



Booktopia Ships Books Faster and Easier with Zebra's TC8000



Headquartered in Sydney, Booktopia is Australia's leading online book retailer and local bookstore for all Australians. As a customer-centric brand, Booktopia focuses on delivering the highest quality of customer service with fast delivery of books Australia-wide, including in regional and rural areas as well as New Zealand.

Booktopia ships over 3.3 million parcels a year to Australian and New Zealand addresses. At peak times, the online retailer has shipped 41,800 units per day. Booktopia's technology decisions are focussed entirely on enabling it to efficiently ship this extremely high volume of books out of the warehouse and fulfil customer orders, while maintaining an outstanding level of customer service.

SUMMARY

Customer

Booktopia
Sydney, Australia

Partner

Skywire
Sydney, Australia

Industry

Retail

Challenge

Update warehouse technology and boost staff satisfaction, productivity and efficiency

Solution

- Zebra TC8000 Mobile Computer

Results

- 33% lighter than traditional mobile computers, reducing staff fatigue
- Freedom to innovate and develop in-house applications
- Significantly increased staff satisfaction
- Less mobile device downtime

Challenge

Known as Australia's leading online book retailer, Booktopia needed to uphold its reputation by deploying sophisticated and productive technology at its 13,000 square meter warehouse.

When the incumbent, dated Windows CE mobile technology threatened the efficiency of Booktopia's picking and put away operation, Booktopia needed a solution that would complement its custom warehouse management system (WMS) and give it the flexibility to innovate.

The company also needed a highly reliable device with battery life sufficient to last the full length of an employee's shift, that would produce less operator fatigue than its Windows devices.

Importantly, the company required a solution that would also improve staff satisfaction, and therefore boost efficiency and productivity of its warehouse operations.

Booktopia investigated a number of Android-based mobile computers that could increase staff satisfaction, overall efficiency and productivity, and provide flexibility to innovate.

Solution

An Android-based mobile computer with fast scanning capabilities

Booktopia engaged Skywire, a Zebra Premier Solutions Partner, as its trusted mobility partner to help pilot a solution. Booktopia ran a time-in-motion study to test a number of devices. Zebra's TC8000 Mobile Computer was a clear winner, offering additional features and instant staff satisfaction during the test phase. Booktopia therefore opted to go with Zebra's TC8000 mobile computer.

It was important for us to have the right technology in place to support innovation and growth

To ensure a solid workflow during the transition phase, 80 Zebra TC8000 mobile computers were deployed in multiple phases over 18 months, beginning in 2017. Eight devices were used during the test phase, and the remaining devices were introduced in blocks of twenty.

This approach enabled Booktopia's internal IT team to dedicate resources to the development of Booktopia's custom warehouse management system to deliver an extremely smooth rollout with no impact on warehouse productivity.

The benefits of the TC8000 mobile computer were seen almost immediately: staff satisfaction improved dramatically. In particular staff found the Zebra TC8000s able to scan much more efficiently than the previous devices, creating significant time savings. Furthermore, staff reported the Zebra devices to be lighter, more ergonomic, and more comfortable to operate for 3-4 hours at a time. For example, the TC8000s were fitted with a wrist strap, leaving workers' hands free for other tasks.

Additionally, the Zebra TC8000s were far more robust and needed far fewer repairs than the previous devices. Booktopia reported the old devices frequently resulted in broken triggers and damaged laser scanners, impacting productivity.

Overall, the Zebra TC8000s increased productivity and accuracy significantly across Booktopia's warehouse operations, resulting in massive time savings across Booktopia's distribution centre workforce.

"It was important for us to have the right technology in place to support innovation and growth. During the procurement phase, the staff clearly indicated which technology they preferred, even before the final purchase. The decision to employ these new Zebra devices is a significant step forward in our program of investment to provide the best customer service, and to improve the working experience of our employees"

Tim Rimington
Infrastructure Manager
Booktopia



The Future

Improved productivity, accuracy, staff satisfaction and potential to innovate

Zebra's TC8000 devices will continue to enable high productivity levels and staff satisfaction across Booktopia's warehouse operations. They will boost Booktopia's capacity to process orders in greater volumes and see it remain a market leader in eCommerce.

As an entirely online retailer, Booktopia is reliant on technology for its success, and must stay ahead of the technology curve. The next step for Booktopia is wearable devices. These will produce greater time savings than handheld mobile computers. Booktopia has invested over \$20 million dollars in automation solutions across its warehouse, and the company plans to increase investment in the next few years.



Designed to improve productivity

The groundbreaking TC8000 warehouse mobile computer was designed from the ground up to increase worker productivity by 14 percent. How? We've minimized the 'tilt and verify' motion required to interact with the device and it's 33 percent lighter to minimize fatigue.

For more information visit www.zebra.com



Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com