

# ROI SHOWCASE

## Krispy Kreme

### INTERMEC CASE STUDY

#### Krispy Kreme

**Headquarters:** Winston-Salem, NC  
**Line of Business:** Doughnuts,  
 Consumer Goods

**So many customers** came into Vernon Carter Rudolph's shop in Winston-Salem, NC, asking for doughnuts hot out of the fryer that it was hard for him to balance kitchen and customer responsibilities. Today demand is as hot as ever for Rudolph's

Krispy Kreme doughnuts. The company has grown from a Southeastern icon to an international franchise. Since 2001 alone, Krispy Kreme has more than doubled its retail locations to more than 360. The rapid expansion created challenges to making sure products

are always fresh and available, Krispy Kreme now relies on a route automation system from Intermec and Velocitor Solutions to streamline deliveries from kitchen to customer.

In addition to serving walk-in customers, stores prepare and deliver doughnuts sold at other retail outlets. Route drivers make daily doughnut deliveries to supermarkets, convenience stores and other retail locations. Intermec 740 Color mobile computers and PW40 mobile printers and custom software developed by Velocitor Mobile computers are being rolled out to all the company

stores to streamline end-of-day processing and back-office operations.

The new system provides the reliability of paper without the burden of paperwork. The Winston-Salem headquarters calculates a suggested order for every retail customer every night. The orders are transferred to an IBM AS/400 computer at the company store that supports each customer. Orders for each route, the six-week sales history for each customer, plus notes or special instructions for the driver are downloaded to the 740 Color before route drivers arrive in the morning. Drivers pick up their computers and then begin their daily deliveries.

Route drivers arrive at retail locations and review orders with customers. Customers can preview and sign off invoices on the 740, and drivers can print invoice receipts on the spot with the PW20. Drivers track inventory with the barcode reader. All transactions are stored in a secure memory card in addition to the computer memory to provide backup. Previously, drivers had to fill out invoices, record product codes for returns and write quantities by hand.

Major time savings occurs when



drivers return to the store. Each store supports between 3 and 25 routes, and the inventory and accounting process took between 15 and 30 minutes per route before the system was automated. Velocitor developed an application for Intermec mobile computers that allows drivers to generate their own sales and return reports. When deliveries are complete, drivers print their own reports on the mobile printer and submit them to the clerk. The computer then is placed in a docking cradle to sync data. The entire check-out process can be completed in about two minutes, a stunning improvement over the previous 15- to 30-minute cycle.

Stores that have converted to the route automation system have experienced enough time and labor savings to reassign support staff to other duties and have not had to add administrative staff even as sales and retail customers have surged.

Customers frequently lose invoices, but they no longer have to call Krispy Kreme customer service to find the original and send a replacement copy. Using a self-service Web site, customers can view invoices online and print them on demand, complete with the digital signature. And the system has required little IT support.



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