



## Customer Snapshot: Longo's

### Customer Profile

Longo Brothers Fruit Markets Inc. (Longo's) is a family owned organization established in 1956. Employing over 2,400 team members, Longo's is focused on selling food, from everyday staples to gourmet exclusives. With an average store size of 35,000 square feet and staff on hand to service customers, Longo's is positioned to provide a quick, enjoyable food shopping experience. Longo's is presently comprised of 15 full service Longo's supermarkets throughout the G.T.A., the Market by Longo's urban store in the Brookfield Place, [www.GroceryGateway.com](http://www.GroceryGateway.com) online delivery service and Longo's Kitchen Catering. In 2007 Longo's achieved Platinum Club member status with Canada's 50 Best Managed Companies program by retaining the Best Managed designation for more than six consecutive years.

### Situation: An outdated, expensive and inflexible Warehouse Management Solution

With 15 stores and growing, Longo's warehouses are at the centre of store business operations. Efficiency of Longo's warehouse processes are key to their business metrics - affecting the number of orders shipped, to order accuracy, stock availability and customer service levels. With today's business world growing increasingly complex and competitive with profits pressured by rising labour and fuel costs, Longo's needs to ensure that each area of their business is running effectively and efficiently.

### Solution: A leading edge Warehouse Management Solution

With inventory constantly changing, excess product on the rise, re-counts due to unacceptable variances, Longo's required a better way to manage their warehouse and store operations. After evaluating several competitors, Longo's selected qdata for the following reasons:

- qdata could provide a complete cost-effective Warehouse Management Solution that incorporated hardware, voice picking and inventory management software, all compatible with one another.
- qdata gave Longo's the ability for future flexibility with hardware and software that can grow or be replaced as technology continues to change.
- Lucas, qdata's key partner, implemented Jennifer™ - the best-of-breed voice technology that improves the accuracy, efficiency and reliability of logistics activities through out the Longo's warehouses on Motorola hardware.
- RF Plus™ - qdata's robust inventory tracking solution has been easily implemented and configured to work with Jennifer™. RF Plus™ makes the decision of whether Jennifer™ or RF Plus™ should be used to pick. RF Plus™ is used when picking on a forklift truck, when using normal pump trucks the Jennifer solution will be used.
- qdata's Premier Select partner, Motorola equipped Longo's with high performance, data capture solutions. *Jennifer™ and RF Plus™ are software certified on Motorola gear.*

## Results: Improved efficiency, accuracy and overall reduced costs in the warehouse

As qdata's Warehouse Management Solution rolls out, Longo's is seeing an instant impact of overall accuracy of inventory management, reduced operating costs, increased efficiency and improved worker productivity.

Motorola's Wireless Switch (WS5000) has enabled Longo's to incorporate various wireless technologies that have put qdata's warehouse management solution in the hands of their warehouse workers.

The use of wireless MC9090-G and MC9090-K computers as well as the WT4090 wearable terminal and RS409 ring scanners have positively impacted the entire warehouse from receiving and put away to replenishment, picking, packing and shipping.

Warehouse workers have enjoyed a short training period on the easy to use voice picking solution, Jennifer™. Jennifer™ speaks to employees with a real voice, not a synthesized one, which increases ease of use and speeds user acceptance training.

Over 130 Motorola MC3090's have been distributed to Longo's stores. The use of the wireless MC3090 mobile computers have improved productivity, as employees no longer have to travel to a workstation or printer to place orders or check in-store stock availability. The access to real-time data has improved customer service, employees are now able to price check in an instant and have real-time inventory visibility.

With qdata's proven success in procuring, staging, training on hardware and software, Longo's will continue to rely on qdata for their future technology requirements.

## Customer Satisfaction

*"qdata has helped us to become innovators in the retail market and satisfy our customer demands, while reducing operating costs and improving worker productivity. As a leading data integrator of innovative software and hardware qdata has become a trusted advisor for our technology needs."*  
- John Charleson, Director Supply Chain and IT, Longo's



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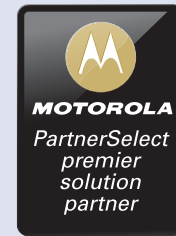
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## Benefits

- Instant availability of data
- Real-time inventory visibility
- Improved worker productivity
- Superior customer satisfaction
- Reduced operating costs
- Increased efficiency

## Partners

**LUCAS**  
SYSTEMS, INC.



## Products/Solutions



### Motorola Product Line

- AP300 Wireless Access Port
- WS5000 Wireless Switch
- WT4090 Wearable Terminal
- VC5090 Vehicle Mounted Terminal
- RS409 Ring Scanner
- MC9090-K Mobile Computer
- MC9090G Mobile Computer
- MC3090 Mobile Computer

