

## Case study

# Metro

## Novensys, a partner contributing to the success of Metro Group in Romania

Companie: Metro Cash & Carry Romania  
 Line of business: Food and non-food products  
 Industry: Retail  
 Web site: [www.metro.ro](http://www.metro.ro)

### Our client's profile

Metro Group is one of the most important international retailing companies and the third company of its kind worldwide. Operating in 31 countries, running over 2.200 outlets, employer of some 280.000 people around the world, Metro Group entered the local market 12 years ago. Metro Group operates in Romania a network of 23 Cash & Carry stores and 14 Real hypermarkets, with a total sales area exceeding 158.000 sqm (by December 2007) and about 6.500 employees. The total amount invested in Romania, which exceeds 370 million euro, the international competence in retailing, as well as the innovative spirit of the entire group, ensured Metro Group a leading position amongst the Romanian companies, with a turnover of 1,956 billion euro in 2007, of which 1,59 billion on account of the Cash & Carry network and some 366 million on account of the Real – Hypermarket division.

### Implementation partner

Novensys

### Our client's situation

Operating in 31 countries worldwide and for 12 years on the local market, Metro Group is running in Romania a network of 23 Cash & Carry stores and 14 Real hypermarkets, with a total sales area exceeding 158.000 sqm (by December 2007) and about 6.500 employees. The total amount invested in Romania, which exceeds 370 million euro, the international competence in retailing, as well as the innovative spirit of the entire group, ensured Metro Group a leading position amongst the Romanian companies, with a turnover of 1,956 billion euro in 2007, of which 1,59 billion on account of the Cash & Carry network and some 366 million on account of the Real – Hypermarket division. In order to maintain its position as leader in the Cash & Carry wholesale sector, Metro is investing important amounts in the efficiency of the cross-divisional service companies supporting the operations of the sales divisions (these include procurement, logistics, IT and finance). Due to its approach to regard logistics as part of the Supply Chain, Metro Romania managed to strengthen its position as a leader on the local market, as well as to gain important advantages on its competitors. The mission to offer quality services to its suppliers and customers and to optimally deliver goods from local and foreign producers to customers, at the lowest cost, requires constant order optimization and fast repartition of wares from Metro's Distribution Centers (Cross-Docking) to all stores across the country. (Metro is the first company to implement the Bulk Break Cross-Docking system in Romania.)

"The main problems we are facing within the Romanian network are: the increase in mobility and in the level training of our employees; the decrease of transportation costs; the centralization of the information system; superior availability and mobility of goods; the harmonization of management components; the minimization of local and global costs through logistic platforms", explained Sebastian Florin Stanciu, Customer Services & Controlling Process Manager - Service Level Manager / Information Security Manager - Information Management Department Metro Romania.

### The Novensys solutions

In order to increase the efficiency of operations throughout the whole logistic chain, Metro Group chose the hardware solution offered by Novensys, a company with an important portfolio of clients belonging to the Romanian retail and distribution sectors.

The experience and the high level of performance achieved, as well as the fact that it is the business partner of leading companies of different industries, such as Motorola, Psion, Zebra, Current, Avery Berkel, Carl Valentin, Tally Genicom, Printronix, Datalogic and Wherenet, enable Novensys to enter the market of complex Supply Chain Management solutions. The solution for Metro Group in Romania consists of a complex hardware structure, which includes cutting-edge Motorola/Symbol MC9090 mobile computers, LS2208 bar code scanners, Motorola/Symbol MK2250 price checkers, Zebra 105SL bar code printers and wireless Motorola/Symbol devices (switches, access ports, antennas), as well as a variety of services. „The equipments supplied by Novensys are part of a new and improved generation of devices, featuring increased performance and durability. The services and warranty which are delivered with the devices, the fair price – agreed upon at international level –, but most of all the good results which can be seen already in our network, give us the confidence that we have made a good investment. By using the devices supplied by Novensys we are able to fulfill our business processes in stores more efficiently and they enable us to have a good response time when answering customer requests”, emphasized Sebastian Florin Stanciu, Customer Services & Controlling Process Manager - Service Level Manager / Information Security Manager - Information Management Department Metro Romania.

### Superior performance: Motorola/Symbol MC9090

The mobile computer MC9090 from Motorola/Symbol, running Windows Mobile 5.0 or Windows CE operating systems, provides mobile workers throughout the supply chain with a flexible always-on data connection to critical business applications and systems, offering advanced data capture options and access to critical business information in real time in scan-intensive environments – in warehouses, on the loading dock, out in the yard or out on the sales floor of a retail operation. The main features of this mobile device include:

- Integrated 802.11 a/b/g WLAN connectivity, flexible always-on connection maximizing employee productivity, compatible with any WLAN worldwide;



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### The point of view of the Metro representative

“With its unique customer approach, as well as with its «Future store» initiatives, thus being considered an innovation center at European level, Novensys is a solid partner contributing to our success. The openness and the way Novensys specialists handle customer needs, quickly solving incidents and offering efficient and high-performance solutions, led to a strong relationship based on trust between Metro Group Romania and Novensys”, Sebastian Florin Stanciu, Customer Services & Controlling Process Manager - Service Level Manager / Information Security Manager - Information Management Department Metro Romania.

- Increased durability: exceptionally rugged construction passes industry’s most stringent drop and tumble tests, dramatically reducing repair and downtime costs (IP64 sealing rating and integrated internal antennas, enabling it for use in nearly any environment);
- Bluetooth v1.2 as connectivity option: allows wireless headsets connection, wireless synchronization and printing;
- Ergonomic design (pistol-grip): helps reducing fatigue from scan intensive use.

### Technical features:

Operating system: Microsoft Windows CE 5.0 Core Version, Microsoft Windows mobile 5.0 Premium;  
 Memory (RAM/ROM): 64 MB/64 MB (Win CE); 64 MB/128 MB (Win Mobile);  
 Processor: Intel Xscale Bulverde pXA270 624 MHz;  
 Battery: rechargeable Li-Ion; 7.2 V; 2200 mAh; 15.8 Wh;  
 Physical characteristics: Dimensions (H x W x D): 19.3 x 9.1 x 23.1 cm;  
 Display resolution: 3.8 inch QVGA mono or color (Win Mobile QVGA color only);  
 Weight: 709 g (includes battery, scanner and radio);  
 User environment: Charging temp.: 0° - 40°C; Operating temp.: -20° - 50°C;  
 Drop spec: multiple drops to concrete: 1,8m across the operating temp. range;  
 Tumble spec: 2.000 one-meter tumbles at room temperature (4.000 hits);  
 Sealing: IP64.

### Increased productivity, low TCO: Motorola/Symbol LS2208

The Motorola/Symbol LS2208 scanner is a top equipment, delivering enhanced productivity and efficiency while reducing total cost of ownership (TCO). Due to the excellent quality-price ratio became this scanner a leader in handheld bar code scanning with millions of scanners in use every day by the world’s largest retailers worldwide.

- The main features of this scanner include:
- Aggressive scanning capabilities, helping employees work quickly and efficiently;
  - Easy to deploy (plug-and-play installation);
  - Intuitive use, which requires little or no

training;

- Ergonomic, balanced form factor, reducing user fatigue to maximize user comfort;
- Increased durability, engineered for continuous, heavy usage all day, every day (tested to withstand multiple 1.5m drops to concrete, dramatically reducing repair and downtime costs);
- Scratch-resistant tempered glass helps preserve bar code scanning accuracy;
- Integrated multiple interfaces, universal cable compatibility and support for emerging symbologies provide investment protection, ensuring the compatibility with future technologies.

### Technical features:

Scanner type: bi-directional;  
 Light source: 650 nm visible laser diode;  
 Scan element frequency: 50Hz;  
 Scan rate: 100 scans per second typical;  
 Nominal working distance: from contact to 43 cm;  
 Print Contrast: 20% minimum reflective difference;  
 Decode capability: UPC/EAN, UCC/EAN 128, Code 39, Code 39 Full ASCII, Code 39 TriOptic, Code 128, Code 128 Full ASCII, Codabar, Interleaved 2 of 5, Discrete 2 of 5, Code 93, MSI, Code 11, IATA, RSS variant, Chinese 2 of 5;  
 Supported interfaces: RS232, Keyboard Wedge, Wand, IBM 468X/9X, USB, Synapse and Undecoded;  
 Physical characteristics: Dimensions (H x W x D): 15.2 cm x 6.3 cm x 8.4 cm;  
 Voltage and current: 5 volts +/- 10% to 130 mA, 175 mA max;  
 Power source: Host power or external power supply;  
 Weight: 146 g;  
 User environment: Operating temp.: -20° - 50°C;  
 Humidity: 5% – 95%;  
 Drop specifications: unit functions normally after repeated 1,5 m drops to concrete;  
 Ambient light immunity: Immune to direct exposure of normal office and factory lighting conditions, as well as direct exposure to sunlight.



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MC9090 Motorola/Symbol



LS2208 Motorola /Symbol



MK2200 Micro Kiosk Motorola/Symbol



Zebra 105SL

### Growing sales and reducing costs: Motorola/Symbol MK2200 Micro Kiosk

The MK2200 Micro Kiosk from Motorola/Symbol is the perfect space-saving device to cost-effectively deploy and run multimedia and bar code scanning applications throughout your retail environment. This versatile, interactive self-service kiosk empowers you to grow your sales opportunities while reducing your internal store operation costs. With a depth of less than 4 in. (10 cm) and a bright, eye-catching 6.4 in. (16.26 cm) VGA display, the MK2200 is compact in size yet easily visible and intuitive for first-time users, enabling employees to receive in-aisle access to mission-critical information from any location on the floor. Also, customers are attracted to the vibrant screen and become quickly engaged by the device's easy-to-use interactive touch screen. The MK2200 is ideal for a wide range of applications. Customers can obtain on-the-spot assistance and customized promotional offers. With just a quick scan of a product bar code, customers can verify price, check stock and place an order. A quick scan of a loyalty card enables the instant presentation of special pricing for items based on buying behavior to incent additional sales. And the same customer-facing tool can provide employees with right-now inventory information, work schedules, time-clock functionality and more.

For IT teams, the MK2200 software development kit (SDK) makes it easier and faster than ever before to create and deploy applications. Large and small deployments are streamlined with a simple-to-use, menu-based configuration utility for automated, remote device setup and management. All of these features enable you to build interactive solutions to satisfy even the most demanding business goals while staying on time and on budget – with one device. The MK2200 allows you to improve customer loyalty and satisfaction for a stronger bottom line. It also frees your sales associates from time-consuming activities, increasing efficiency and productivity per employee with in-aisle access to task-critical information.

### Technical features:

Operating system: Windows CE .NET 4.1;  
 Browser: Internet Explorer CE version 5.5;  
 Windows Media Images: GIF, JPEG and BMP  
 Player: Video: WMV și MPEG;  
 Audio: WMA and MP3;  
 Memory: 32 MB DRAM, flash Memory 64 MB;  
 Processor: Intel XScale™ (400 MHz);  
 Data ports: RS-232: Powered (5V/500 mA), RJ-45;  
 Ethernet: 10/100 Mb 10-BaseT, RJ-45;  
 Audio ports: two integrated stereo speakers, headphone Jack and stereo line out, incl. microphone;  
 Scanner: omnidirectional, 650 nm laser diode;  
 Physical characteristics: Dimensions (H x W x D): 27.7 x 22.6 x 9.1 cm;  
 Display resolution: Full VGA: 640 x 480 pixels, resistive touch screen, size: 16.26 cm diagonal (4 programmable keys);  
 Power: 12-24 VDC/24 Watts;  
 Weight: 1.55 kg;  
 User environment: Operating temp.: 0°-40°C;  
 Humidity: 5% - 80%.

### The choice of experience: Zebra 105SL

The Zebra 105SL printer is one of the most reliable and convenient solutions currently on the market, covering most printing application areas and featuring the latest industry standards (Unicode compliant – for faster printing in more languages for global coverage). Low purchasing costs as well as low TCO, ease of use, consistent print quality (resolution: 203 dpi/8 dots per mm and 300 dpi/12 dots per mm), a variety of accepted media, multiple connectivity options (includes ZebraNet® Wireless Plus print server allowing relocation or reconfiguration of the printer without additional network configuration costs), compatibility with other Zebra printers through shared programming languages (ZPL, Global Printing, Unicode, APL), are only some of the advantages of this bar code printer.



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### Other Novensys implementations

Novensys supports its customers in all phases of the implementation of an information management solution – from consultancy to recommending a solution, implementing and maintaining it. Some of the companies where Novensys was involved in the implementation of the ERP solution Microsoft Dynamics NAV belong to industries such as:

- **distribution** (Agricover, Aline Distribution, Aquila, Becker Acroma, Ferroli, Konica, Danubius, Saint Gobain, Siad, Siv'tel, Storact, Termoport, Wiebe).
- **retail** (AIC Finance, Brithouse, BSB Fashion, Dedeman, Flanco /Flamingo, GEDP, Graftex /Millenium, Man Manetti, Selgros, Spar, Sprider, Tornado, Chilli Pizza).
- **services** (Arval, Cupon Pro, KBC).

### Maximizing mobility with wireless access ports and switches from Motorola

In order to ensure the highest level of efficiency and mobility, Novensys integrated Motorola AP300 access ports and AP5131 access points, as well as WS 5100 wireless switches, in the hardware infrastructure implemented at the Romanian stores of the Metro Group. The creation of a wireless LAN (IEEE 802.11a/b/g) featuring the Motorola Wireless Intrusion Protection System enabled the integration of the entire platform into a secure multifunctional IT architecture. The WLAN capabilities of these devices ensure the needed mobility for employees, as well as the reduction of data transfer through the network. Each AP300 supports four BSSIDs (Basic Service Set Identifiers) and 16 ESSIDs (Extended Service Set Identifiers) per radio, enabling optimal granular segmentation of the wireless LAN into multiple broadcast domains to meet specific enterprise needs. High data transmission rates, reduction of installation, maintenance, configuration and troubleshooting costs result in increased productivity and efficiency at employee level. The all-in-one AP5131 access point offers flexible and easy to develop connectivity options, ensuring secure access to VPN, internet and local resources. The AP5131 features router, firewall, VPN, DHCP, AAA, hotspot gateway and other services in a single device. The powerful feature set enables security to be administered by either local, non-technical staff or remote IT professionals at the headquarters. The WS5100 (Wireless Switch) completes the architecture, improving employee mobility, increasing the level of network security and simplifying network maintenance operations. Motorola's Wireless Next Generation (Wi-NG) architecture provides robust Wi-Fi wireless networking, Adaptive AP technology, improved voice capabilities, secure access through IPsec VPN gateway, automatic configuration and update.

### About Novensys

#### Teaming up with intelligence

Established in 1999, Novensys soon became one of the most important integrators for intelligent information management solutions on the Romanian market.

The Novensys portfolio combines intelligent solutions for business process automation, offering everything from hardware systems, consumables and hardware infrastructure to software platforms for Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Business Intelligence etc.

Novensys is Certified Gold Partner for Microsoft and #1 partner for Microsoft in Romania, with the highest sales for Microsoft Dynamics NAV and Microsoft Dynamics AX in H1 2007 (the Microsoft financial year).

Novensys is business partner of leading companies from different industries, such as Motorola, Psion, Zebra, Current, Avery Berkel, Carl Valentin, Tally Genicom, Printronix, Datalogic and Wherenet.

The Novensys headquarters is located in Bucharest and the company has two offices in Cluj Napoca and Timișoara. For further information please log on to the company's homepage [www.novensys.com](http://www.novensys.com) or contact **Cornelia Ureche**, Marketing Manager. Novensys at [cornelia.ureche@novensys.com](mailto:cornelia.ureche@novensys.com).

