

Mobile data keeps retailer sweet

Krispy Kreme Doughnuts is equipping merchandising staff with mobile devices to improve stock management, ordering and sales processes. Staff are using handhelds at 50 stores, including Krispy Kreme counters in Tesco, to record sales and stock return data.

The doughnut manufacturer and distributor uses TAAP's mobile software solution to manage production, logistics, and sales & re-supply. Prior to the implementation of the software, Krispy Kreme had the following issues to overcome:

- 10 – 12 day lag in production and sales reports
- Paper-based stock management not working as well as it could have
- Product demand reaction time required a real-time system to help improve product supply

Following the implementation of TAAP's system, the company was able to:

- Operate more effectively
- Collect from stores in real-time due to live stock levels
- Reports all accessible from one location – TAAP secure website
- Production managers could control the quantity of stock required as they were more able to react to real-time data and deliver demand-driven production levels

Benefits

- **5% waste saving per week**, roughly equating to **£2K per week per store** – this included raw materials, baking and ovens, packaging, logistics, shipping.
- Day 1 Return On Investment (ROI)
- Real-time reports
- Eliminated paper
- Increased profits



The solution won the **Data Strategy Award 2006** for **“Best Use of Data in FMCG”**.

About TAAP

TAAP is a leading provider of software solutions which allow organisations to mobilise their operations using hand held computers. Its award-winning agile application platform allows new systems to be delivered “OnTAAP”, that is, fast, flexibly and at low cost.

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Software for people *on the move*

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