

SUCCESS STORY

COLUMBIA SPORTSWEAR COMPANY
DS4800 SERIES



ZEBRA



Outdoor Sports Retailer Helps Customers Enjoy Adventures In Shopping

THEIR APPAREL IS WATERPROOF. THEIR SCANNERS ARE BRANDED

Headquartered in Portland, Oregon, Columbia Sportswear Company has been a leader in outdoor products and apparel since 1938. Columbia Sportswear Company designs and sells high-quality performance products to keep customers protected no matter where they are – at a neighborhood park or on a mountain peak. In addition to a robust online operation and sale of its products at sports chains nationwide, Columbia Sportswear Company also has nearly 100 retail locations in North America, including New York’s meat packing district, Chicago’s magnificent mile, Miami, Minneapolis, Seattle, and Portland.

In 2014, Columbia Sportswear Company embarked on a total renovation and expansion of its Portland, Oregon employee store, with three key goals: increasing sales volume, giving preferred customers a shopping experience unavailable in any other retail environment, and creating a “template” that could, ultimately, be used in other retail locations. In addition to upgrading the store design, Columbia Sportswear Company would replace all existing technology with the very latest innovations – including Zebra’s DS4800 Series 2D Barcode Imager.

Columbia Sportswear Company renovated and expanded its employee store to increase sales volume and give preferred customers a shopping experience unlike any other retail environment.

SUMMARY



Customer

Columbia Sportswear Company Employee Store
Portland, Oregon

Industry

Retail

Zebra Solution

DS4800 Series General Purpose Scanner

Key Results

- Ability to read mobile barcodes such as mobile coupons and mobile loyalty cards
- Increased scanning throughput leading to faster transaction times
- Branded scanners reinforce the Columbia Sportswear Company brand and enhance POS
- Fast, simple programming and customization

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Challenge

PREPARE FOR INCREASED STORE TRAFFIC AND A NEW GENERATION OF SHOPPERS IN A MOBILE WORLD

Columbia Sportswear Company's Portland, Oregon, employee store is located adjacent to their corporate headquarters, covers approximately 30,000 square feet and serves approximately 1,000 employees plus their families and friends and invited VIP guests. Each year, tens of thousands of customers visit to view the latest outdoor innovations and enjoy preferred customer savings. During the busy holiday season, as many as 18 checkout lines operate concurrently.

Until 2014, the checkout lines were equipped with Zebra's LS2208 Series scanners – one of the most popular laser scanners in the world with over 7,000,000 units deployed globally. According to Anthony Roberti, Columbia Sportswear Company's Business Services Manager, "The LS2208 was bulletproof! It was a great solution for us and there was nothing out there that beat it." The problem was, the new store was going to have to meet new and evolving customer demands, and that would require a new generation of scanner technology.

Simply put, as satisfied as Columbia Sportswear Company was with the LS2208s, they saw the writing on the wall and realized that standard 1D laser scanners would not be able meet new customer needs, or position them to respond to emerging needs down the road. More specifically, the LS2208 scanners were not equipped to scan barcodes presented on a mobile phone such as mobile coupons and loyalty cards – that were rapidly gaining acceptance among their customers.

In addition to preparing for the growth of mobile, Columbia Sportswear Company needed to prepare for the increase in store traffic due to the store's expansion to 30,000 square feet. While the LS2208 had served the company well for many, many years, they realized it was time to make the move to a 2D imager.

Solution

IMPLEMENT A NEW GENERATION OF SCANNER, DESIGNED TO DO MORE AND DO IT FASTER

Fortunately, Columbia Sportswear Company had a longstanding relationship with Zebra. And when confronted with these challenges, Anthony Roberti knew exactly where to turn. "Over the years, we've looked at lots of brands, but nothing was better than the LS2208. So when we were looking for a new scanner, we reached out to Zebra. They're willing to get down in the trenches and understand our pain points. They showed us a number of options and provided all the samples at one time, which made it easier for us to get all the options in front of our business partners and marketing people. Their support and collaboration made the decision process a lot easier."

After evaluating a number of products, Columbia Sportswear Company chose Zebra's DS4800 Series 2D imagers, which they felt offered the perfect combination of design, function and performance for their Portland store. Most importantly, the DS4800 Series would allow their associates to capture every bar code presented at checkout – including those displayed on mobile phone screens.

But 2D capabilities were just the beginning. With its unique PRZM intelligent imaging technology and proprietary illumination system, the DS4800 Series made capturing barcodes, even poorly printed or damaged barcodes, faster and easier than ever. According to Anthony Roberti, "The DS4800 offers superior performance, especially on poorly printed barcodes. And there's no need to adjust tags to align with the scanner because it's an omni-directional imager." All of these features combine to keep checkout lines moving – and customers happy.

Additionally, from the outset Columbia Sportswear Company leadership knew they wanted to extend the Columbia Sportswear Company brand down to the customer level and

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give their new corporate store a comprehensive and world-class POS experience. Columbia Sportswear Company commissioned a customized version of the DS4800 Series made in Columbia Sportswear Company's color scheme and utilizing the company's highly recognizable logo. The DS4800 Series is the 1st scanner in the world designed for mass customization using state-of-the-art techniques and Columbia Sportswear Company was excited to be one of the first retailers to implement this type of customized branded barcode scanner.

In addition to being easy to use, the DS4800 Series is incredibly easy to program, reprogram and install – which was very important to Columbia Sportswear Company as they raced to prepare for their grand opening. Roberti couldn't have been happier. "They have a program called 123Scan²."

"We quickly connected our scanners and we had the programming done in just a few minutes, including testing half a dozen tones and volumes."

All of the scanners were easily programmed in time for the Portland store's grand opening, rounding out a very smooth experience from planning through implementation.

"I personally programmed every unit in the store using my smartphone and the operation took less than five minutes," said Roberti. "I simply waved my cell phone in front of the scanner and the DS4800 read the Data Matrix command code and reconfigured the scanner on the fly." Roberti continued, "During the holiday rush we had to increase the scanner volume to accommodate the hundreds of customers we had in the store and again I used a single command code generated by 123Scan² and the entire operation took just a few minutes."

Finally, it wasn't just Columbia Sportswear Company leadership who were excited about the DS4800 Series Imagers. Store associates appreciated the lightweight, ergonomic design, easy aiming and capacitive touch trigger. Plus, they loved the fact that the scanners were custom-branded with the Columbia Sportswear Company colors and logo. As one associate put it, "At the risk of getting too technical, it's a really cool looking scanner. In fact, it's an awesome scanner, period."

"The DS4800 is faster than our old LS2208's, scans even damaged and poorly printed barcodes with ease and eliminates the need to orient a barcode... the cashiers love them"

Anthony Roberti
Business Services
Manager.

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Results

REDUCED TRANSACTION TIME, SATISFIED ASSOCIATES AND CUSTOMERS

The DS4800 Series imagers have been in use at the Portland employee store for six months and the cashiers are thrilled to have them.

Even customers have commented on the customized design – something that hasn't ever happened before.

Associates spotlight the imager's ease of use and, most importantly, super fast scanning as less time is spent aligning the barcodes with the laser line or re-scanning poorly printed barcodes. Management reports moving

customers through checkout faster due to reductions in transaction time. And customers are pleased that they can check out quickly and effortlessly. And, as you might imagine, everybody is happy with the sleek, branded scanners and the way they enhance the POS experience.

In addition, the leading-edge functionality of the DS4800 Series has Columbia Sportswear Company considering new retail applications both at their Portland store and their stores and outlets nationwide. The ability to scan both traditional as well as mobile barcodes to support mobile marketing and loyalty applications has opened up a world of new possibilities - much like Columbia Sportswear Company's products open up a world of new possibilities for its customers.

Why Zebra

With a Zebra scanner in hand, your workers can capture the data that matters most — as quickly and as accurately as possible. And whether you need barcode scanning at your retail point of sale, at patient bedside, on the manufacturing production line or in the aisles of your warehouse, we have a scanner that is right for your environment and your application.

As the world leader in the bar code scanning industry, Zebra offers the broadest and most fully featured portfolio of barcode scanners, including rugged, handheld, hands-free, and fixed mount scanners. Our 2D array imagers capture just about any barcode— whether it is displayed on the screen of a mobile phone or printed on a label that is dirty or damaged.

No matter what type of data you need to capture, Zebra has a scanner ready to do the job — including 1D and 2D barcodes, PDF417 barcodes, images, signatures, RFID tags, direct part marks, the specialty barcodes on the bottom of checks (MICR) and even optical character recognition (OCR) to capture the text on documents. And our award-winning Industrial Design team delivers ergonomics that provide all day comfort, and an intuitive and easy to use design that virtually eliminates training.

**FOR MORE INFORMATION ON HOW ZEBRA'S BROAD PORTFOLIO OF
BAR CODE SCANNERS CAN IMPROVE YOUR OPERATIONS, PLEASE VISIT
WWW.ZEBRA.COM.**



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