



MOBILE ADVANTAGE: Indigo

→ OCR Helps Indigo to Raise the Bar in Retail Mobility Operations

Indigo Books & Music turned to OCR to rapidly design and deploy a new wireless infrastructure that streamlines operations, increases security and reduces costs across 90 retail sites nationwide.

CHALLENGE:

Update An Aging Mobile Infrastructure

As an innovative leader in its space, Indigo had already taken strides in leveraging wireless technologies to enhance its operations. Before turning to OCR, the company was struggling with aging mobile units that suffered reliability and speed issues, and could not support desired new applications. Repair and support costs were skyrocketing, and the issues were negatively impacting inventory accuracy at the store level – and had begun to undermine employee morale.

Additionally, Indigo's legacy wireless infrastructure was not PCI (Payment Card Industry) compliant. Indigo needed to find a solution quickly, and to deploy it at 90 locations across Canada within a two-month period.

THE SOLUTION:

Advanced Devices & Centralized Management

Rollout across Indigo's 90 sites was streamlined via automated staging and provisioning of new devices for all required applications. Support for the new mobile devices was centralized, enabling remote diagnosis of technical issues and much faster call resolution. A central RF Management System (RFMS) server was used to validate running wireless configurations, and to remotely push configuration changes. Security was enhanced and can be monitored remotely through the wireless intrusion protection system (WIPS), allowing quick response to breaches or threats.

PRODUCTS USED:

Wireless LAN:

Motorola WS2000, AP300's

Management Solutions:

MSP 3.0, MOTO WIPS, RFMS

Mobile Computers:

MC3090, Spares Management

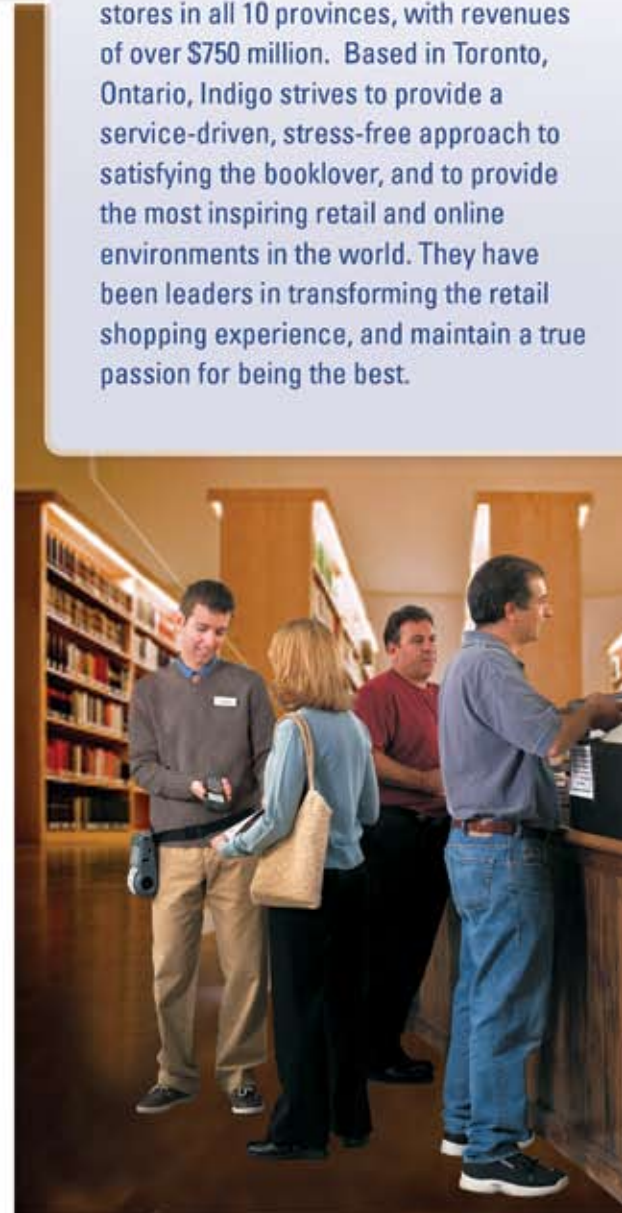
Software:

Wavelink: TelnetCE and industrial browser AppCenter & SAP

Indigo
Books Music & Café

Indigo Books & Music Inc. Toronto, Canada

Indigo Books & Music Inc. is the largest book retailer in Canada, operating bookstores in all 10 provinces, with revenues of over \$750 million. Based in Toronto, Ontario, Indigo strives to provide a service-driven, stress-free approach to satisfying the booklover, and to provide the most inspiring retail and online environments in the world. They have been leaders in transforming the retail shopping experience, and maintain a true passion for being the best.





THE RESULTS: Streamlined Mobility & Superior Service

OCR created a tightly integrated end-to-end solution for Indigo that delivers the security, manageability and performance needed to drive superior service, while keeping costs under control. It provides a new wireless and mobile device infrastructure that meets Indigo's PCI requirements, while creating a new platform to launch more media-rich applications that will allow store employees to drive more sales through better customer interaction. New menu-driven interfaces give employees quick, intuitive access to the data and applications they need.

The solution allows Indigo to centrally manage and monitor wireless infrastructure and equipment across all sites. Indigo was also able to fix its deployment and support costs for significant savings. Employee adoption and response had been very positive, improving morale and increasing the total usage – and the ROI – of the mobile devices and applications.

THE BENEFITS:

- Eliminated aging hardware repair costs
- Improved SAP usability and accessibility
- Reduced management costs
- Improved employee morale
- Opened doors to new application options
- Created infrastructure for future devices, such as VoIP phones
- Increased sales opportunities
- Eliminated onsite audit requirement for PCI

“*OCR brought amazing problem-solving expertise to the table and rolled out a state-of-the-art wireless infrastructure that started improving operations on Day 1.*”



ABOUT OCR

OCR is the premier provider of mobile computing, RFID, barcode and wireless LAN solutions that drive business to higher levels of performance and profitability. Our team of business, technology and operational experts combine an unrelenting focus on superior service, decades of industry expertise and world-class partner technologies to help our customers design, deploy and maintain solutions and systems that automate data collection and real-time communication across their full range of operations.



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