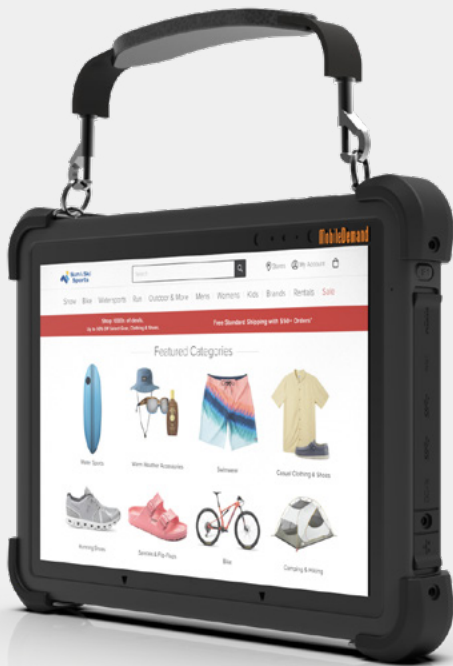


CASE STUDY

Sun & Ski Sports



Sun & Ski Sports is a United States-based specialty sporting goods retail company headquartered in the Houston, Texas metropolitan area. Established in 1980, Sun & Ski Sports currently has 31 stores stretching coast to coast across 12 states.



Rugged xTablet T1180

- ▶ 10.1-inch viewable screen
- ▶ Powerful Intel i5 processor
- ▶ Honeywell barcode scanner
- ▶ Autofocus camera
- ▶ xKeyPad
- ▶ Long-life batteries



Sun & Ski Sports Gains 25% E-Commerce Order Efficiency

Sean Rutherford, SVP of IT and Logistics says they've found efficiencies and thrown out the pen and paper by utilizing the versatile MobileDemand rugged xTablet T1180.

Challenge: Technological Metamorphosis

Sun & Ski Sports is undergoing a self-described "technological metamorphosis," according to Sean Rutherford, SVP of IT and Logistics. The company recently upgraded its backbone network service to all fiber which is much faster. During and post-COVID pandemic, the company tackled the creation of electronic work and ski tickets. Currently the majority of their e-commerce fulfillment is performed in the stores. Associates use to complete work orders and fulfillment using paper, and each store printed a daily to-do sheet. Sun & Ski Sports knew their new e-commerce provider had fulfillment software, so they started investigating

tablets to support that software. The goal was to allow their associates to "literally walk around the store with a scanner" to fulfill the orders. Part of the correct order validation process for Sun & Ski Sports is scanning to ensure the product is correct. They also wanted to pull up the workshop tickets to engage right at the location with the customer. The first mobile tablet option they explored was not fast enough for them. They also knew the retail environment could be rough on devices, so Sean knew a rugged tablet solution with faster processing rates was what Sun & Ski Sports needed.





Rugged Tablet Solution

Sun & Ski Sports found MobileDemand's products online.

After conversations with Sean, MobileDemand's recommendation was to try out the xTablet™ T1180. Given the versatility and performance of the tablets, Sun & Ski Sports ordered multiple tablets for each store. Sean says the xTablets are the most expensive portable devices they've purchased, but they have proven worth the investment.

"It's easy to chase costs because that's tangible, but no one follows up on the costs after the bills are paid. What do we spend on the labor to get the most done? We're sending it back to the manufacturer, that's downtime. So, we invested in what we thought was great technology through MobileDemand."

The thought was to invest in something that will give us longer-term use, and hopefully have fewer issues with breakage as well as a higher quality device.



xTablet T1180

The xTablet™ T1180 with a 10.1-inch viewable screen allows associates in every store to pull up and easily view all ticket details.

The powerful Intel i5 processor speeds up the time it takes to pull up and process electronic work and ski tickets.

The Honeywell barcode scanner allows for inventory management and validation of order fulfillment anywhere in the store.

The autofocus camera allows associates to quickly take pictures of merchandise as well as provides remote training opportunities.

The xKeyPad persistent onscreen keypad allows for faster and more efficient data entry by locking data in one place on the screen.

Long-life batteries allow the tablets to continue working through an entire shift so Sun & Ski Sports associates can continue to work and serve the customer.



“
An associate can
pull e-commerce
orders 25% faster

Results

Sun & Ski Sports associates have found many efficiencies using the xTablet T1180. Sean says an associate can pull e-commerce orders 25% faster than before they had the xTablets. He compared it to having a grocery list of e-commerce orders, and they go in and pull them, then bring them back up and

pack them. The new order fulfillment process with the xTablets is now just five steps.

Sun & Ski Sports had a fantastic 2021 with e-commerce. “The stores had significantly more orders and volume than ever. And while it was a challenge, the combination of having the MobileDemand tablet and the software worked hand in hand to make the job better for associates.”

“Everybody wants a Swiss army knife. We feel pretty good that we have one, and the more uses we can find for them, that's when we can say we need more tablets. Our people are getting engaged on these devices.”

Sun & Ski Sports has a multiple-year capital plan that includes adding additional xTablets. “MobileDemand was fantastic to work with. Overall, we've been very pleased with the devices, and we look forward to a long-term relationship with MobileDemand. The intent is to keep adding on to the fleet.”



Next Steps

Sean says Sun & Ski Sport continues to look for ways to use the xTablet T1180, including utilizing the camera to provide remote training and certification to associates. For this use, they're using the camera in the tablet along with the MobileDemand heavy-duty ball socket to help mount the rugged tablets to a desktop.

MobileDemand is also collaborating with the company to provide point-of-sale (POS) bracket solutions to attach to the tablets. “We would love a credit card reader that allows our associates to interact on the floor. They could ring up merchandise, look for inventory and execute an online sale if we did not have it in stock at the store. We are just looking at the whole selling process from an omnichannel view versus in the store, out of the store. Then obviously having the ability to take a payment on that same device.”

Sean believes adding POS technology from MobileDemand will add incremental sales from people who walk out of the store before purchasing.



Contact our sales team today | sales@mobiledemand.com | 319.363.4121
1501 Boyson Square Drive | Suite 101 | Hiawatha, Iowa 52233 | 319.363.4121 | RuggedTabletPC.com