

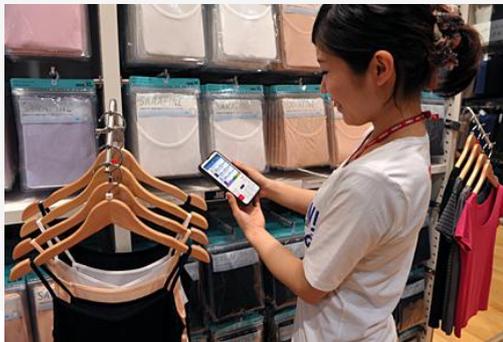
Fashion retailer UNIQLO adopts the Casio IT-300 for in-stores operations.

The fashion retailer Uniqlo uses the Casio IT-300 within their stores. Uniqlo is a subsidiary of Fast Retailing Company, the world's fourth largest clothing retailer, with around 960 Uniqlo stores worldwide (as of August 2011). Oversea expansion began in 2001 and expanded to the United Kingdom, China, Korea, USA, Hong Kong, France, Singapore, Taiwan, Russia, and Malaysia as a global company from Japan with the message of '*change clothes, change your common sense, change the world*'.

The concept of a '*Global One*' management system within Uniqlo, helps all employees to make an individual contribution towards the high aspiration of the company. All staff make a good daily effort to have a manager's perspective of the retail business. To help achieve this, providing information accurately and quickly is an important objective. The Casio IT-300 was selected as the portable hand-held terminal for all shop staff to carry, providing real-time information, such as stock data and product descriptions, and the latest pricing and daily promotions.

Uniqlo undertook an industry-wide search to select the best hardware for this task, issuing an RFP (Request For Proposal) in Summer 2010. Two major challenges were presented.

The first was to develop a so-called dedicated terminal for each member of staff, using the concept of the synonomous smart phone. Although some smart phones have a wide range of peripherals and applications for reading barcodes, their operation is relatively slow. Uniqlo release several hundred new products every season, with each one having many variations of colour and size. It was agreed early on in the selection process, that product management could not be successfully managed with a consumer smart phone.



A dedicated terminal for each member of staff

The second challenge was to select a device that presented a smart phone appearance, that was rugged enough for the challenging retail shop-floor environment with the inevitable daily knocks and occasional drop to the floor during use.

The conclusion was to develop a custom-built product, creating the exact design and functionality needed by Uniqlo, working closely with the Casio Computer Co. Ltd.

The Casio IT-300 hand-held terminal was developed with a number of key benefits as follows.

- A portable device that is compact enough to fit into a shirt pocket, giving the appearance of a smart phone. It's weight of only 215 grams is an added benefit.
- A large 3.7" VGA touch screen with excellent colour balance for showing the true colour of garments and accessories. This has the trademark of the Casio Blanview® LCD
- An integrated high performance bar code scanner with vibration alert function and scan width control, making the process of multiple scans much easier and faster for the operator
- Windows® Embedded Handheld 6.5 which responds well to the high function and security requirements required by Uniqlo
- A portable device which is rugged, IP54 rated and a drop durability of 1.5 metres to concrete



The Casio IT-300 Rugged PDA

The Casio IT-300 was initially introduced into 12 stores from April 2011 for the store user-base to trial and evaluate a number of retail applications. Following this comprehensive trial and the final approval of the product, full-scale rollout to all Uniqlo stores started in September 2011. The full range of applications operating on the IT-300 now include

- Employee's daily clock in-out time management
- A Uniqlo product handbook
- Inventory check across a network of stores
- Real-time sales data for any user-defined period
- Price checking and Price Look Up (PLU)
- Order management and stock returns

A senior manager at Uniqlo explains "The primary purpose for introducing the Casio IT-300 was improved customer service. The most common inquiries from customers are stock availability. It used to take time to go and check the backroom stock shelves and the inventory data on the PC. This resulted with

our customers often waiting. However after the introduction of this device, it is now possible to scan the bar code attached to the item and check the stock availability on the spot. It is also possible to check inventory from other stores. In addition, all price changes including weekend-only special promotion, selected item-by-item can updated on a daily basis. Therefore, there is no concern to provide the wrong information”.



Stock inventory is easily checked

In the past, staff training was provided in the form of a printed Product Handbook. This was costly to upgrade and produce, and had an environmental impact with a large number of handbooks having to be produced and shipped to all Uniqlo staff. This handbook is now available in a digital format, which is distributed using wireless networks to the user. Changes can be made very quickly and the cost of production is very small.

Time and attendance was previously carried out on the few computers located in the back-of-store office, often with a queue of staff waiting to clock in and out. This was particularly prevalent in larger branches with over 50 staff. With each employee now carrying the Casio IT-300, time and attendance management is faster and more accurate. The IT-300 adopts the WPA2 standard preventing access by external fraudsters and ensuring that data authentication is always securely managed.

The senior manager explains further *“particular attention was given to ‘usability’, ‘design’ and ‘reliability’. We required the large size of display to see all types of the forms on the terminal. It was also important to make it easy to carry and the important balance between robustness and comfortable design were paramount to match with the atmosphere within the UNIQLO stores. Casio has previous proven case with product development for its design and functionality of "G-SHOCK", which is why we think all our requests have been reflected in this [IT-300] hardware”.*

The Casio IT-300 is the versatile and rugged hand-held terminal for in-store use. Contact Casio Electronics Co. Ltd to find out more about this device by emailing us at bsd@casio.co.uk