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ABLogics Private Ltd.



Customer-inspired. Technology-driven

CASE STUDY OF WORLD OF TITAN- CYGNUS

World of Titan Franchise at Guaruda Mall, Cygnus wanted to implement automated RFID based Inventory management system to track and audit the watches. ABL implemented RFID integrated r-IMS solution which improved the performance efficiency of the retail store



Executive Summary:

The World of Titan is the exclusive chain of Titan stores. With over 320 stores and presence in over 130 cities, the World of Titan is India's largest watch retailer.

The World of Titan has an offering for everyone - across different styles ages, price points and brands.

Each retail stores will have 4000 watches in different categories like Nebula, Raga, Zoop, Purple, Edge, Tycoon, Obaku, Orion, etc.,. The value of a watch ranges from Rs. 250 to rs.1,50,000.

Cygnus, World of Titan Franchise exhibits these collections in a beautifully designed retail store based at Garuda mall, Bangalore.

Problem Statement:

In Shop floor and Stores Inventory Management is the cumbersome process and needs regular monitoring to avoid any last minute surprises.

In spite of having barcode system and proper inventory management system, there was difference in the books of accounts against physical availability of watches and collections.

Sometimes by oversight, sales men used to misplace watches, price tag removed from the watch, billing errors on the watch brand, etc keeps happening resulting in huge financial implications and threat to security measures for the Franchise. Also the loss is found only during the audit which happens quarterly once.

Cygnus has decided to minimize the problem by implementing automated Inventory tracking and audit process i.e. RFID based Inventory Management System.

AB Logics Pvt Ltd was explained of the scenario and decided to challenge the problem and come out with possible better solution.



Key Features:

- Tagging watch inventory in both showroom and store room
- Associating RFID Tag to watch details in TechBee r-IMS middleware software
- Enabling watch inventory audit shelf wise, category wise
- Enabling reports of missing watches – locating the same
- Integrating with POS solution. Tag is removed for reuse after sale
Integrating with WOT legacy ERP SW
- Total of no watches in the showroom at any given point is 4000

Solution Design:

AB Logics has addressed the requirements and pain points of the client through implementing an RFID Integrated Inventory Management system **r-IMS**.

The solution is designed to reduce man-hour time spent on locating inventory, tracing missing inventory.

The solution can be integrated with barcodes based on the system requirements. Advantages to users include reduction time spent on locating inventory, real time inventory visibility through the organization.

TechBee rIMS is also Integrated with inventory Movement Tracking, Location of missing inventory, Inventory audit.

TechBee rIMS include inventory receipt, tracking and locating, inventory audit, tracking missing inventory.

ABL Innovatively planned and designed the solution for Cygnus that involved attaching the passive RFID tags (inlays) to all the Watches and Eye gear.

Solution Components

1. **Handheld reader** The Handheld reader is a rugged device – it has been proposed for audit of inventory inside the stores and show room, locate missing and misplaced inventory
2. **Tag** Tags Used – Laminated passive Alien Squiggle Inlays

Solution Methodology

- An RFID tag has been attached to the loop in the watch that has to be tracked.
- The RFID solution offered is conformed to EPC GEN2, Class 2, ISO 180006-C globally accepted standards.
- The in lays were read/write enabled.
- Each of the in lays has a unique RFID number. This number is associated to the existing barcode number of the assets which in turn associated with watch data.
- For the new watches (Inventory) the in lays are attached at the receiving point. This can be associated with GRN and GIN.
- The handheld reader is used for asset inventory audit
- The information from TechBee **r-IMS** is exported to the legacy POS system.
- Reports has be generated on, location/category/sub category wise
- When a watch is being sold at the counter, the tags were removed and data is updated into the TechBee r-IMS system. The tags are being reused for new inventory arriving at the stores.
- Audit is performed at the store on everyday basis both morning and evening for smooth transactions
- The Franchise is able to get updated reports on daily basis
- Fastest and slow moving inventory were identified resulting in better purchasing ability



ROI / Benefits through this Solution

- Reduced time spent on locating Inventory
- Real Time Inventory Visibility
- Inventory Audit on daily basis
- Avoid misplacement of the assets
- Speedy Audit process
- Reports on current Inventory status
- Time efficiency and minimal manpower requirement