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Unicoop Firenze, the first retailer in Italy introducing Salvatempo™ back in 1998, has adopted Joya™ into its Barberino di Mugello supermarket. An additional goal reached by Datalogic™, a leader in Europe for barcode readers, not even three months after the presentation of Joya, the self-shopping solution for the retail world.

Joya is the exclusive new pod by Datalogic able to enhance any shopping experience into a enjoyable activity and a time for information and where multimedia information on special offers or discounts, clips and music involve consumers in a personalized shopping experience.

“Both our Members and employees have showed great appreciation for the introduction of Joya into our Barberino di Mugello pilot supermarket” says Riccardo Rapi, Organization and Systems Director at Unicoop Firenze. “The features of this new pod will make it possible for us to improve the system and give our customers an even more enjoyable shopping

The determination of putting Joya in the hands of Unicoop Members strengthens the cooperation between Unicoop and Datalogic and increases the trust placed in Shopevolution, quite an important step for Unicoop. Thanks to this solution, extremely positive results have been achieved these last few years: an average of 35% of the store purchase percentage has been brought about by Salvatempo !

“The continuous and ever growing success of Salvatempo, with over 70 stores equipped with it,

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Advanced Planning (APS)
 Automatic Data Capture
 Demand Planning
 Integration
 Manufacturing
 RFID
 Supply Chain Execution
 Supply Chain Management
 Transport Management
 Warehouse Management

experience.
 What surprised the most during the trial time was the ease with which Members have used this new completely different pod, with no hesitation or uncertainty.”
 This is why Unicoop Firenze has chosen Joya for Salvatempo! A personalized and interactive navigator in the hands of Members that offers information and suggestions as customers shop, so as to involve them in a totally new shopping experience.

Customer care leading to customer satisfaction is the main goal for Unicoop Firenze; every single detail has been studied to perfection to bring fun and full awareness to each single minute of the shopping itself. Every element in the store blends in perfectly with the rest, colours and information displayed on Joya match the store’s style and its values as if Joya™ had always been part of the store itself.
 From the moment Joya is picked up from the dispenser to the moment it is returned at check out, the animated character displayed in the store is also nicely shown on the colour screen of Joya: thanks to Joya, Members will keep feeling pampered and part of a familiar environment, their favourite store.

strengthens the partnership between Coop and Datalogic” says Luigi Frison, Datalogic Mobile EBS Marketing Manager. “The ideas and projects we are considering to develop with Coop are going to improve customer service.”

Datalogic thus confirms its success thanks to Shopevolution, as well as its leadership in Italy (Coop, Conad, Carrefour, Auchan, Esselunga, Lombardini, Despar), France (Groupe Casino and ATAC) and Belgium (Delhaize Group and Carrefour) and shows how the knowledge of the market and of customers, once coupled with the spur to innovation, unfailingly leads to continuous growth.

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Jysk optimises lead-times through automated distribution centre

February 19, 2009
 Jysk, one of Europe’s leading furniture retailers, has implemented an extensive upgrade to its distribution centre (DC) in Nässjö, Sweden with a high performance ergonomic order picking solution and extension to its automated storage system.



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