



# Leading Sports Brand Boosts Productivity By 10% At Its European Warehouses With Zebra Technology

## ABOUT ASICS EUROPE B.V.

ASICS Europe BV is the European subsidiary of ASICS Corporation, a leading designer and manufacturer of running shoes as well as other athletic and lifestyle footwear, apparel and accessories. ASICS was founded in 1949 by Kihachiro Onitsuka. The ASICS name is an acronym of the Latin phrase 'Anima Sana in Corpore Sano', which means 'A Sound Mind in a Sound Body.' The Japanese true performance brand is market leader in performance running footwear with flagship models such as GEL-Kayano, GEL-Nimbus, GEL-Cumulus and GT Series, as well as various core performance sports, such as tennis. ASICS is also known for its popular lifestyle sneakers. The ASICS Tiger and Onitsuka Tiger collection offer sneakers based on iconic shoes from the 80's and 90's. ASICS has two European distribution centres – based in France and Germany – and has a long history of working with Zebra hardware at these sites.

## Challenge

Having recently launched an updated, coordinated Warehouse Management System, ASICS was also looking to replace the Zebra Workabout Pros it had been using at its European warehouses. ASICS approached partner, Dalosy, with whom it had already established a long-term partnership, to research the best device for its needs. With offices in the Netherlands and Belgium and over 40 years of experience, Dalosy offers turnkey solutions and total packages of mobile solutions including mobile devices, wireless, native apps and services. It is a Zebra Technologies Premier Solution Partner.

The plan was to adopt a future-proof device working on an Android platform which would increase efficiencies at its centres. Moreover, ASICS wanted a single device to manage all its warehouse tasks: a truly comprehensive

## SUMMARY



**Customer**  
ASICS Europe BV



**Partner**  
Dalosy

**Industry**  
Retail/Sports

## Challenge

ASICS wanted to deploy multipurpose, future-proof Android devices and boost efficiencies at its European warehouses

## Solution

- Zebra TC8000 Touch Mobile Computers:
- 316 standard range scanners and 25 extended range scanners
- SimulScan software and All Touch Terminal Emulation software as standard on the TC8000s
- Zebra TC8000 Quick-draw Holsters and Zebra TC8000 Forklift Mount Holsters
- SOTI MobiControl® Cloud for TC8000s
- Other scanner models: LI2208, LS1203, LS4278 and LS3578
- Zebra GK420D Label Printers and HC100 Wristband Printers
- Zebra OneCare Select Support Package

## Results

- 10% + increase in warehouse productivity with subsequent excellent ROI
- Multifunctional device saves time and cost
- Reduction in paperwork relating to warehouse tasks
- Improved real-time operational visibility
- Excellent user feedback
- Easier to configure, update and manage device via SOTI MobiControl Cloud

## SUCCESS STORY

ASICS



upgrade. Having tested various devices with Dalosy, it rapidly became clear that Zebra's TC8000 Touch Mobile Computers were the only devices that could meet all ASICS' needs. Dalosy organised a successful pilot phase at the warehouses prior to full deployment.

## Solution

ASICS warehouse teams now use Zebra's TC8000 for all warehouse processes, including goods inbound, stock movements, stock counts, replenishments, picking, goods outbound and returns processing. The TC8000s will also be deployed at ASICS' new distribution centre in France, which is due to open at the end of next year. The long range scanners are used on forklift trucks; the short range scanners are used by pickers on foot. Both versions also offer hands-free proximity scanning. The SimulScan software running on the TC8000s means workers can capture multiple barcodes simultaneously with a single scan.

The TC8000s are wirelessly connected to ASICS' WMS via Velocity software, so all warehouse activities can be immediately logged and information exchanged in real time whilst workers are on the warehouse floor. The all-touch terminal emulation client running on the devices and powered by Wavelink translates the green screen interface to an intuitive all-touch interface without ASICS having to modify the back end of the system. ASICS have customised the 4-inch touchscreen with a lock screen and just four buttons: one to connect to the WMS, one for a calculator, one for an hour registration tool and the final one for systems administration (rarely used by warehouse staff).

Warehouse staff used to carry extra batteries with them but this is no longer necessary. The TC8000 has a very powerful 'triple-shift' battery housed in its handle for easy replacement, which has reduced device downtime and ensures workers can continue to operate efficiently during their 5–8-hour shifts. The TC8000s even remain operational and connected to Wi-Fi during a battery change.

ASICS uses the enterprise mobility management solution SOTI MobiControl® Cloud to configure, update (for example, the data wedge settings for scanning) and manage the TC8000s remotely and out of warehouse working hours, to minimise device downtime. This saves time and ensures staff keep working efficiently. Moreover, the TC8000s are protected by a three-year Zebra OneCare Select Support package for repairs and replacements, in case of any faults or damages.

"We have recently updated our WMS. We needed a new mobile computer with the on-board software and processing power to run the new systems. We selected Zebra's TC8000s, as this single device meets all our requirements. Our warehouse teams love the ergonomic, lightweight design of the TC8000s; they offer the best mix of comfort and efficiency. The new solution is already delivering 10% uplift in productivity at our two European distribution centres."

**Robin  
Bouwmeester,  
WMS Specialist,  
ASICS**

## SUCCESS STORY

ASICS



## Results

The TC8000s have improved the comfort and the efficiency of ASICS' warehouse workers, who have been quick to adopt the new devices.

The clever, ergonomic design of the TC8000, with its front-facing, easy-to-see screen, has eliminated the need to 'tilt and verify' after every scan and the proximity scanning also makes it easy for operators to work hands free. The tactile keyboard takes up less space than a traditional keyboard; this contributes to the TC8000 being 33% lighter than standard mobile computers, especially appreciated during long shifts. However the devices remain exceptionally rugged and robust. Teams also praise the crossed laser feature, which means they can scan in different ways, the fast scanning and processing speeds and the long battery life. The TC8000 has improved sound to confirm the scan and the possibility to switch to a vibrate mode, in case of exceptionally high background noise levels in the warehouse.

Workers who pick, on average, 800 SKUs

during a shift and scan the location, item and trolley for each SKU – in total, circa 2400 scans – are saving up to an hour per shift, equating to a 10% uplift in productivity.

The solution has also increased operational visibility. In the German warehouse, workers used paper-based processes for picking. However, equipped with the TC8000, they are now moving to an automated scanning picking process, which is saving time and costs and increasing the availability of real-time information. Staff can now also change the cost centre they are working on – from picking to inbound goods, for example – directly on-screen, without having to return to the office.

Finally, looking forward, the Android operating system and feature-rich TC8000 will allow ASICS to explore a wider range of functions in the future; these may include voice picking, connecting to interactive warehouse glasses and using the camera for pictorial tracking.

**FOR MORE INFORMATION, PLEASE VISIT: [WWW.ZEBRA.COM](http://WWW.ZEBRA.COM)**



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