From Stockroom to Shelf:
Best Practices for Managing Retail Inventory

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Today's consumers want faster delivery, more personalized service, and the freedom to make purchases on their own time. To stay competitive, retailers are offering more omnichannel shopping options, including buy online, pickup in store (BOPIS), curbside pickup, and same or next-day delivery. As a result, providing top-quality customer service in the modern retail environment requires flawless operational efficiency and inventory visibility.

Manual processes rely on labor that is expensive and hard to come by, and they are prone to costly errors and delays. However, fully automating is not a practical solution for many retailers and logistics providers. That's why thriving retailers are shifting their operational practices to a more flexible model with mobile technology as the foundation.

Why Shift to Mobile Technology?

>>> Save Time, Reduce Errors

Mobile devices, such as handheld computers, tablets, barcode scanners, and RFID readers, give employees the tools they need to do their jobs efficiently—without trips to a stationary terminal to enter data. This eliminates the lag from data collection to data entry, enabling an accurate, real-time view of retail inventory for staff and customers. Additionally, automating data collection with barcode or RFID technology minimizes human error—and the time it takes to correct it.

>>> Get Control of Shrinkage

Accurate retail inventory is also key to controlling shrinkage. When stores don't have a system capable of tracking each item in inventory, some may be lost, become obsolete, or expire. Furthermore, the disparity between inventory data and actual inventory counts may be due to theft that will go unnoticed without an effective way to track inventory movement. Mobile solutions that enable real-time inventory updates and streamlined inventory counting processes improve inventory management capabilities so operations can minimize shrinkage.

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How to Improve Efficiency Company-Wide with Mobile Devices

Mobile devices have the potential to enhance every part of a retail store's operation. Follow the path of retail inventory as it enters a store and how mobile solutions make management, track and trace, and sales easier:

Receiving

Equipment: Mobile barcode scanners

- Streamline receiving
- Instant visibility via your management system
- Eliminate manual processes

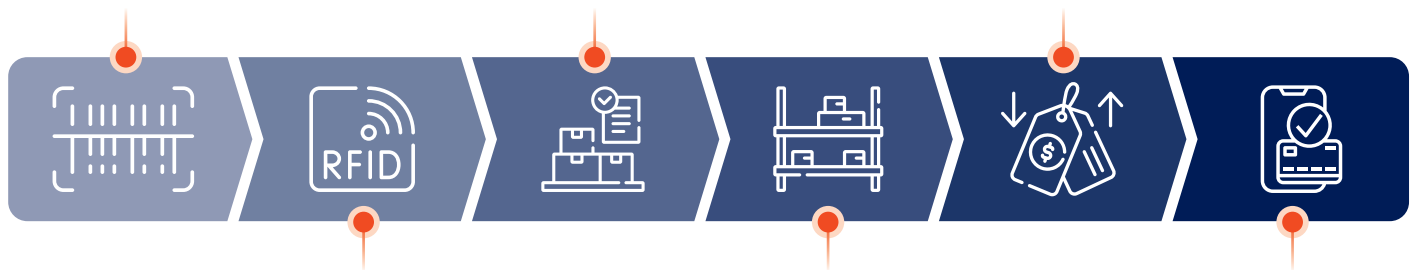## Inventory Management and Reverse Logistics

Equipment: Barcode scanners & mobile computers

- Speed up inventory counts
- Streamlines returns
- Visibility into BOPIS/curbside pickup

Pricing Adjustments

Equipment: Mobile computers

- Real-time visibility
- Immediate inventory information integration
- Real-time changes visible to everyone

Storage

Equipment: RFID readers

- Overcome space limitations
- Detect multiple items in range

Shelf Replenishment

Equipment: Mobile computers

- Receive alerts for low inventory
- Enhance correct product placement
- Product information visibility

Assisted Sales

Equipment: Mobile point of sale & mobile computers

- Provide service and accept payments anywhere
- Check order information
- Inventory availability and promotions
- Customer loyalty

>>> Skorpio X5 Delivers MORE

The Most Advanced Mobile Computer + The Largest Scan Engine Choice on the Market

Get more distance with XLR scanning capabilities up to 20 m, and switch between very close up and long distance scanning in the blink of an eye.

Key Features:

- Seamlessly switch between closeup and XLR scanning
- Android Enterprise recommended
- IP65 rating
- Brightest Gorilla Glass™ display on the PDT market
- Wireless charging with hot swappable battery

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>>> Receiving

When a store receives a shipment, employees can use barcode scanners enabled with mobile technology or RFID readers to quickly scan items coming into the stock room for instant visibility via the point of sale (POS) or retail management system. Barcode scanners eliminate the manual processes involved in receiving, and RFID readers can collect data from hundreds or thousands of items within minutes and without requiring employees to open cartons.

Improved Shipment Reconciliation

Replacing paper-based receiving processes with barcode or RFID technology allows the store to quickly address any discrepancies between the purchase order and the shipment and share this information with accounts payable and accounting.

>>> Storage

Stockroom space is usually limited, so making the best use of it is crucial. Mobile technology can make storage planning simpler and facilitates more efficient, digitized putaway reports.

RFID technology is particularly effective for overcoming the challenge with space, due to the fact that readers can detect all items in range without the need to open cartons or unpack pallets. Additionally, because a reader can capture data from items with RFID tags or labels regardless of how they're stored, it's possible to store items two or three deep.

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>>> Inventory Management and Reverse Logistics

Mobile technology streamlines cycle counting and reverse logistics. Using barcode or RFID scanners, employees can quickly and accurately complete counts in a fraction of the time it takes to count and complete reports by hand. Scanning tags also streamlines the process of managing returns and getting products back into displays.

In addition to helping to get returned items back on the floor quickly, mobile solutions also give retail teams visibility into items pulled for BOPIS or curbside pickup fulfillment. Employees can scan orders out or cancel on-site, and inventory is automatically updated.

>>> Shelf Replenishment

For retail businesses, it's crucial that customers can easily find the items on their shopping list without having to ask an associate to look in the stock room or search the store because the item is in the wrong place. Mobile computers and handheld devices that interface to store systems and printers facilitate a more efficient and accurate shelf replenishment strategy. Store associates receive alerts when items are running low on the floor, and they can use mobile technology to assist in ensuring shelves are stocked with the right products at the right price.

>>> Instant Pricing Adjustments

Mobile technology makes it easier to manage the many factors that go into product pricing. Having visibility into real-time inventory counts, time on the shelf, and purchasing patterns gives retailers an edge in determining supply and demand, and adjusting price in accordance.

When an item's price is changed, staff can use mobile solutions to enter new information that takes effect immediately. This eliminates the arduous manual process of communicating a price change across the sales team and hoping everyone gets the memo.

>>> Memor 11: Market–Proven Design

Ultimate Performance, Unparalleled Flexibility

Packed with performance enhancing features, the Memor 11 offers superior scanning capabilities for fast, accurate data-capture even in low-light environments.

Key Features:

- High-end 2D scan engine
- Wi-Fi only or Wi-Fi/Cellular configuration
- Smart Battery Management with SafeSwap technology
- GreenSpot technology for successful scan feedback
- Seamlessly switch between applications with no lag

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> > > **Assisted Sales**

Once inventory passes through receiving, is stored, and then displayed for customers, the next process enhanced by mobile solutions is the sale. Although the customer can take the purchase to a checkout counter, mobile point of sale (mPOS) allows sales associates to provide service and accept payment anywhere in the store.

Mobile POS provides sales associates with all the information and functionality they'd have if they were using a stationary POS terminal. So, they can answer customers' questions on the spot, check order information, inventory availability and promotions, retrieve data from customer loyalty accounts, and more. As a result, sales associates can deliver the instant information that today's digital-first customers expect.

Build Mobile Technology into Your Processes

Staying competitive in today's retail environment requires ultimate flexibility and efficiency, and manual processes are becoming a relic of the past. Mobile technology enables retailers to streamline all of their processes from stockroom to checkout, thereby meeting consumer demands for on-the-spot service and convenience. Overall, retailers can expect a quick return on investment from mobile devices that includes greater efficiency, profitability, and a more successful business.

> *To learn more about how mobile technology from Datalogic can help your retail business stay competitive from stockroom to shelf, visit our website today!*

About Datalogic

Global technology leader in the automatic data capture and factory automation markets since 1972, specialized in the designing and production of barcode readers, mobile computers, sensors for detection, measurement and safety, machine vision and laser marking systems.

Datalogic S.p.A. is listed in the Euronext STAR Milan segment of the Italian Stock Exchange since 2001 as DAL.MI. Visit www.datalogic.com

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