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A hit for the garden center

Tuincentrum Osdorp switches to Datalogic's Memor™ 11 mobile computer

For years, Tuincentrum Osdorp has relied on the expertise and honest advice of Houten-based JNC Service for its scanners. To improve e-commerce fulfilment in the new warehouse, JNC recently recommended the Datalogic Memor 11 mobile computer.

Objective
- Efficient fulfilment of e-commerce orders
- Modern and user-friendly mobile scanners

Requirements
- Ergonomic and functional design
- Large, high-resolution display
- Optimal battery life and easy battery replacement
- Easy battery charging

Technical Requirements
- Optimal Wi-Fi connectivity

Solution
- Datalogic's Memor 11

Results
- Modern retail application
- Future-proof solution
- No extra expense on accessories

Osdorp was still a real rural backwater in the polder when Hen Ottenhof started a flower nursery back in 1960, at the same location where Tuincentrum Osdorp now stands. The garden center is currently run by Hen's son Ruud and has grown into a one-stop shop, mainly serving private individuals but also professional gardeners. With a retail area of 16,000 m^2 and a range of more than 30,000 items, enthusiasts and professionals will always find what they're looking for. Whether it's flowers, plants, garden furniture, barbecues or garden tools, Tuincentrum Osdorp has it in stock.

"We've also been selling these products online for around a decade," says Hans Schaafsma, system and app administrator at Tuincentrum Osdorp. "Booming business," he calls it. Thanks to part of the restrictions during the pandemic, Tuincentrum Osdorp saw online sales double. On peak days, around 500 online orders are collected and shipped. Until recently, this was done in the garden center, among physical shoppers. "That caused a lot of extra handling, duplication and unnecessary stress," says Schaafsma. "To enhance the efficiency of our e-commerce fulfilment, we recently relocated to our own warehouse in Aalsmeer."

Hans Schaafsma, system and application administrator at Tuincentrum Osdorp: "This represents progress. We don't like going backwards."

Until recently, e-commerce orders were collected and shipped at the garden center.

Tuincentrum Osdorp didn't have to allocate extra expenditure on accessories when it purchased the Memor 11. All accessories are 100% compatible with the Memor 10.

To support the business processes in the new warehouse, JNC Service supplied Datalogic's Memor 11 scanners. "We've relied on their expertise and honest advice for years," Schaafsma explains. "It's not the first time they recommended Datalogic. We've been using Datalogic equipment here at the garden center to our complete satisfaction for years." The first mobile computers were delivered in 2017 with 30 Datalogic Joya™ Touch A6 scanners, making the garden center one of the first users of this type. "It was an excellent entry-level model, an affordable and, certainly for its time, modern Android™ version. Moreover, the format appealed to us enormously back then," Schaafsma says.

A year later, Tuincentrum Osdorp decided to buy more scanners. Despite the success of the Joya Touch, this time the preference was for the Datalogic Memor 10. "Compared to the Joya Touch, the Memor 10 has a much larger display. The resolution is also significantly higher and the scanner is faster," Schaafsma explains. "Both scanners have proven to be a reliable solution, which we still enjoy using to this day." Despite their great satisfaction, Tuincentrum Osdorp is switching to the Datalogic Memor 11 with their latest expansion. "In the current market, it's one of the best options," affirms Schaafsma. "A robust, reliable and still very affordable scanner."

One of the main advantages of Datalogic's Memor 11 series is its superior scanning performance. The high-quality scanner allows users to capture data quickly and accurately, even in low light. The Memor 11 series is fitted with a fast octa-core processor running at up to 2.3 GHz. "It's even faster than its predecessor," says Schaafsma. In combination with the 4 GB of onboard RAM, multiple applications can be run simultaneously without sacrificing performance.

Like the Memor 10, wireless charging is possible with the Memor 11. "That's something we really appreciate. We no longer need cables and there are no contact points that can get dirty from, for example, potting soil. The battery can also be replaced easily, without the user having to switch off the scanner." The Memor 11 also features Smart Battery Management, which can extend battery life by up to 20%.

Datalogic's Memor 11 supports Android version 11 to version 13+, so we know that we have a future-proof solution and proper support that we can rely on. This represents progress. We don't like going backwards."

Another important advantage was that there was no need for extra expenditure on accessories. All accessories, such as the cradles, are 100% compatible with the Memor 10.

The garden center now uses more than 70 scanners in total. "All Datalogic and all supplied by JNC Service," says Schaafsma. "That's a great combination. The scanners are perfect, and the service is simply brilliant." All scanners run Tuincentrum Osdorp's own app, which provides support for collecting e-commerce orders and linking electronic shelf cards to items, among other things. "Of course, we got JNC to test if the app also works smoothly with the Memor 11. That proved to be the case, and the new scanners arrived just a day later. That's what I call service," Schaafsma concludes.

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