

# SCANNING CASE STUDY

**ALPEN CO., LTD.**  
INDUSTRY: **SPORTS RETAIL STORES**



## ASREADER DEPLOYS SMARTPHONES FOR INVENTORY MANAGEMENT INCREASING ACCURACY, SPEED & FLEXIBILITY

### OVERVIEW

Alpen Co., Ltd. is a prominent Japanese retail company, founded in July 1972, with a network of approximately 400 stores across Japan. Specializing in sports, outdoor, and golf equipment, the company operates a diverse range of retail locations, including comprehensive sports shops, outdoor specialty stores, and golf-focused outlets, from Hokkaido to Okinawa. In recent years, Alpen has expanded its presence with flagship stores such as Alpen TOKYO and Alpen FUKUOKA, reinforcing its position as a leading retailer in Japan's sports and outdoor market. The company currently employs more than 2,700 people.

### THE CHALLENGE

About five years ago, Alpen embraced technological innovation to streamline its operations, starting with the switch from handheld terminals and PDAs to smartphones for inventory management and other store tasks. With a focus on improving usability, Alpen continued to gather feedback from on-site staff to create a more comfortable working environment and boost customer satisfaction, all while planning for future upgrades as their smartphones and readers age.

### THE COURSE OF ACTION

After consultation, AsReader recommended both their DOCK-Type and AsCameraX solutions to upgrade Alpen's processes. The DOCK-Type combines a reader module with a smartphone, while the AsCameraX uses the smartphone's camera to scan barcodes. This flexible approach has improved operational efficiency, allowing the company to tailor technology to meet the specific needs of the business.

### THE SOLUTION

#### THE SOLUTION:

- DOCK-Type ASR-A24D
- AsCameraX
- AsBrowser
- Smartphone

#### JAPAN CASE STUDY LOCATIONS:

- Osaka Headquarters
- Tokyo Office
- Research Institute and Osaka Office
- Nagoya Sales Office

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**AsReader**

**KYOCERA**

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## THE SOLUTION

The introduction of AsReader's AsCameraX solution has greatly streamlined Alpen's order processing and customer information management. Previously, manual entry of shoppers' membership numbers caused frequent errors and delays when registering for the store's Rewards Program causing a negative shopping experience. Now, membership numbers are instantly and accurately scanned via QR code, automatically registering customers and awarding points for their purchases. Employees have noted that new solution is more compact and light weight, making it easier to carry, while the improved reading speed has reduced errors. Additionally, the flexibility of using a smartphone for scanning adds many more business-essential apps like push-to-talk communication, voice and video calls, and product picture documentation using the camera. These added features can be utilized by the sales floor enhancing convenience of operations. A key highlight is the ability to scan directly using the smartphone's camera, eliminating the need for a separate reader. The quick response time has made the system even easier to use, significantly improving efficiency and overall customer satisfaction.

**AsReader supports over 50 different 1D & 2D barcode symbologies.**




**1D Barcode (examples of just some of the readable formats)**

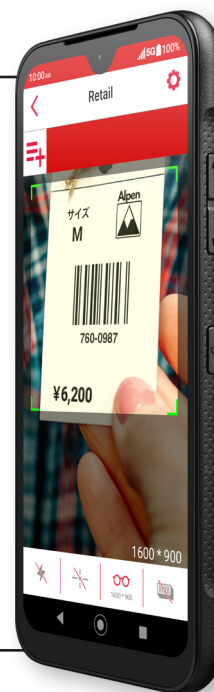
Many barcode types are supported. Please contact us for details.

CODE128		JAN-8	
	*asterisk01*		1234*5670
CODE39		GS1 Databar (RSS-10)	
	*asterisk01*		00112345678910123
NW7		Interleaved 2 of 5	
	a12345678903a		01234567891019
JAN-13		UPC-A	
	1 234567 890128		0 12345 67891 2
GS1-128		UPC-E	
	00104512345678901719123110001A		0 12345 6
GS1-128			
	001001234-0123456789012345678910141231-1-012345-1		

**2D Barcode (examples of just some of the readable formats)**

Many barcode types are supported. Please contact us for details.

PDF417		Data Matrix	
		QR Code	



**AsReader**

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