

Brother Retail Solutions



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The outlook is positive for the European retail market with retail sales on the rise across Eurozone countries. Eurozone retailers are predicted to see a 2.0% growth in sales in 2019, with some countries already seeing this rise.

The opportunity for retailers is huge but the rapidly changing retail market means that to maximise potential, small to medium sized retailers must embrace new technologies to compete with major retailers.

Source: Oxford Economics - Eurostat - BNP Paribas Real Estate. November 2018



Changing retail landscapes

European retail markets are undergoing rapid transformations led by changing consumer buying habits. Consumers are demanding a faster, more flexible retail approach and traditional one channel, bricks and mortar retailers are finding it harder to compete with more agile competitors.

The rise of the omni-channel shopper means that to succeed and generate growth in the current retail environment, businesses of any size must constantly evolve their offering to suit new shopping channels. The days when a fashion boutique could thrive with a good high street position are long gone. Modern retailers must adapt to new ways of shopping, maximising social media, mobile and online shopping, without neglecting the bricks and mortar offering for more traditional markets. Technology must therefore be agile to support rapidly changing demands.

The 'want it now' generation

The rise in the omni-channel approach to retail means that there is also an emerging trend for shoppers who want their goods right now. Same day delivery, continual stock availability and speed of service are all essential in providing a good customer experience. This means quick and reliable technology is essential to improve and increase productivity in an increasingly fast market.

Sustainable shopping

Accountability is key for modern shoppers. With many European consumers looking to reduce their own environmental impact and find more sustainable ways of shopping, retailers can also maximise technology to help minimise impact.

Across Europe nearly 95% of all retail business operate with fewer than nine employees. In some areas this figure is even higher with more than 97% of Italian, French and Spanish retailers small or boutique in nature.

At Brother we work closely with retailers to overcome challenges of all shapes and sizes.

No two retail settings are the same. This is especially true of small independent and micro-retailers. Outlets across different European regions, operating via multiple channels and with different product groups will require vastly different approaches to technology solutions. At Brother we work closely with retailers to overcome challenges of all shapes and sizes and find technology solutions to meet their specific needs.

For these businesses, keeping up with the changing demands of a rapidly transforming market can be challenging and most technologies offer a one size fits all approach which ignores the subtle differences and nuances of micro-retailers.

At Brother we understand this. We are 'at your side' as you face the tumultuous challenges of small retailing and we'll work with you to help you meet them and maximise growth.



Productivity and efficiency:

Seamless integration with existing and legacy systems along with optimised print usage and reduced costs via a personalised Managed Print Service - taking over the management of both hardware and print consumables so you don't need to spend time thinking about them.



Sustainability:

Understanding your environmental targets and working with you to create print solutions that will minimise your footprint through digital transformation and reduced waste.



Flexibility:

Multi-solution approach along the entire retail operation from at-shelf labelling, point of sale material and price tag printing, remote location printing to back-office and warehouse printing solutions. This means individual retailers can find a solution that suits them across all their channels and operations.



Security and Compliance:

Enabling secure GDPR compliant sharing of customer data between stores, warehouse and back office electronically.



1 Warehouse printing

Effortlessly print customer orders, dispatch notes and invoices.

- Easily print large volumes with high capacity paper trays
- Save time by using high-yield toner cartridges
- High-quality, easy to read text

HL-L9310CDWTT



2 Stock management

Print delivery, goods-in and shelf-edge labels with ease.

- Accurate and clear, avoiding illegible handwriting
- Quick and easy to scan barcodes
- Reduce media wastage

TD-4520TN

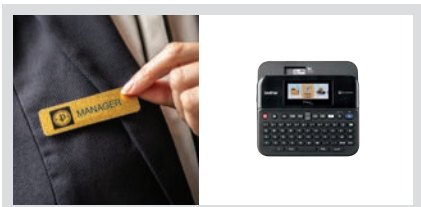


3 Capturing customer data

Stay with the customer while you copy their identification.

- Maintain high customer service with the customer
- Confidential information automatically saved
- Accessible only by authorised staff

MFC-L5700DN

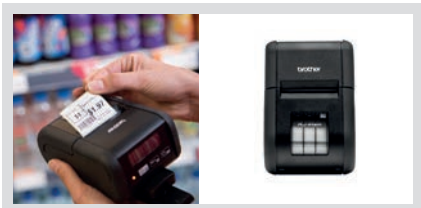


4 Staff identification badges

Save time and money by creating your own durable staff and visitor ID badges.

- High-quality staff and visitor badges
- Quickly and easily printed, as and when needed
- Protected with unique, long lasting lamination

PT-D600VP



5 Queue management

Effectively manage customer queues at the check-out.

- Manage customer waiting time expectations
- Flexible, can be on-person or integrated in kiosk
- Connectivity to Android, Apple or legacy devices

RJ-2150

Solutions built around you





6 Archiving

Scan and automatically save delivery notes and goods received notes to your business database.

- Share delivery notes and good-in notes with the warehouse
- Accurate, avoiding mis-filing
- Save time, with administrative tasks



ADS-3600W

7 Secure printing

Ensure sensitive customer information is kept confidential.

- Confidential information only printed by authorised staff
- Access can be added or removed based on individual profiles
- Manage costs, only printing information that is needed



MFC-L6900DW

8 Food labelling

Easily create labels for allergen content, ingredients, barcodes and expiry dates.

- Quickly and easily create food labels
- Accurate and easy to read
- Integration with existing internal systems



TD-4550DNWB

9 Back office printing

Effortlessly print orders, dispatch notes and invoices.

- Easily print large volumes with high capacity paper trays
- Save costs by using high-yield toner cartridges
- High-quality, easy to read text



HL-L9310CDWTT

10 Price remarking

Save time with labelling and re-labelling products and shelves.

- On-demand printing in the aisle
- Print the exact number of labels required
- Reliable WiFi and Bluetooth connectivity



RJ-3150

An approach to suit you: We're here to help

Technology has the potential to improve customer experience and increase efficiency across the entire retail environment from warehouse to customer service.

Based on your changing needs, Brother will work with you to create applications and solutions that deliver real benefits to your retail environment.





Warehouse

Warehouse staff can make use of technology to increase efficiency in stock management by enabling printing and scanning in aisles and across the warehouse without needing to go back and forth to an office or fixed location printer.

- **Stock management:** Reduce back office operations by ensuring accurate label production in-situ, and reduce downtime with higher ribbon capacity for less frequent changing.
 - Delivery labels and barcodes
 - Goods in labels
 - Shelf edge labelling

Technology can automate warehouse print and scan operations to minimise costs associated with lost or misplaced stock items and minimise downtime.

- **Flexibility:** Small, portable devices which can be used across the warehouse floor mean that label printing and barcode scanning can be carried out anywhere, reducing warehouse stock movements.



Back Office

Back office teams can more efficiently manage large volume printing without having to keep track of and frequently reload paper and toner.

- **High volume printing:** Retail offices, and both online and bricks and mortar stores have requirements for large capacity printing of despatch notes and invoices. Enhanced paper handling capabilities can overcome back office frustrations with paper and toner maintenance.

Secure printing technology makes use of external card readers or internal NFC (near-field communications) readers to enable back office staff to improve print, copy, scan and fax security without the use of a PC or server.

- **Customer data security:** Only authorised staff can print confidential customer data and information for General Data Protection Regulation (GDPR) compliance, preventing costly data confidentiality breaches.



Customer Services

Customer service counters will typically have vastly differing print and scan requirements to a standard cash desk with the need for quick, efficient print on quotes and receipts, barcode scanning for click and collect orders as well as managing staff identification.

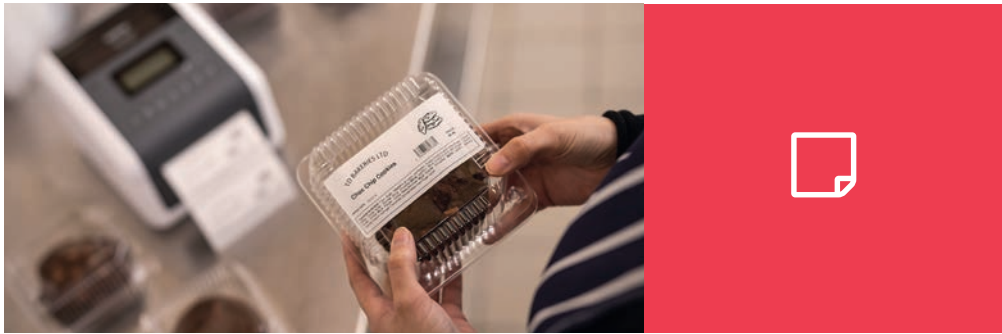
- **Secure customer identification:** Touchscreen panels personalised to your customers' requirements to create custom workflows for customers quickly and efficiently.
- **Staff identification badges:** Retail businesses can have high turnover rates, delays in obtaining staff ID badges from external suppliers can impact on customer experience in store.
 - Create high quality identification badges in store
 - Multiple label colour combinations and sizes
 - Unique lamination protects damage for long lasting badges



Shop Floor Solutions

The shop floor is where technology can have a major impact directly on customer experience. The right technology can mean staff can print and scan wherever they are in store and customers aren't left waiting around for staff to go back and forth to the back office.

- **Remarketing:** Lightweight, on-body solutions with seamless WiFi and Bluetooth connectivity to enable print on demand in the aisle.
- **Personalised shop floor printing:** Fast printing of personalised documents for retailers specialising in higher value purchases. Built-in wireless printing protocols and small footprint laser devices which can be placed on the shop floor, means staff can stay with the customer throughout the transaction, speeding up the entire process.
- **Customer ID capture:** Multifunction products with built in 'ID copy' function on the home screen for quick and easy point-of-sale scanning for retailers requiring customer ID verification for high value purchases.



Delicatessen Solutions

Labelling is fundamental to traceability for any foodstuff and this is especially true in delicatessen environment where food is packaged on site at point of purchase. Accurate and fast printing is instrumental to customer safety. Handwritten labels are no longer accepted as best practice with supply chain information embedded within barcodes for a fully traceable supply chain.

- **Food labelling:** EU directives on food labelling can be complex and incorrect labelling can have significant impact for a retailer and its customers. Standalone, easily configured labelling solutions create fast, high-resolution labels in situ without returning to the back-office setting including:

- Allergen content
- Barcode
- Expiry dates
- Weight and price information



Cash Desk

Technology used at the cash desk or till point is typically the last point of contact between retailer and customer. Long queues or waiting times can cause customer frustration. Dissatisfied customers leads to poor reviews or even lost sales.

Technology can improve efficiency at the cash desk, maximising uptime and minimising downtime as well as increasing transaction speeds through the use of mobile devices.

- **Receipts and vouchers:** Delays to printing and scanning receipts and vouchers result in lost revenue due to queues and impact on customer experience. Mobile scanning facilities allow staff to speed up queues saving customers time at the checkout and improving customer satisfaction.

Case Study

Jollyroom – making flexible warehousing and paperless distribution child's play





The Challenge

As the largest e-commerce retailer of children's and baby products in the Nordic countries, Jollyroom operates a wholly online retail experience. Its 24 hours a day, 365 days a year operation requires a flexible and efficient approach to warehouse technology. As a fast-growing business, Jollyroom was looking for a scalable solution which would enable wireless workflows across its 65,000sqft. of warehouse space.

Previously, traditional paper based stock management and static stock handling stations required the use of a lot of warehouse space along with additional internal movement of stock and paperwork. All leading to longer lead-times for the customer.



The Solution

Brother analysed Jollyroom's workflows and listened to their ideas before developing a solution which would enable paper-free and flexible, mobile stock management from goods-in to customer delivery. The solution included document digitalisation by utilising innovative scanning technology at the point of goods delivered by suppliers ending the paper trail at goods-in. Physical paperwork is scanned on delivery, directly to Jollyroom's stock management system without manual inputting.

The introduction of mobile labelling technology on the warehouse floor means that stock can now be managed from any location, removing physical stations and internal stock movement. Operatives can process stock in situ and products can be shipped to the customer much faster.



The Results:

Jollyroom's warehouse staff no longer need to bring stock back to a static location for processing, freeing up warehouse space and allowing the warehouse team more flexibility and more efficient workflows.



For us, constant development is an important factor, and we started looking for a solution where we could become paperless in our logistics, but also simplify production. We had great ideas but lacked the technology to realise them.

This technology has enabled us to look towards future growth with confidence, knowing we have the right solution in place for rapid scale-up from day one.



Kaspar Hannerz,
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