



Productivity in bloom in the floral department

Problem:

Prices on seasonal goods in this supermarket chain's floral department changed so frequently that the corporate database couldn't keep up. That made producing up-to-date, on-demand pricing/barcode labels for their pots and cellophane wraps a challenge. They needed a way to update prices first and refresh the host database later. They also needed to tie in with their PLU system and, to further complicate matters, provide portability — no easy task for the typical back-office label printers.

Solution:

The OKI Specialty Products team analyzed a non-OKI® thermal label printer and found it more than up to the task: portability, LCD-screen readout, WIFI-enabled, and capable of holding the floral department's pricing database (in Microsoft® Excel® format) on its

SD memory card. The SATO TH208 is also eco-friendly, requiring less electricity than competitive models.

OKI's Market Development Manager oversaw development of the appropriate firmware (i.e., a customized application) as well as the new solution's seamless integration into the company's system — which included locally-generated updates to the corporate database.

Store management came to realize that the OKI solution will also work for most of their mark-down applications, changing prices on the fly and increasing productivity store-wide.

Results:

The OKI-developed solution turns a former headache into a seamless productivity-enhancer for under \$1K. It has already been rolled out to over 400 of the chain's stores.

Optimize your business processes

- Highest-quality Products
- Integration Services
- Customization Solutions

An organization with business process needs that can't be addressed by off-the-shelf devices or conventional thinking requires specialized expertise. Getting the job done often calls for a combination of products and expertise.

The OKI Specialty Products Division takes an objective, brand-agnostic approach to such problem solving, and draws from a wide spectrum of industry experience and resources to develop and implement its recommendations.

Look for other examples of successful solutions provided by the OKI Specialty Products Division.

Put the OKI® Specialty Products Division team to work for you.

For a no-obligation consultation and more illustrations of our capabilities, contact **Nick Ciarlante, Director**, at Nicholas.Ciarlante@okidata.com or call toll-free: **800.OKI.DATA (800.654.3282), ext. 8451.**

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