

## BACKGROUND

With annual sales in excess of \$7.2 billion, DBK's Customer is one of the nation's largest food retailers. The original store was opened in 1925 and for the past 80 years the company has grown to where today they are the 7<sup>th</sup> largest food and drug store in the US.

The grocery chain's current focus is store renovations and improving customer service. With peers like Wal-Mart and Publix Super Markets, this customer realized that it needed to narrow its focus and streamline operations to be competitive.

Consequently in 2008 the company made a decision to expand their automation and at the same time refresh the current data capture equipment. This process brought many logistical challenges as to how to conduct the roll-out in an organized and cost effective manner with minimum interruption to the business and so it was transparent to the customer.

Another concern arose during the planning process due to significant issues in retail network security. The level of security required to protect the grocery chain's business and the privacy of their customer needed to be addressed and improved by adding a security certificate to the new technology being implemented.

The entire solution needed to be achieved under a strict timeline while observing the most cost effective methodology.



## **ROLL-OUT SUCCESS**

*National  
Roll-Out,  
Staging and  
Kitting Project  
Helps  
Streamline  
Operations*

## SOLUTION

To accomplish this, DBK's Customer looked at partnering with a company with acute expertise in the food retail industry and with experienced project management and proven methodologies in deployments of this magnitude.

The Grocer solicited the help of DBK, a long standing partner with a proven relationship. For over a decade The Grocer had grown to rely on DBK's maintenance services, asset tracking web-portal, consistent reporting and dedicated customer service. With a comprehensive familiarity with The Grocer's operations and the food store industry as a whole as well as a demonstrated skill in projects of this type and magnitude, DBK was the obvious choice for The grocery chain's new technology requirements.

DBK's project management team proposed the roll-out of kits combining the appropriate quantity of the 4000 Motorola MC9090 mobile computers with the appropriate quantity of the 1200 Zebra QL220+ mobile printers to each of the grocery chain's 520 stores. To ensure equipment arrived ready to go out of the box,



DBK created the network environment of an individual grocery store within DBK's warehouse with a direct network connection into the corporate systems for the loading and testing of the computer image and security certificates. Once loaded, equipment was tested, cleaned, combined into kits and shipped to the designated store based on the roll out schedule. DBK also retrieved, upgraded from batch to wireless and rolled-out the grocery chain's existing printers. Finally, DBK would manage and provide reporting on the return of the the grocery chain's trade-in equipment to ensure each store had sent in their old equipment and switched to the new system.

## THE PROCESS

- Receive the new MC9090s from Motorola
- Receive the new QL220+s from Zebra
- Un-box all equipment
- Check equipment for Out of Box failures
- Identify application by location and specific department for proper loading and labeling
- Load image from Customer
- Load IP address by location or device
- Load unit specific ID's
- Load Security Certificate
- Test the certificates with software developed by DBK to ensure proper administration
- Print department number and asset tag numbers and affix to scanners and printers
- Test equipment in the store environment (created at DBK)
- Quality check process
- Cleaning
- Create store kit including computer, printer and accessories
- Ship according to roll-out schedule
- Track devices by application load
- Manage, track and report on equipment being returned from stores



In addition to the logistics, kitting, software image loading and administrative accountability for this project, DBK was responsible for the warranty administration and maintenance of the new equipment being installed. Once the roll-out was underway, all of the customer's assets involved were managed by ServTrack, a web portal developed by DBK that allows customers full 24/7 visibility of their equipment.

The teams maintained constant communication, and DBK provided weekly status and progress reports. Conference calls occurred weekly between the teams to review the project's progress and identify the next step(s).

The roll out was performed in four phases starting in April and ending in June. The phases were correlated to four regions throughout the Southeast U.S. in which the grocery chain operates. The project started on time, and the project was completed to the customer's complete satisfaction.

## RESULTS

All 520 of the grocery chain's locations are now outfitted with new mobile computers and mobile printers as well as enhanced security. The result was a smooth transition from legacy equipment to innovative technology, and a modernized more efficient way for the stores to conduct inventory and to process stocking orders. Thanks to the process designed and implemented by DBK the customer's roll-out was achieved on time and in budget and the customer can now concentrate on other ways to improve their position in the market.



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