

CASE STUDY

IT-HAUS Ergotron Zip12 Charging Wall Cabinet

Power up – in style!

Major retailer relies on Ergotron Zip12 Charging Wall Cabinet for charging and securing its tablets.



Country-specific 12-receptacle outlet strip is designed to work with adapters and bricks of any size.

FIELD NOTES

Ensuring that mobile devices are charged and ready to go is always imperative, especially for retailers employing tablets at the point-of-sale (POS). Because here space is often in short supply, Ergotron has developed the Ergotron Zip12 Charging Wall Cabinet to fit onto cramped sales floors. Case in point: a major German retail chain recently equipped all its branches with the Ergotron Zip12, and gained some significant operational efficiencies.

SUMMARY

The client is a highly regarded retailer, enjoying German market leadership with more than 16,000 employees and nearly 700 branches across Europe, including almost 600 in Germany. Recently, the customer working in conjunction with IT-HAUS, a German reseller, initiated a major IT project, the largest update in its corporate history. In addition to replacing all the servers in its German branches, IT-HAUS also equipped each location with new tablet devices for their POS areas.



CHALLENGE

Before switching to a digital solution, all customer data was handwritten and then transferred manually into the computer system for every transaction. This not only cost the retailer in wasted effort and extra wages, but it also posed a risk of clerical errors. By switching to tablets, the retailer hoped for a leaner, more streamlined work flow and a shorter processing time. Overall, more than 4,000 tablets were distributed to the stores. The biggest challenge proved to be the lack of space at the POS; cramped floor plans on premises offered little opportunity for additional hardware on the sales floor or backroom areas.

"Retailers everywhere are looking for a competitive advantage in this super competitive business environment," said Frank Knäsche, Ergotron sales manager. "Having a charging system that supported their technology rollout was key, allowing the customer to increase efficiency at the POS, improving accuracy and saving on labor costs."

SOLUTION

To address the need for a charging system that didn't take up additional space on the sales floor or backroom areas, Ergotron's Zip12 Charging Wall Cabinet was recommended. The Wall Cabinet offered a variety of features that addressed the retailer's specific needs for a solution that could be rolled out seamlessly across many locations.

These features include:

- **Ergotron's patent-pending Show & Stow™ technology tilting tablet trays make it very easy for sales teams to load or unload devices as needed throughout shift changes.**
- **An open-architecture design that accommodates most devices, including Surface Pro 3, Android, iPad and many Chromebooks, with a screen size up to 11.6" (29.5 cm).**
- **Compatible with a wide variety of manufacturers - including Microsoft, Samsung, Apple, Lenovo, HP, Dell, Amazon, Asus, Acer and many others.**
- **Lockable cabinet with a six-point locking bracket keeps devices safe and secure while being charge throughout the day or overnight.**
- **Country-specific 12-receptacle outlet strip designed to work with oversized wall adapters and mini-sized bricks accommodated the retailer's locations across Europe.**
- **Entire cabinet is tested and certified to UL 60950 standards, helping to ensure user and equipment safety during charging process.**

Thanks to its small footprint (it protrudes less than 6" from the wall), the Ergotron Zip12 charging system proved the perfect solution for this retailer, significantly outdistancing other charging solutions that were considered. They worked in conjunction with their IT reseller who oversaw the logistics of the project for a smooth roll-out to the retailer's branches, on-time and on-schedule.

PAYOFF

By switching to tablets, the customer gained a leaner, more streamlined work flow and a shorter processing time for its customers. In turn, it gained a safe, easy process for sales teams to actively charge tablets when not in use, that didn't disrupt their sales time. With an attractive silver and black finish, the modern design of the charging cabinet complemented their business environment without sacrificing valuable floor space.

"The aim in retail right now is to lower costs and keep customers loyal. That means the pressure is on to turn over tight inventories even faster by leveraging digital technology," said Marcus Jahnke, IT-HAUS key account manager. "Ergotron, with responsiveness and service, helped us solve a critical problem for our customer, delivering a product that will meet their needs for years to come. That's why we've been a loyal customer all these years."

Learn more about IT-HAUS GmbH at it-haus.com

For more information about Ergotron, visit Ergotron.com

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