

The Economic Times (SME Factory)

DATE: November 17, 2009

**CASE STUDY**

## Tracking Operations for Shining Success

Mphasis implemented an RFID tracking solution at B&BJ Jewellers to enhance the efficiency of operations

**B**HIMA & Brothers Jewellers (B&BJ) is one of the leading jewellery retail chains in the SME sector. To cater to the requirements of the growing market, B&BJ wanted to implement a solution which could easily track its retail activities. The company aimed to enhance its business efficiency by adopting an online tracking solution based on Radio Frequency Identification (RFID).

**Operational Roadblocks**  
Before the implementation of the solution, B&BJ faced numerous challenges during its various retail processes. These included:

- Scanning the ornaments and billing were time-consuming processes
- Wear on barcodes hampered readings
- Ornament data was often inaccurate
- Pasting the wrong barcode label on the ornament created confusion and slowed down the process.

**Tracking Progress**  
To solve the problems faced by B&BJ, Mphasis, a technology services outsourcing firm, implemented an RFID online tracking solution. Implementing the solution involved undertaking a detailed site study of the topography of the area to be covered for solution deployment. A detailed study was also conducted to gain further knowledge about B&BJ's software and hardware requirements. Proper training was also provided to the staff members of B&BJ to ensure the smooth working of the solution. Mphasis exercised business process re-engineering with B&BJ for unhampered implementation of the RFID solution. The salient features were:

**Stock reconciliation through hand-held readers:** The configured hardware along with an Mphasis application handled the stock taking and reconciliation activity.

**Product information on PDA readers:** Mphasis provided a mobile application loaded on to hand-held PDAs which displayed the required information as and when required.

**Point of Sale Billing:** Mphasis provided a mechanism to automate the billing activity. During the sale process, ornaments are placed on the top of the desk reader, which automatically begin the billing activity for the item sold.

**Connectivity:** Mphasis provided connectivity for the display of stock reconciliation readings on an LCD monitor.

**Reaping the Benefits**  
After implementing the solution, B&BJ enjoyed a varied range of benefits as the RFID tracking system overcame many of their previous difficulties.

- The new solution was integrated with the existing jewellery system without major changes
- RFID implementation was cost-effective as it was in accordance with the existing operations
- 10,000 ornaments were scanned in just 60 minutes
- Errors in the reading process were eliminated and accuracy increased
- Only one resource was required to scan all the business operations
- The RFID tags are reusable
- Product information is easily available
- Automated billing is possible at the point of sale itself

Following the implementation of the RFID solution, B&BJ is now able to keep a proper check on business operations. This has resulted in a considerable improvement in its working efficiency.

