

Newman - Canada

baracoda
Data Capture for Workforce in Motion



Sales Traceability and Stock Management

- **Company**

Newman is a French group that **designs and sells clothes worldwide** via a network of individual shops and corners in department stores

- **Customer Challenge**

Offer its Canadian sales forces a solution that allows them to assure sales traceability and make stock management reliable

- **Solution**

Baracoda RoadRunners 1D connected to Blackberry 7290
Prylos "Y-Go" solution

- **IT Architecture**

The application runs on corner managers' mobile devices and communicates with Newman's central data system via GPRS

- **Key Benefits**

- **Small, smart and well-adapted solution** for points of sales
- **Guarantee a better and more efficient sales traceability** thanks to barcode scanning operation and improve stock management between stores and logistic center
- Collect data in a **very ergonomic and user-friendly** way thanks to the Baracoda RoadRunners



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