

VENTE-PRIVEE.COM

FAST-GROWING ONLINE RETAILER
 VENTE-PRIVEE.COM SELECTS TAGEOS
 TO SOLVE TRACKING NEEDS

The versatility, speed and efficiency of Tageos' labels offer the perfect solution for an increasingly complex sales circuit.

Organizing daily flash sales to over 19 million members requires a smooth logistics process to ensure fast-moving transactions are successfully completed. Vente-privee.com turned to Tageos RFID technology to provide total real-time visibility and traceability to track goods as they move around the retailer's increasingly complex sales production circuit.

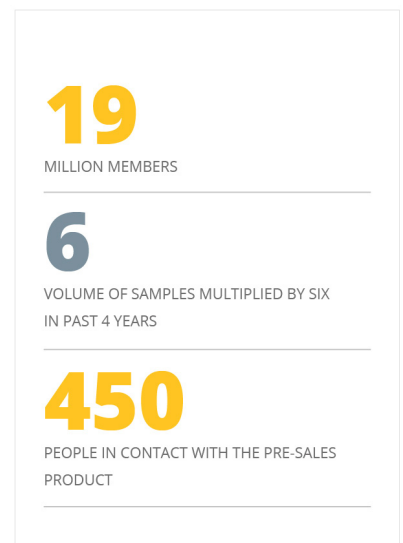
THE CHALLENGE: BRINGING SPEED AND VISIBILITY TO THE CIRCUIT

Every day innovative French online retailer Vente-privee.com organizes 30 to 40 flash sales of global brands, from fashion to wine, and computers to cosmetics.

At the start of the chain product samples from the brands arrive at the Vente-privee.com warehouses. The samples then move through a specific sales production circuit – the real value chain of Vente-privee.com's business – which includes the logistics, sales, photography and samples' preparation departments.

The circuit can involve up to 450 people in contact with the samples; and sample groups - a brand can send up to hundreds of samples to Vente-privee.com - are often unbundled, then re-bundled, depending on the article and the required preparation.

But with the volume of product samples multiplying sixfold in the past four years, translating to growing numbers of samples circulating in the warehouses, Vente-privee.com's time-consuming, manual barcode tracking method could not deliver the visibility and traceability the company required.



Compounding this challenge, the structure of Vente-privee.com's sales production had become more complicated, increasing from one central warehouse to four different locations, including one warehouse dedicated to checking-in and checking-out samples, and more than 30 photography studios.

TAGEOS EOS-500 DELIVERS VALUABLE REAL-TIME VISIBILITY

Bringing total visibility to Vente-privee.com's circuit, RFID integrator Frequentiel was in charge of hardware integration and implemented Tageos' EOS-500 RFID labels. The solution was linked to Vente-privee.com's information system by the WMS specialist A-SIS, which developed the business application with the use of Frequentiel's RFID Middleware module. At Vente-privee.com, the secure, fast-reading of samples is an absolute priority. With their ability to facilitate and accelerate the flow of samples around the sales production circuit, Tageos' high-performing EOS-500 RFID tags are a perfect fit for these needs. And by reducing errors and sample loss, the labels resolve a top concern for the company. In addition, stacked or bundled readings take a matter of seconds, compared to time-consuming checks on barcodes.

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The complete system helped Vente-privee.com to reduce sample loss and to streamline our sales production process. Manual checking times are shortened and Vente-privee.com operators can focus on workshop tasks and product enhancement.

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Lilian Mariani, Project Director, Vente-Privee.com

Also integral to the Tageos' solution are the tags' sheer simplicity. Many of the people in contact with the samples at Vente-privee.com are not used to logistic processes and flow management, which means an easy-to-use solution was absolutely essential for the workplace.

And offering real versatility to the huge numbers of tagged products at Vente-privee.com, Tageos' tags are a perfect match for the firm's many product categories.

At the final stage of the chain, when Vente-privee.com has all the elements - like photos and videos of the products - it needs to start the public sale process, the product samples are easily untagged and shipped back to the brands.



T A G E O S

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