# Barcodes ensure lovers find the perfect ring

*Jewelry distributor uses the Memor 10 PDA devices to keep New York City Diamond District Jewelers stocked with engagement rings, precious gems and jewelry*

New York City, the largest city in the USA, is an electric place. There, many couples choose to dedicate themselves to each other by getting engaged. In New York couples know that the place to find their special ring is at the New York Diamond District. Since the 1920's this small stretch of 47th Street between 5th and 6th Avenue is the undeniable retail center for diamonds, precious metals, and jewelry. One of the largest selling items are engagement rings and wedding sets.

Within the Diamond District there are over 2500 jewelry stores. Some are standalone shops while others are jewelry counters. Behind these vendors is an infrastructure that most people could not imagine. Just like any retail store these jewelers rely on a supply chain and distribution system to keep them stocked with engagement rings, gemstones and other jewelry.

Jewelry is just like any other retail good; maintaining inventory is key to making a sale. Jewelers in the Diamond District rely on a distribution system to keep them stocked with the latest designs to keep clients buying. Every ring is barcoded and tracked using a sophisticated inventory management system. Jewelers in the diamond district use an online portal to login and request additional stock.

Keeping rings flowing to jewelers and providing them an accurate inventory of what is available is very important. One well established Diamond District distributor using Datalogic's handheld computers for many years, realized now was the time to upgrade; they wanted to leverage new Android technology and upgrade their infrastructure.

The company was looking for a PDA form factor that would be similar to smartphones that employees were already carrying. These devices needed to be easy to use, intuitive and rugged. Most importantly, it was vital that a device management system be available making it easy to control the Apps placed on the device. This prevented unauthorized use

## Objective
Manage inventory of rings and gemstones while dynamically providing maximum security and uninterrupted service to a network of retail outlets in the New York City Diamond District.

## Approach
Update old handheld hardware with new PDA form factor devices running Android™ platforms. Use a smartphone style device that users will find intuitive. Manage the App use with a device management system that protects adding applications and ensures security. Ensure hardware reliability with contactless charging.

## Technical requirements
- Intuitive Android solution on a rugged PDA
- Fast and reliable 2D scanner
- Comprehensive warranty package

## Results

- Workers report Memor 10 is 50% lighter than the previous unit allowed for easy all-shift scanning
- Mobile device management allowed the configuration of all devices in just 25 minutes

## The solution

- Memor 10: a rugged Android full touch PDA
- 2D Megapixel scan engine
- Wireless charging system for ultra-reliable contactless charging
- One (1) piece swappable battery for the best operating advantage

and delivered maximum security. The overarching goal was a focus on their business and not on managing hardware, so it was imperative that the devices operate and charge without failure.

The choice was simple, the Memor 10 from Datalogic. The Memor 10 is an Android device with a PDA form factor that is easy to use and rugged. The implementation included an MDM solution and Datalogic's EASEOFCARE extended warranty that took the guess work out of managing devices.

The Memor 10 has contactless charging which eliminate external contacts that are one of the top failure points of mobile devices. The Project Manager commented, "We have been using Datalogic devices in the past working with their partner Barcoding Inc. and we had confidence they would have a solution that would work for us. The Memor 10 is perfect for our application. With contactless charging, an MDM solution installed, and an extended warranty, we got a device that let us focus on our clients and operation."

Learn more:
www.datalogic.com

Follow us for updates

◆DATALOGIC
THE VISION IS YOURS