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*July 31, 2009*

## Special *SCAN: The DATA CAPTURE Report* Reprint

### Datalogic Shopping Helper Gains Momentum In European Sales

As long as 10 years ago or more, we were writing about devices that made the shopping experience a little less dreary for customers. Of course, adoption of the handheld units wasn't altruistic on the part of grocers. Grocers use the devices to capture important consumer shopping information and for targeted advertising.

One AIDC vendor that has continually played an important role in this area is **Datalogic**. The company is a pioneer in the area of self-shopping solutions and started working in this area in the 1999-2000 timeframe.

Recently, the company announced several significant new orders. The first order was placed on May 29. It was a purchase agreement for Datalogic's *Shopevolution™* solution with the newest *Joya™* terminals. According to Datalogic, the **Unicoop Firenze** order is valued at 1.8 million Euros.

"This is a sizeable order for Datalogic," said Datalogic Mobile CEO Gian Paolo Fedrigo. "The Joya 'pod' will be adopted in about 20 stores of

Unicoop Firenze. There will be a combination of new installations and replacements of old technology systems. Unicoop Firenze is one of the nine cooperatives of **Coop System** (with 98 stores including supermarkets, hypermarkets, minimarkets, and traditional stores distributed in seven Tuscany provinces) and the biggest Italian consumers' cooperative, noted for its associates, sales, and employees."



*Gian Paolo Fedrigo,  
CEO, Datalogic  
Mobile.*

Unicoop uses the entire Datalogic system and has branded it *Salvtempo*. Like most retailers, Unicoop offers use of the system to its loyal customers.

The number of customers using the system is continually getting higher. *Salvtempo* is more than simply a productivity tool.

The other major order came from **Carrefour** in Belgium. Fedrigo told *SCAN/DCR*, "There are lots of both pilots and roll-outs going on. The sales cycles tend to be long, but adoption is definitely growing. Today, the Datalogic solution is implemented in about 350 stores. Some of our main customers are Carrefour, **Esselunga**, Coop, **Casino Group**, **Delhaize**, **Auchan**, and **Conad-Leclerc**."

## System benefits

We've all been in the situation, at one time or another, when we had to check our cash situation before we started throwing items in our cart. Most people keep a running tab in their heads. They also round prices off to a higher amount to be safe.

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**"One great thing about the Shopevolution system is that it provides proven ROI and benefits. That said, the ROI time is tied to how much the grocer uses the system. If grocers use the system for many different applications and take advantage of its CRM potential, the ROI time is much less. Unicoop is taking advantage of many of the systems benefits, so it has had a much quicker return on its money."**

**Gian Paolo Fedrigo, CEO,  
Datalogic Mobile.**

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With Datalogic's technology, instead of adding up their total purchases in their heads, customers can keep a running tally of exactly how much money they are spending. In many cases, they will spend more because they realize they have the money they need to do so.

The system also enables grocers to advertise and customize their promotions. It's great for proximity marketing. This means customers receive promotional materials when they're almost standing directly in front of the product being pushed. If someone buys a box of pasta, an ad for sauce may pop up on the Joya screen.

"One great thing about the Shopevolution system is that it provides proven ROI and benefits," said Fedrigo. "That said, the ROI time is tied to how much the grocer uses the system. If grocers use the system for many different applications and take advantage of its CRM potential, the ROI time is much less. Unicoop is taking advantage of many of the systems benefits, so it has had a much quicker return on its money.

"The system is good for both grocers and consumers," Fedrigo continued. "Datalogic has done a great deal of research; it knows what consumers want."

## Growth stats

This solution is definitely considered to be a prominent component in loyalty systems. In an article in *RIS (Retail Info Systems)* the author states: (begin quote) Despite the recession, U.S. consumer participation in rewards programs is on the rise across all demographic segments, according to **Colloquy** research. The study reports a 19% participation growth by the general population since 2007.

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Activity in desirable demographic segments is up even more. Participation by Millennials (age 18-25) has soared 32% since last measured in 2007. Women as a demographic are up 29% in the same time period.



*This shopper is using the convenient Joya handheld pod. The pod can also be mounted to the hand bar on the shopping cart.*

Consumers are leaning on loyalty programs to stretch household budgets further by earning rewards for their purchases. The retail category demonstrates the highest positive impact in reward program attitudes, with 75% of 2,152 surveyed reporting a net neutral or positive effect on their

program participation as a result of the economy.

"In spite of the dire economic news of the past 18 months, consumers remain as engaged, if not more, with loyalty and rewards programs," said Rick Ferguson, Editorial Director of Colloquy. "In fact, U.S. consumers clearly see value in program participation, and continue to leverage their activity as an antidote to hard times - seeking added value and using rewards to stretch dollars." (end quote)

### **Last words**

Closing, Fedrigo told *SCAN/DCR*, "Datalogic is doing well in the European market with its shopping systems. Now, the company is trying to generate interest in the U.S. market."

*Comment: We congratulate Datalogic on its new orders. It is a testament to the continued research and development it is investing in this important emerging market.*

For more information: **Datalogic Mobile**, Bologna, Italy, PH (541) 743-4905, Email: Jose.Vega@datalogic.com, Web site: [www.mobile.datalogic.com/americas](http://www.mobile.datalogic.com/americas). **SCAN**

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