

# COMPUTERSALG



## COMPUTERSALG: IMPRESSIVE GROWTH, NEW PREMISES AND MORE TECHNOLOGY

*Successful ComputerSalg is gaining momentum and has experienced an impressive growth in the recent years. To keep up with the growth and the rapidly increasing inventory, the company moved to a new domicile in 2020 with 10,000 m<sup>2</sup> warehouse, 1,000 m<sup>2</sup> office and a new ComputerSalg MEGA Store.*

The growth comet ComputerSalg, which started as a physical store in 1996, where you could buy computers, hardware and software, has today grown to be one of Denmark's largest webshops. The corona crisis has accelerated the business further at ComputerSalg with increased pressure on online shopping.

The company continues to break records with high growth rates that have required more space to handle future growth and to accommodate the large product range, which today counts more than 1.5 million item numbers.

- We expect to continue our wild growth journey. First and foremost, it requires the right team that can support the company - and we

have that. It also requires a good combination of the right facilities and the necessary technology that must support all the processes, says Kim Rand, Founder & CEO of ComputerSalg.dk.

## TIES THE SHOPPING EXPERIENCE TOGETHER

In 2020, ComputerSalg got a new domicile in Ringsted with a 10,000 m<sup>2</sup> warehouse, 1000 m<sup>2</sup> office facilities for the staff and sufficient surroundings for the operation of the new ComputerSalg MEGA Store.

In ComputerSalg MEGA Store, you can find a wide selection of more than 1,000 product categories at the same low prices as on the webshop. To ensure a smooth handling of item information and prices, ComputerSalg also uses electronic shelf labels in the new store, which automatically handles the ongoing updates.

Delfi Technologies has provided the solution, which helps to tie the entire shopping experience together for customers.

- The Delfi solution has worked impeccably for us for many years, and to continue with the same solution in our new store was therefore a matter of course, says Kim Rand, supplement-



ed by Jesper Hansen, Store Manager in ComputerSalg MEGA Store:

- Since we have our store items linked to the same prices as our online prices, there are always adjustments. Therefore, it makes very good sense with electronic price tags, which create a link between the store and the webshop.

As a leading webshop, ComputerSalg must be able to provide good customer service with fast delivery and low prices.

- We need to be competitive in our range. Most things today are also linked to PriceRunner, so our system is constantly looking at what the right price should be, he continues.

## **SETS NEW STANDARDS IN THE WAREHOUSE**

The new facilities have also led to a major upgrade of the warehouse with a special focus on automation of manual processes. ComputerSalg has invested in a new large packaging

robot, which not only ensures an uncomplicated and error-free packaging of goods but also sets completely new standards for the speed and efficiency of the warehouse. The packing robot can pack up to 1000 orders per hour.

In the store, the electronic price tags are also used as a logistics tool to optimize the picking processes of the associates. Directly on the shelf labels, it is stated how many items are displayed at the shelf in the store and how many items are in stock in total. The signs also show location information, which helps associates to pick items from store shelves much faster.

- When we must pick an item from the shelf, we use the sign to check that the location stamp matches the information stated on the respective picking order, Jesper Hansen explains and continues:

- We also use the signs as ordering tools, as we have built a lot of logic into our system and the signs. If we come to a situation where we go below a certain minimum number of a specific item, a new order is automatically initiated in the system.

ComputerSalg also uses other barcode solutions from Delfi Technologies to optimize work processes. The warehouse uses Delfi PM85 mobile PDAs with software applications for a wide range of tasks. The store also uses Delfi iScan M71 barcode scanners, which ensure fast and efficient customer service.

## **ABOUT COMPUTERSALG**

ComputerSalg was established as a retail store in 1996. In 1999, the store was expanded with online sales and is today among the largest webshops in Denmark within consumer electronics. In addition, the company also sells a



wide range of goods for housing, household, house & garden as well as sports & leisure.

## **ABOUT DELFI TECHNOLOGIES**

Delfi Technologies is a European IT company that develops and sells barcode solutions in connection with product registration and electronic shelf labels for the retail, warehousing & logistics industry, as well as the healthcare system. Delfi Technologies has grown significantly in recent years and today has offices in Denmark, Sweden, Norway, Germany, Italy, and Vietnam with more than 110 employees.