



Case Study

DIGI plays a key role in a pioneering omnichannel retailing initiative in Shanghai – HeMa Life Centre

Business Need

Search for the tool that has the best running efficiency and is integrated into the existing on-line shopping system.

Benefits

- The business model of such a store is new, as there is no IT, though a large variety of IT equipment and components, such as POS, Scale POS, system scales, wrapper and labelling machines, ESLs, and so on are used. This greatly simplified store operation in HeMa.
- Linerless auto-cutter technology for all DIGI equipment simplified preparation of consumable material for store operation.

Solutions

- DIGI MaxChain cloud, which is integrated into the HeMa host system, supporting both WEB2800i_Plus POS, and RM-5800 Scale POS when MaxPOS is running in those terminals.
- DIGI MaxChain/MaxPOS system, which is a HeMa on-line payment ready system.
- DIGI @Label cloud, which is integrated into the HeMa host system, supporting AW series, HC, and SM-120.
- Linerless auto-cutter technology for Scale POS, system scales, and wrapper and labelling machines, which is available from DIGI.



Customer: HeMa Life Centre

Country: China

Industry: Retail

Technology:

- AW-4600LLeAT, AW-4600LLFX
- WEB2800i-Plus, RM-5800LLEV-Plus POS systems
- MaxPOS
- MaxChain
- @Label
- SM-120LLP and SM-120LLH
- SCS floor and DS platform scales
- HC-700 and GP-470
- OZONE sanitizer

“ DIGI has accumulated a great deal of know-how in the retail industry, so we wanted to use this in our project...”

Mr. Zhang , Project leader, HeMa Life Centre

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HeMa Life Centre launched a pioneering fresh produce retail store on January 15th, 2016 in Pudong Shanghai that is attracting keen attention from the industry. And Shanghai Teraoka Electronic Co., Ltd. was their main equipment supplier for DIGI POS system, weighing, wrapping, and labeling equipment for this leading-edge food retailing venue.

HeMa Life Centre is the flagship store in HeMa Fresh Produce's omnichannel retailing initiative, with 4,500 square meters of floor space selling a wide selection of fresh meats, seafood, fruits and vegetables, grains, frozen food, bakery items, and prepared foods. This retail space is unique in that it is fully integrated with its online retail business, which was launched at the same time, with a smartphone app that is used for all item purchases.

Customer experience is a key component of this initiative, with the physical store giving customers a



“ They have been very professional throughout the entire service process...”

HeMa Life Centre

chance to see how fresh the food is, so they can shop at the online store with the same confidence they have at the physical store.

Customers have a seamless array of convenient online and offline purchase options that is only available from such an innovative retail space:

- Shop online or from their mobile phone and have the items delivered
- Shop online or from their mobile phone and pick up the items at the physical store
- Shop at the physical store and take the items home or have them delivered.
Orders are delivered within 30 minutes (within a 5 km radius of the store).

The physical store is built for ultra-high efficiency operation:

- Payment is completely cashless, done entirely through a smartphone app using one of the largest online payment services in China
- Cash registers are integrated to seamlessly work with the payment system



- Linerless label is used to streamline the packaging workflow and facilitate label's inventory control.

To realize such demanding operational efficiencies, the initiative's project leader knew he needed an equipment manufacturer with a high level of professionalism and excellent service. That is why DIGI was

“ Out of all our suppliers, DIGI has the best service attitude and professionalism...”

HeMa Life Centre

selected to supply the retail equipment and systems for the store. He also knew that the DIGI name is synonymous with innovation, so they could count on DIGI in the future to help realize new ideas as their company opened concept stores in other areas.

Shanghai Teraoka supplied a range of products and systems for the HeMa Life Centre, including:

- AW-4600LLeAT and AW-4600LLFX TWIN labelers
- WEB2800i-Plus and RM-5800LLEV-Plus POS systems with 12.1" customer displays
- MaxPOS licenses for the RM-5800 and WEB2800i-Plus
- MaxChain single customer cloud server
- @Label single customer cloud server
- SM-120LLP and SM-120LLH counter-top scales
- SCS floor and DS platform scales
- HC-700 and GP-470 label printers
- OZONE sanitizer

DIGI is proud to be a contributor to this ground-breaking initiative that is helping to shape the future of the retail industry.

about DIGI Group

Established in 1934 in Japan, DIGI has more than 80 years history. We have always been a leading company with retail solutions in the area of IT system, checkout/POS, weighing and packaging. We made numerous world-first innovations and have been contributing to rationalization for retailers. DIGI sales and service network covers about 150 countries across the world. We value both globalization and localization to provide the best solutions with quality products and service where the customers are located in the world.