



## Gruppo Rocca Improves Customer Service by Selecting Magellan® Scanners

### Overview of Gruppo Rocca

Mario Rocca's history represents the typical rise of a self-made man who succeeds as a result of his quick wit, perseverance and intuition.

The Gruppo Rocca was founded in 1997 and plays a key role in the Roman retail industry with 14 locations including SMA Supermarkets, Cityper and Punto SMA.

### The Challenge

The greatest strength of the Gruppo Rocca is its ability to offer and rotate fresh perishable items, offering a wide range of products, enticing layouts, competitive prices as well as efficient customer service.

Always strong on technology and innovation, (Gruppo Rocca was the first company to install electronic labels in Italy) and focused on transforming the check-out into a "customer service point", the Gruppo Rocca decided to replace its point-of-sales (POS) equipment with next generation hardware and an innovative software solution developed by Uakari

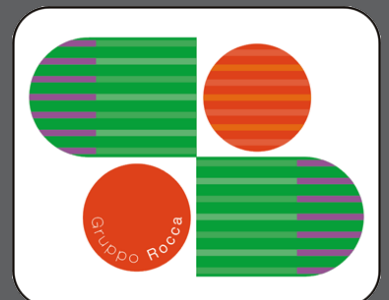
Software Srl.

Starting with the most prestigious and important supermarket, located in downtown Rome, the installation of Datalogic Scanning's Magellan® 8300 scanner/scales were recently completed with a connection to Uakari's POS front-end touch-screen solution.

### The Solution

The Gruppo Rocca specifically selected Datalogic Scanning's Magellan 8300 omnidirectional scanners as they represent the perfect solution for medium volume check-out environments. The POS front end solution by Uakari Software Srl provides software able to transform the point of sales into a very simple and flexible customer service point.

Besides providing the complete functionality necessary to support daily sales activities, Uakari's POS front end has been designed to communicate with the POS as well as the management programs of the head office.



### Customer

Gruppo Rocca Srl

### Industry

Retail

### Application

Pos/check-out

### Country

Italy

### Datalogic Product

Magellan® 8300 Bi-optic scanner/scales

### Datalogic Scanning Partner

Uakari Software Srl

[www.scanning.datalogic.com](http://www.scanning.datalogic.com)

The touchscreen graphical user interface overcomes the limitations of a traditional keyboard and the promotion engine of the Uakari POS front end boasts a great variety of features, from simple applications like price cuts to more complex scenarios.

The Rocca family was also extremely impressed with their new ability to sell products that must be weighed at the check-out and better manage the weighing process by using Uakari's Check-out module in conjunction with the Magellan®8300 scanner/scales.

Customers often arrive at the check-out with fruit and/or vegetable bags incorrectly labeled— at times the label is wrong and at other times items have no label at all. In bulk self-service areas, customers sometimes weigh the goods and then add other goods after weighing and labeling has been completed.

Using the Datalogic Magellan® 8300 scanner/scale with an integrated Bizerba CS312 scale and Uakari's Check-out module, a current weight check and goods without a weight label can be completed at the check-out.

In this way, new technology and new processes improve customer service and reduce costs resulting from poor management of products for sale.

### The Results

The benefits are clear: value added features provide optional information tools that help decrease front-end costs by managing information on scanner software and diagnostics. Check-out productivity and POS operational efficiency consistently improve. Moreover, the management of stock levels enhance and inventories and are based upon real-time, current information. Last but not least, the significant reduction of long customer lines increases customer satisfaction.

### Datalogic Scanning Technology

The Magellan 8300 omnidirectional scanners are the ideal solution for medium volume checkout environments. They achieve outstanding first-pass read rates and offer outstanding value, reliability as well as improved operational efficiency.

The 8300 can be configured as either scanner or scanner/scale combination with Datalogic's exclusive, patented All-Weights® scale platter to ensure accurate produce weighing at the checkout. For the scanner/scale version, two remote scale display options are available; a single display and a dual display for applications requiring separate displays for the cashier and customer.

FirstStrike® advanced software decoding algorithms provide the industry's best scanning speed and simultaneously improve first pass read rates of damaged, wrinkled, or poorly printed bar codes guaranteeing improved operational efficiencies at the retail checkout.

Flash memory allows for easy software upgrades that help extend the life of the retailer's investment. In addition, an auxiliary RS-232 port can be utilized in a variety of ways, including adding a handheld scanner, programming and configuring the scanner, or accessing the scanners label data output.

For applications requiring electronic article surveillance (EAS), the Magellan® 8300 scanner/scales can be equipped with Checkpoint® EAS and can support integrated Sensormatic® EAS antennas with good read acknowledgement via the auxiliary RS-232 port.



*"Thanks to the Datalogic Scanning products and to the Uakari front end software, we can exploit new technologies and use new processes that help us improve our customer service and reduce general costs due to poor management of the goods on sale. We chose the scanners of a worldwide leader like Datalogic Scanning and the great competence and market knowledge of Uakari Software to quickly reach our main goal, that is transforming the check-outs of our supermarkets into a 'customer service check-out'."*

**Dott. Claudio Rocca –  
Administration and Control,  
Gruppo Rocca**

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