Case Study
DATALOGIC

FOXCONN®

Global Capability
Local Experience

Time To Market | Flexibility | Customer Focus

Business Challenge:

In May 2014, Datalogic was beginning a roll out of 8,000 product scanners for one of Australia's largest retailers. The scanners had been manufactured in Viet Nam and shipped to the local Datalogic warehouse in Australia.

During the early stage of the country wide technology deployment the customer requested a modification to the device that required a change to the device firmware. As a customer focused business Datalogic agreed to the request and re-wrote the firmware to accommodate the new requirements. The key challenge was how to load the firmware on 8,000 scanners and still meet the customers' project timelines.

Historically Datalogic would have shipped the units back to the manufacturer in Viet Nam to load the new firmware, perform technical and quality control checks prior to sending the units back to Australia. On this occasion the turnaround time would have had a significant impact on the project delivery dates so an alternative approach needed to be investigated.

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Approach:

Tony Ignatavicius, Managing Director of Datalogic Australia and New Zealand decided to approach Foxconn Australia. Tony was well aware of Foxconns expertise and experience in this type of work giving him and his management team the confidence to investigate if Foxconn could assist Datalogic with this important and time critical customer project.

TI: "At Datalogic we are very focused on our customer's success. We understand that at times requirements can change and we need to be flexible and adapt to these changes to ensure that our customers get the best possible outcome. "

Faced with the prospect of having to fly the 8,000 units to Viet Nam for the rework that would potentially delay the project, Tony and his team needed to understand if Foxconn could:

1. Load the new firmware on 8,000 scanners within the tight timeframes required for the project
2. Provide the capability, equipment and processes to ensure that all testing and quality control requirements could be met
3. Perform all the required work within the Datalogic budget parameters
4. Deliver the finished product to various locations across Australia directly from the Foxconn factory

TI: "Having a partner in Australia who is geared to efficiently and reliably do this type of work is a huge advantage. Foxconn helped us quickly flash the new firmware and test all units to ensure a quality result. They then shipped to our customer's multiple locations straight from the production line."

Foxconn's global manufacturing and logistics pedigree was reassuring and their Australian presence was the key to our decision.

In a situation where the turnaround time and quality were paramount, with Datalogic's reputation at stake with one of Australia's largest retailers, Foxconn delivered a fantastic result.

Patrick Collins, the operations director at Foxconn Australia, said

"We built our internal capability and culture to enable us to be flexible and responsive to the markets needs, but I was really impressed with how the staff responded to the challenging time lines associated with this particular project, which is a credit to the whole team."

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Results:

Foxconn's quality warehousing and logistics operations enabled efficiencies in freight management that minimised product double handling, saving time and money by shipping products to multiple customer destinations straight from the production line.

TI: "Foxconn's engineering team were very professional and helpful throughout the process and developed an efficient process to achieve the outcome that we were looking for in a matter of days. It was a real pleasure working with such a great team and I would recommend them to any customer that needs a high quality outcome, quick turn around at a very competitive market price ."

About Datalogic:

Datalogic is a global industrial group which has been listed on the Italian stock exchange since 2001. It focuses on specific markets: Automatic Data Capture and Industrial Automation, managing operations through two dedicated divisions, which are supported by the Business Development Division.

Datalogic helps businesses become more efficient, by incorporating quality automation solutions into their processes. Whether it's by helping them work smarter, faster or more effectively, our automation and identification technologies generate positive returns on investment.

Fast-paced and dynamic, the Automatic Identification and Data Collection industry requires commitment, innovation and adaptability to constant change. Only state of the art solutions can satisfy the ever-demanding expectations of customers. Datalogic ADC (Automatic Data Capture) always goes one step beyond. Our dedication to exceeding the customers' expectations has led to the development of the widest range of high performance products and solutions in the industry.

Datalogic ADC is a world leader in the Automatic Data Capture market supplying the most sophisticated point of sale equipment to the largest retailers in Australia and New Zealand.

About Foxconn Australia

Established in 2005
Flexible capacity and client focused
Lean Manufacturing tools
Strong culture of continous improvement
Standards: ISO 9001:2008, ISO 14001, AS 4804

SPECIALIST SYSTEMS AND PROCESSES
Shop Floor Management System (eFox)
Managed Assembly & Packaging (MAP)
QuickStart Staff Management program (QSM)
Managed Inventory (VMI) Warehouse
Flexible 10,000 sq. meters of space
Employees 120 - 200

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Contact Us
e: XXX@foxconn.com
p: xxxxx xxxxxxx