

SHAMROCK FOODS TALK UP WAREHOUSE PRODUCTIVITY

BEC's implementation of its eSmart® Voice System at Shamrock Foods' 225,000 ft² warehouse, increased both accuracy and productivity.

Replacing the legacy data capture system Shamrock Foods had used for years, a state of the art Pick-by-Voice system from BEC (Systems Integration) Ltd provided immediate increases in pick rate and accuracy. The new implementation also gave Shamrock Foods significant cost savings and real-time stock visibility.

Based in Ballymount, Dublin, Shamrock Foods Ltd is the owner of three successful consumer brands: Shamrock, Odlums and Roma. Their products include a wide range of home baking ingredients, cereals, pulses and Italian Meal solutions. Shamrock Foods operates primarily in the grocery trade, manufacturing and distributing fast moving consumer goods from its ambient warehouse. Delivering to over 2400 customers at 3000 delivery points across Ireland, Shamrock Foods is also a leading provider of route-to-market services for third party companies. Keen to improve company performance and customer service, Shamrock Foods approached BEC.

“BEC provided a high quality, competitively priced Voice solution that built on and incorporated our existing system. By mimicking the transactions used on our hand held computers, the new Voice system has ensured our Pickers can effectively use the Voice terminals with minimal training.”

Gerry Moynihan,
IT Manager, Shamrock
Foods.



Using their eSmart® Voice solution, which bolts seamlessly onto the Movex ERP System (Lawson M3), BEC quickly enabled real time, accurate reporting on all warehouse activities at Shamrock Foods.

THE CHALLENGE

One of the main problems Shamrock Foods faced was the impending need to upgrade their obsolete hand held terminals and the continuous drive to improve warehouse productivity and picking accuracy. Their existing RF data capture system was still efficient and the investment of €300,000 in a complete, new system seemed a daunting prospect. Shamrock Foods needed a solution that offered a rapid return on investment, increased pick accuracy and minimised disruption to the Warehouse.

“When the opportunity arose to replace our existing data capture terminals with state of the art technology, we opted for a Voice-Directed solution from BEC, as it offered better efficiency over our existing barcode system as well as greater pick accuracy” explained Gerry Moynihan, IT Manager at Shamrock Foods.



Having previously designed and implemented the data capture system already in use; Shamrock Foods selected BEC as the preferred supplier of seamless integration into Movex ERP (Lawson M3).

THE SOLUTION

The eSmart® Voice solution implemented by BEC uses Talkman T5 Voice terminals and headsets. Lightweight and wearable, the Voice computers enable users to keep their hands and eyes-free as they complete their tasks, and with the Pickers no longer encumbered by hand held devices, their efficiency has improved.

“BEC’s Voice system has proven ideal in our fast moving pick environment. We have improved productivity and accuracy, which has readily justified our investment” Gerry said.

eSmart® Voice uses synthesised speech to issue pick lists via the headset. In response to the spoken commands,



308-M03

the Pickers use microphones to confirm their location, quantity and the item picked.

BEC’s software communicates transaction data in real time, via wireless network, directly to Movex ERP (Lawson M3). This real time communication was particularly important for Shamrock Foods because of the way product is dynamically allocated in this fast moving environment.

Where a shortage of stock at the pick face means a task cannot be completed, a simple phrase will trigger automatic stock counts and replenishment from bulk storage. This reduces delays and helps further operational efficiency at the Shamrock Foods’ warehouse.

THE IMPLEMENTATION

The eSmart® Voice system is a module of BEC’s eSmart® Data Capture suite and therefore works seamlessly alongside the handheld terminals used on site. Running on BEC’s eSmart® Warehouse module, Psion 7535 handheld terminals are used for Goods In, Stock Move and Packing activities. The Voice terminals work in parallel with the various handheld and vehicle mounted devices being used in other areas of the warehouse.

THE BENEFITS

The automated data collection system used to provide Voice functionality at Shamrock Foods has provided real time integration into Movex ERP (Lawson M3) for improved visibility of stock, job monitoring, process reporting and increased pick accuracy.

“We needed an upgrade that would cause minimal disruption to our operations,” explained Gerry. “Having worked with BEC in the past and recognising the professionalism of the BEC team; they had already proved their skills at integrating real time into Movex. We knew their Voice system would be implemented efficiently and that we would continue to benefit from their excellent after sales support.”