

Press release. 21 March 2013

## **Spirit enhances Greenhalgh's delivery operations**

Spirit Data Capture Limited, the independent data capture consultancy, has sourced mobile computing hardware and software for Greenhalgh's, a 'craft bakery' with a thriving chain of 62 retail shops in north-west England. The new solution includes Motorola MC75A Enterprise Digital Assistants, Zebra mobile printers and specialist route accounting software. It has already helped Greenhalgh's to streamline its delivery operations.

Greenhalgh's has one of the UK's most up-to-date and hygienic bakeries. Its computer system holds information such as customer details, products and prices. The drivers of Greenhalgh's van fleet have used handheld mobile data capture devices for many years. However, the equipment needed updating and the company wanted a new application to streamline the deliveries.

During an Internet search, Greenhalgh's came across Spirit Data Capture, a company which specialises in sourcing mobile devices for businesses of different sizes. Spirit recommended the Motorola MC75A, Zebra RW420 mobile printers, and route accounting / mobile data capture software that has been specifically developed for van-based deliveries.

The MC75A is a rugged handheld device that incorporates a mobile phone, PDA, computer, scanner and imager. The route accounting software is easy

to use and has a graphical user interface, barcode scanning and signature capture capabilities. “The simplicity of the software and its functions were a close match with our existing system,” says Greenhalgh’s IT Manager, Dean Simpson. “The new software has a function for searching for products using a code or description that is particularly helpfully for new employees.”

Greenhalgh’s fleet department takes orders from customers and enters them into the company’s back office fleet system. At the end of the day, when all orders have been received, the details are passed to the main production system. The delivery day, standing orders, phone orders and stock are then exported to the drivers’ Motorolas. During delivery, the drivers can give customers invoices and full account details and can also record forward orders. When the round is finished, the driver places the Motorola into the docking cradle and all of the round’s data are transferred to the back-office system, which also updates the customers’ accounts.

Dean concludes: “The drivers are all enthusiastic about using the devices. From start to finish, Spirit have been there when advice was needed. They fully understood our requirements from the outset.”

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**Notes for Editors:** Spirit Data Capture is based in Sutton Weaver, Cheshire. The company is an independent mobile computing and data capture house, with an in-depth knowledge of the latest wireless and mobile computing technologies which boost productivity and profitability.

Spirit’s capabilities include software application development, mobile computing technology (e.g. rugged mobile computers), wireless network implementations, maintenance and other services. Its extensive client base includes a diverse array of

organisations in the utilities, field service, transport and logistics, healthcare, government and manufacturing sectors.

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