

Tottenham Hotspur sign 2 Italian hot shots

Datalogic Mobile & Sanderson RBS help achieve stock goals at Tottenham Hotspur Football club.



Founded in 1882, Tottenham Hotspur Football club is one of England's oldest, most prestigious and famous Premiership teams.

The history of Tottenham Hotspur is full of glorious (foreign and domestic) cup triumphs, at the very highest levels of professional football.

But behind the exhilaration of match day action, there is a profitable merchandise business for the legions of Tottenham Hotspur fans and supporters.

Boasting an impressive 11 fan shops, a major online/mail order presence and a number of mobile

vending sites around the stadium, Tottenham Hotspur Football Club's fans can generate over 6,000 sales transactions in a single hour!

Due to these enormous volumes, having accurate stock information, from the warehouse through to the point of sale is essential for Tottenham Hotspur to maintain the sales process and ensure fans are happy!

So when Tottenham Hotspur Football club decided to upgrade and overhaul the entire stock control system, they approached their IT partner Sanderson who provides the Retail-J EPoS solution which they use across their retail estate.

Sanderson undertook a thorough review of the requirements and subsequently proposed their 'StockWatch' stock management solution, in conjunction with Skorpio Gun™ (for fan store) and the ultra rugged, Kyman Gun™ (for the warehouse).

Sanderson developed the StockWatch solution to enable retailers to both reduce the time taken to manage stock - and to improve the accuracy of stock management processes. The solution can be used to manage stock movements, perform stock takes and to handle goods in. Sanderson is a long term, strategic partner with Datalogic Mobile and for Sanderson the choice of hand-held device was clear, as Stephen Horton, Account Manager at Sanderson commented:

"When Tottenham Hotspur came to talk to us about stock control issues, we listened carefully and considered a range of solutions. The reason for selecting the Kyman Gun™ and Skorpio Gun™ products to work with our software, was quite simply that they are both products we know well and have deployed successfully with our customers in the past.

We have found that Datalogic Mobile products are highly reliable, rugged and fully meet our client's mobile scanning needs - be it in the stores or warehouses".

Since the installation of the Sanderson StockWatch and Datalogic Mobile solution, Tottenham Hotspur Football club has been delighted with the results; Andy Leadbitter from Tottenham Hotspur Football club was quoted as saying:

"Before Sanderson introduced the StockWatch and Datalogic Mobile solution, our stock file was often inaccurate, our hardware was becoming dated and we knew we had to take firm action. Thanks to Sanderson, the new stock taking system has greatly reduced the number of discrepancies and eliminated the need for recounts. The value in terms of man hours is huge, before we had to close the stores for a whole day - now, the stock-takes are all completed within two hours and we can do them before trading begins".

In the warehouse too, Tottenham Hotspur Football Club staff have been delighted with the impact of the Kyman Gun™ and the patent green spot technology - as one warehouse operator explained:

"It's completely changed our warehouse operation, it's led to much better picking and stocktaking figures - sometimes there are other noises we can hear while we are working, so the green spot gives us a clear visual, confirmation that the scan has been successful and we've done our job right".

Customer: Tottenham Hotspur Football Club

Industry: Retail - General Merchandizing

Application: Shelf replenishment

Country: UK

Datalogic Mobile Solution: Retail In Store

Datalogic Product: Kyman™ and Skorpio Gun™

Datalogic Partner: Sanderson

[Watch Video Case History](#)