

# ICA Group

*Datalogic Scanning provides ICA with reliable points of sale scanning*



## Case Study



### Customer Profile

ICA Group

### Industry

Retail

### Datalogic Products

Magellan® 2200VS

Magellan® 8200

Duet®

### Partnerships

Wincor Nixdorf

### Geography

Nordic and Baltic Regions

### Background

The ICA Group is one of the Nordic and Baltic region's leading retail companies, with just over 2,600 of its own and associated stores.

Within the group there is ICA Sverige, ICA Norge and Etos, as well as the partly owned companies Rimi Baltic and Netto Marknad. ICA Meny specializes in distribution to restaurants, the food service sector and convenience stores.

ICA also offers financial services to Swedish customers through ICA Banken.

### The Challenge

In 1997 ICA embarked on a strategic renewal of both the front of store and back office systems. Part of this strategy was to develop their own POS software solution (POSICA) and have dual vendor hardware supply.

One of the two solutions chosen was Wincor Nixdorf POS hardware with Datalogic Scanning, Inc. fixed POS scanners.



*"I don't see any other product for ICA at present; going forward Datalogic is the supplier of choice."*

— David Sild – ICA IT Manager

## About Datalogic Scanning, Inc.

Datalogic Scanning, Inc., an autonomous division of Datalogic S.p.A., is the recognized worldwide leader in retail fixed position scanners and hand-held scanners. Datalogic Scanning leads the market with its flexible, responsive customer service and offers a broad array of technology, products, and services in the retail automation and automated data-capture market. Datalogic Scanning products and services support multiple industries throughout the retail supply chain, distribution channel, manufacturing, government, healthcare, banking and finance sectors.

Datalogic has developed a worldwide network of over 500 partners in over 40 countries, selected and qualified to offer the highest level of services and solutions in the industry. With a presence in over 100 countries, the headquarters, primary development, marketing, and major manufacturing facilities for Datalogic Scanning are located in Eugene, Oregon, USA, while sales and service offices are located throughout the Americas, Europe, Asia, and the Pacific Rim.

## About ICA

The history of ICA goes back to 1917 in Västerås in central Sweden, when Hakon Swenson formed a purchasing center known as Hakonbolaget. The idea was to enable individual retailers to join forces to make joint purchases, establish stores and share their marketing costs.

Nowadays, the ICA Group is one of the Nordic region's leading retail companies with just over 2,600 ICA and associated stores in Scandinavia and the Baltic region. The ICA Group has 17,206 employees (not counting store employees in Sweden and employees at franchise stores in Norway).

Under the ICA brand name, there are four store formats.

### ICA Nära ("ICA Near-by")

Convenience stores.



### ICA Supermarket

Mid-size supermarkets, located near urban areas.



Large out of town stores for large planned purchases.



### MAXI ICA Stormarknad

Stores for large family purchases.



## The Solution

Initially the VS1200 was chosen as the scanning solution and was rolled out to half the stores.

Later, the Magellan® 2200VS replaced the VS1200 as the default Datalogic installation unit. As different scanning requirements were identified additional models of Datalogic scanner were installed including Magellan bi-optic scanners (Magellan 8200) in Norway and the Duet handheld scanner for very small format stores.

Over time, issues were identified with competitive scanning products; the Datalogic products all worked flawlessly.

This led to Datalogic being chosen as the sole scanner hardware to be supplied with all POS hardware solutions.

According to David Sild (ICA IT manager) the decision was based on a number of factors including the scanning performance, the reliability of the units and the consistency and ease of integration across the different

Datalogic scanner products. Another positive factor in choosing Datalogic was the broad range of devices within the Datalogic scanner family.

## The Results

David also commented that despite using different Datalogic Magellan scanning solutions for more than 8 years, ICA has not had to change the POS software scanner driver once.

Says David Sild, "I don't see any other product for ICA at present; going forward Datalogic is the supplier of choice".



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