra StageNow, as the most suitable proposal, from an economic, administrative and delivery perspective. MIPS Informatica is now managing the progressive deployment of the first 600 VisibilityIQ Foresight licences for Sogegross Group, with the aim of rolling out to the full park of approximately 2,000 devices before the end of next year. MIPS Informatica has worked in close collaboration with Zebra during the process and Marco Staiti explains why he is enjoying working with Zebra on this project:



“Thanks to our Zebra VisibilityIQ Foresight modular service solution, implemented by MIPS Informatica, we are now able to manage our fleet of Zebra devices in a truly innovative way, so they are fully updated and operating efficiently at all times.”

Marco Staiti,
 Sogegross Group

“VisibilityIQ is a great product which you can use with any Android device. It’s focused around health and utilisation monitoring and so Sogegross Group is getting a really useful insight into its devices across its stores and distribution centres. Moreover, we’ve had fantastic support from the local Zebra Retail Sales Engineering team.”

Sogegross Group can now simply configure, via a barcode scan, manage and update its fleet of mobile devices and printers across its points of sale; however, VisibilityIQ Foresight, which is powered by Zebra Savanna™, goes well beyond mobile device management. It is a business intelligence tool that monitors the devices, pulling data from a huge range of Sogegross Group live and historic data sources and aggregating this data – relating to the health (from battery condition to connectivity or memory issues) and usage of the devices – into a single, colour-coded, cloud-based dashboard, which instantly translates into action-ready insight and predictive intelligence. Dedicated IT teams at the Sogegross Group HQ then utilise this data, for example, to right-size inventories, catch problems before they impact the business, optimise device availability and forecast future needs for smoother operations.

Results

By deploying VisibilityIQ Foresight, Sogegross Group has been able to replace reactive management of its devices in store and in its distribution centres with proactive management. VisibilityIQ Foresight’s dashboard is easy-to-use, with real-time details being clearly colour-coded so that the Sogegross Group operational management teams can respond quickly to any critical or unexpected issues, whilst having a wider analytics-based overview to be able to investigate, correct and predict effective mobile device management. In this way, Sogegross Group can catch potential problems before they affect its bottom line and make informed decisions which are driving high-level efficiencies, maximum device usage, a decrease in unused or misplaced devices or devices being sent for repair, and therefore, ultimately, time and cost savings. Moreover, by optimising device availability and maximising asset utilisation (from correct, timely, central staging and updating, to long-term health of a device and batteries), Sogegross Group is directly increasing the productivity of its in-store, distribution centre and IT teams, driving operational efficiency and ensuring an optimal ROI. Gian Luigi Ferraris, Account Area Manager MIPS Informatica SpA, summarises: “Throughout our 16-year-plus partnership with Sogegross Group, we have always strived to implement solutions to drive shared objectives and added value; and this progressive deployment has achieved both.”



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