



Spirit supplies Zebra mobile computers and printers that help the RSPB's new OMS to save £100,000 in warehouse costs

Even efficient warehousing systems need good hardware in order to work effectively. When the RSPB decided to upgrade its warehouse operations with a new order management system, it also decided to source suitable handheld devices for its picking and packing and related operations. The new devices, which integrate efficiently with the new software, were sourced and supplied by Spirit Data Capture Limited. They have already helped to reduce the organisation's warehousing costs by some £100,000 a year.

The RSPB is the UK's largest nature conservation charity and inspires everyone to give nature a home. Together with its partners, it protects threatened birds and wildlife so that the UK's towns, coast and countryside will teem with life once again. It also plays a leading role in BirdLife International, a worldwide partnership of nature conservation organisations.

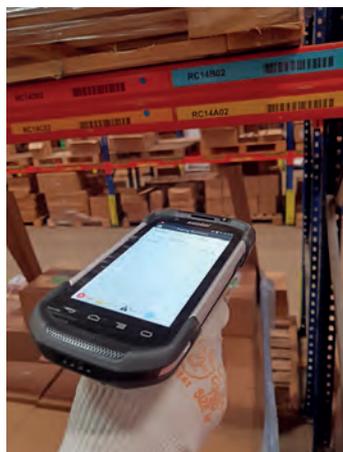
Roy Roddy is the RSPB's Fulfilment Manager, responsible for warehousing, the organisation's call centre and membership mailing (such as new member fulfilment and renewal and reminder mailing). He also looks after the data processing of paper documents for appeals; 'Big Garden Bird Watch', and printing and mailing – including the RSPB's magazines.

Defining the issue

The organisation recently decided to implement an RSPB-controlled Omnichannel system that would cover all areas of its trading business and that would link to the RSPB's other systems (e.g. Finance) and its web shop. The system would include a new electronic point-of-sale (ePoS) solution that would help with stock forecasting and ordering.

Roy explains: "We needed to protect the RSPB brand by ensuring that we were managing the whole process with our system rather than depending on third-party systems." The system previously used by the organisation had consisted of an array of conjoined systems, with an infrastructure that linked the various areas. It had delivered good results but the RSPB wanted to move forward and bring in a new system which can deliver now and in the future.

The organisation heard about Spirit Data Capture from Maginus, the company that supplied its Omni-channel order management system (OMS) and approached Spirit for help with the new project. This involved completely new hardware in the warehouse to ensure that it would work effectively with the OMS system. Being able to source everything from one supplier was deemed to be the most convenient and effective approach.



Developing the solution

Spirit recommended Zebra TC70 touch computers and ZT220 printers. The TC70 has a rugged design and is suitable for use in harsh and demanding environments. It offers a choice of Android or Windows 10 IoT Mobile Enterprise operating systems and has an integral camera and scanner. It provides crystal clear audio, with noise cancelling technology and with up to four times the loudness of popular smartphones.

The ZT220 printer is an industrial printer which is easy to set up and which has an intuitive operation. It also has a durable, high-impact polymer case for long-lasting use. Other features include a 300m ribbon capacity, multiple connectivity options, easy media loading and crisp, clean printing.

As part of the RSPB's requirements, Spirit also supplied SOTI's MobiControl, the UK's leading enterprise mobility management (EMM) software. This ensures that companies can manage and control their handheld devices remotely. It also optimises the benefits available from them, increasing their efficiency and effectiveness.

Reaping the rewards

The new Zebra computers are being used in the warehouse for all picking and packing operations, for customer paperwork activities and for links with the RSPB's OMS. The Zebra printers are being used on the packing benches for label production.

Roy comments: "All of the Zebra devices have been performing extremely well and MobiControl makes any issue-resolving much faster. The OMS software has improved the picking operations, reducing our warehousing costs by about £100,000 a year. Our users think that the Zebra TC70 touch computers are a great solution in conjunction with the software."

He adds: "Spirit has provided excellent support and advice throughout and we aim to buy our equipment from them again in the future, as a single supplier is also the best solution for us in terms of ongoing support."



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