NORMAL RETAIL SOLUTION

SEE HOW NORMAL ENSURES OPTIMAL STORE OPERATIONS AND AVOIDS DOWN TIME

Downtime is often a costly affair in retail, where it is all about ensuring optimal store operations. At NORMAL, they have found the right recipe that also lives up to customers' expectations of a rapid and efficient service.

The NORMAL store chain is gaining momentum and has developed into a major success in Denmark and outside the country's borders, with stores in Sweden, Norway, the Netherlands, France, and Finland. During a busy day, it is therefore crucial to avoid downtime in the well-visited stores.

As part of the strategy to continue the impressive growth journey, the chain has therefore also made some conscious choices when it comes to the use of store solutions that benefit both store associates and customers.

- Among other things, it is about giving our associates some tools that make them more mobile via handheld devices, so they can perform operational tasks where the customers are, says Søren Sivebæk, IT Director at NORMAL.

COMPLETE STORE SOLUTION FOR RETAIL

NORMAL has found the right tools through complete in-store solutions from the IT company Delfi Technologies, which provide the necessary operational reliability and equip the chain for the retail trade in the future.

- Reliable solutions are everything – it is all about stability and reliability. Our collaboration with Delfi Technologies gives us access to the leading technology in the market, solutions with long lifetime and a high level of service, says Søren Sivebæk.

For NORMAL, this means that the chain can ensure solid operations and help the stores with smooth handling of item management, inventory counting, customer service, and other important store tasks.

The store solution consists of handheld terminals (Zebra TC52) incl. a service agreement, the customized "Find My Device" app, SOTI MobiControl for configuration of mobile devices, all-in-one POS system (Toshiba TCx 800) with receipt printer and cash drawer, barcode scanners (Zebra DS9308), label printers (Zebra GK420d), and mobile PDA's (Delfi PM66) for inventory counting, which is delivered in rugged transport cases.
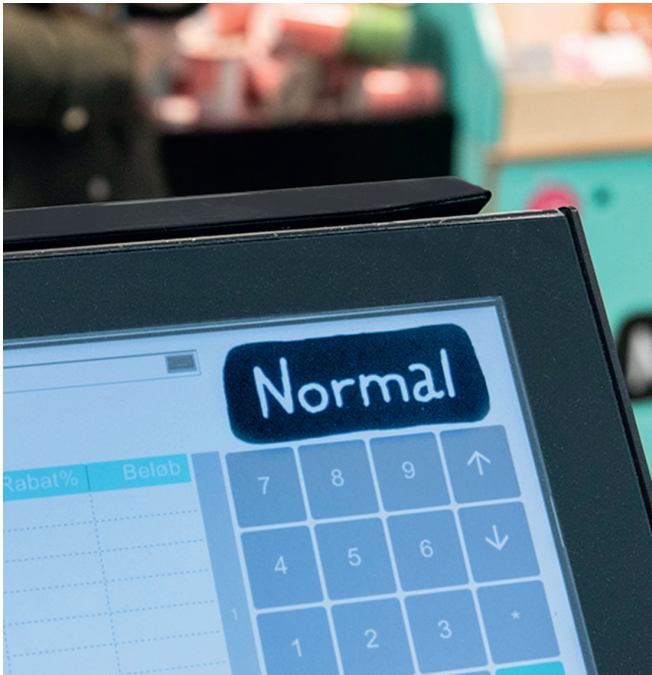
Delfi

product range is purchased where the goods are cheapest, and thus you avoid expensive intermediaries, which means that you can often save 30-60% compared to the market price.

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.

CONSISTENCY HELPS TO ENSURE STABILITY

- On the IT and technology side, reliable solutions are important. Consistency helps to provide stability, low support and a good TCO, Søren Sivebæk explains.

NORMAL also uses Delfi Technologies' partnership on Android Zero Touch to roll out new devices. This means that a barcode can be scanned, after which the mobile devices automatically are configured with the desired settings.

- It is no longer an administrative burden to roll out new technology - it saves us both time and energy on tasks that are usually enormously resource-intensive, says Søren Sivebæk.

ABOUT NORMAL

NORMAL markets itself as a store that sells completely normal goods at fixed low prices. The chain opened its first store in 2013 and today has around 270 stores in 6 countries. The

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