

# Coinadrink Vending Machine Service Optimizes Stock Control in the Field with the Elf™ PDA from Datalogic

## Overview

Established in 1962, Coinadrink offers a complete vending service to its customers. The company has built a reputation for its consistent, high quality service and was the first UK vending machine company to gain the 'Investors in People' award. Coinadrink sells a wide variety of vending and table-top machines that dispense hot and cold drinks, food and snacks – as well as a range of water coolers.

## The Challenge

The company recently decided to upgrade the handheld devices it was using for stock control. Matt Dodd, IT and e-Commerce Assistant, explains, "Our existing devices were three or four years old and were always breaking down. We decided to replace them with a more rugged and reliable device."

"We were looking for units with a longer battery life, 3G capability, Wi-Fi, 2D imaging data capture, standardized USB connectivity and compatibility with our MCL software. We also wanted a solution that would include a support and maintenance contract, with a fast turnaround on any repairs."

## The Solution

The company searched for handheld scanners on Google and came across Datalogic partner Spirit Data Capture Limited. Coinadrink recognized the name and initiated a web chat with the sales team. After analyzing all the requirements, Spirit recommended the Elf™ PDA from Datalogic.

The Elf PDA was developed by Datalogic primarily for retail and field force applications. This mobile computer comes with a camera and can be configured for either laser or 2D imager data capture. It includes the Windows Mobile 6.5 operating system and four different wireless technologies (GSM, Wi-Fi, Bluetooth, GPS), as well as USB connectivity.

Matt continues, "Datalogic's Elf PDA met all of our criteria. We particularly liked the device's ruggedness, ease of use and USB micro port." Coinadrink uses the devices mainly for servicing vending machines. The company's vending operators travel around the country restocking the equipment, scanning products in and out of the machines and taking cash and meter readings with the Elf PDA. They also collect orders from stores and complete monthly van stock checks.

Coinadrink's stores have a similar program for receiving and issuing stock, and for monthly stock orders. The delivery drivers use the Elf PDA for proof of delivery, checking installations, servicing and removing water coolers. The company has also recently started using the Elf PDA internally to catalog its stock of vending machines.

## The Results

Matt adds, "The new devices have been a vast improvement. They have better battery life, they're more reliable and they transmit data faster. Their greater functionality will give us more scope to improve and expand our current projects. I've been involved in this project from the very start and have been extremely impressed with all aspects of Spirit's responses and Datalogic's support."

Customer: Coinadrink  
Industry/Sub-Industry: Retail/Specialty Retail  
Application: Field Service  
Country: United Kingdom  
Datalogic Product: Elf PDA  
Datalogic Partner: Spirit