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# Improve retail efficiencies with the rugged MC3000 family

**APPLICATION BRIEF** September 2005

## Improving the bottom line for retailers

Mass merchandisers, department stores, specialty stores and general merchandisers face increasing competition, diminishing margins and a stronger demand for enhanced customer service. Achieving business process efficiencies allows you to spend more time with customers, which increases loyalty and, in turn, improves your bottom line.

Data entry errors in the stockroom, warehouse or showroom often result in incorrect stock quantities and even the shipment or placement of the wrong products, which leads to substantial wasted investment in inventory. When sales associates take too much time to find a product for a customer, it impacts customer satisfaction and loyalty. More efficient mobile solutions enable you to accurately capture, move and manage inventory information in real time to attain true enterprise mobility.

## Key benefits

- Increases employee productivity with superior ergonomics
- Improves inventory management with flexible feature options
- Quickly lowers your total cost of ownership (TCO)
- Backed by global service and support

## Increasing efficiencies in store and stockroom applications

The MC3000 family from Symbol Technologies consists of small yet rugged mobile computers that are made for store and stockroom applications requiring high-quality data capture and excellent performance. With an unsurpassed feature set, the MC3000 facilitates better inventory management and increased employee productivity.

These versatile mobile computers perform reliably in a variety of environmental conditions to ensure accurate data capture when used outside the store or stockroom. During outdoor or in-truck usage, the MC3000s' IP54-rated sealing protects the mobile computers against water and dust. Their rugged design makes them ideal to use when moving in and out of cold environments. The MC3000s also withstand multiple 4-foot drops to concrete, so they're efficient during those scan-intensive days taking inventory in the warehouse.

## Improving productivity throughout your business processes

Using an MC3000, your associates perform rapid in-store scanning and keep track of stockroom inventory accurately. That's because these midrange handheld terminals have an unsurpassed ergonomic design. The MC3000s' small form factor combined with a clear visual display, multiple keypad options, extended battery life and several triggers in various locations help reduce user fatigue and ultimately boost in-store employee productivity.

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Figure 1: MC3000s feature crisp, bright display screens, available in monochrome or color.

The crisp, bright display screen is available in monochrome or color and helps reduce user eyestrain and read-errors in low-light situations such as poorly lit corners of your store or under the glare of bright in-store lighting.

The MC3000s' three different keypad options make them ideal for use across a range of data entry applications. For intensive numeric data entry such as pricing, the 28-key numeric keypad is most appropriate. For gift registry applications, the 38-key shifted alpha keypad handles primarily numeric data entry with moderate alphabet entry. The 48-key alphanumeric option fits the broadest range of data entry applications of the MC3000 keypad choices. To increase productivity and reduce fatigue and risk of injury in high-volume, high-speed scanning environments, the MC3000 family also features optional pistol grip configurations.

The full-shift (eight-hour) standard battery and optional longer-use extended battery boost employee productivity by increasing uptime. The standard battery performs well in scan-intensive environments, allowing for more than eight hours of battery life under high usage profile (10 scans/minute, wireless data transmit and receive with backlight on).

The MC3000s' laser configuration is available with a rotating scan head that moves into three multiple positions to enable multiple scanning orientations all with one device. This versatile feature makes the MC3000s a perfect fit for prolonged use by managers, store associates and even customers for applications like gift registries.

These Windows-based mobile computers support browser-based, enterprise-level processes such as price audits and changes, receiving, inventory, shrinkage control and in-store communications. With the MC3000 family, you gain real-time visibility into data at critical points of activity to guide rapid, accurate decision making.

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## Enhancing customer service for a competitive edge

The MC3000s are easy for associates to hold, read and carry. Their ease of use increases your store associates' productivity and accuracy. The result is tighter inventory control, improved pricing accuracy, fewer stock-outs and faster sales transactions, all of which equate to more efficient operations. As a result, your store associates spend more time with customers and less time handling situations arising from preventable inventory errors. The value is clear: Improving customer service helps you gain a competitive edge.

## Completing your solution with Symbol Global Services

Even the most rugged products require a maintenance plan and a support strategy. That's why the MC3000s are backed by Symbol's world-class unsurpassed, service and support—designed to increase productivity by expediting timely resolution of any issues that may occur with your device.

All MC3000 units come with a one-year standard warranty for manufacturing defects. For a higher level of support, you may also choose from one of Symbol's enhanced service packages—such as Symbol's Service from the Start–Bronze. This multi-year, cost-efficient option provides you with a three-day turnaround time on product repair, defined telephone technical support, and coverage for normal wear and tear. For customers who require an even more comprehensive level of support, Symbol offers enhanced service options (Silver and Gold), which deliver faster turnaround times, premium call center response times and advanced exchange features.

With Symbol's service package, you can rely on:

- An experienced support team suited to your business needs
- Symbol-certified and approved parts
- Known repair costs and turnaround times
- Support services developed to deliver maximum uptime

## Meeting retailer needs today and tomorrow

Enterprise mobility empowers you to operate your business more efficiently, enhance the customer shopping experience and increase the productivity of your store associates. Symbol provides the right solution so that you can optimize your technology investment.

The MC3000s let you replenish inventory more quickly, enhance in-stock positions, increase pricing accuracy, reduce mark-down time and improve all merchandise-handling processes. The MC3000s help you manage all aspects of your enterprise, from the retail showroom to the warehouse. And that's good for your bottom line.

For more information about the MC3000 family, visit us on the web at **www.symbol.com/mc3000** or contact us at 1.800.722.6234, 866.416.8545 or 631.738.2400.

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## About Symbol Technologies

Symbol Technologies, Inc., The Enterprise Mobility Company™, is a recognized worldwide leader in enterprise mobility, delivering products and solutions that capture, move and manage information in real time to and from the point of business activity. Symbol enterprise mobility solutions integrate advanced data capture products, radio frequency identification technology, mobile computing platforms, wireless infrastructure, mobility software and world-class services programs under the Symbol Enterprise Mobility Services brand. Symbol enterprise mobility products and solutions are proven to increase workforce productivity, reduce operating costs, drive operational efficiencies and realize competitive advantages for the world's leading companies. More information is available at **www.symbol.com**

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