

FAREWAY[®] MEAT & GROCERY

Fareway Stores, a growing Midwest grocery company, currently operates more than 130 stores in Iowa, Illinois, Minnesota, Nebraska, South Dakota, Missouri and Kansas.



Fareway Improves Productivity by 40,700 Hours Annually

Eliminating Manual Processes Has a Positive Impact

Ensuring a superior customer experience is a top priority for Fareway Meat & Grocery. To make sure their shelves are stocked with what customers need, the flow of products from producers and manufacturers must be proactively managed. Fareway had been using clipboards, paper and pens on the

store floor to gather shelf levels and compliance information for later entry. To stay competitive, Fareway knew they needed to streamline its operation by eliminating this manual process. They found that the process took too much time, was prone to errors and made it difficult to share data.





Fareway Selects a Rugged Bundled iPad Solution

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Zach Lane

“We were looking for a rugged solution, something that would hold up in demanding retail use. I worked in the meat department for a long time before taking on the role to manage our technology so I know that we’re not necessarily easy on electronics,” said Zach Lane, Fareway IT Director.

After successfully supplying mounted iPads in each of the grocer’s trucks in 2019, Fareway again looked to MobileDemand for a rugged solution when adding iPads to their in-store operations.

“MobileDemand has always been very responsive, said Lane. “We haven’t had any issues, but if we did, I know they would take care of them. It’s been very easy to work with them.”



Rugged case with briefcase handle and hand strap – Fareway iPad users like the briefcase handle and love the back hand strap. “It stabilizes the tablet so that the free hand can move things around. (Workers) are always doing something else while using the tablet, including checking stock,” explained Lane.

Screen protectors – Helps protect the iPad screen from drops. Fareway has never had to replace a screen on any of their iPads.

Vehicle mounts – Fareway has close to 100 trucks that deliver daily shipments to every store every day. Those trucks have a MobileDemand vehicle mount for their bundled iPad solution that uses software to track driver hours and miles.

Fully configured and assembled – The bundled solution saved Fareway significant deployment time. “Having them come from the factory in the cases with screen protectors saved us a lot of time,” said Lane.

3-year service and support plan - “The service and support that MobileDemand offered were also a deciding factor in the iPad bundle purchase. We wouldn’t be able to get the same service and support if we were to order 100 cases from Amazon,” said Lane.



The iPads have made us more efficient.

Zach Lane



Cost-Saving Results

The solution enabled each store to reduce time and improve accuracy by automating many processes including recording compliance check information. Lane estimates a savings of an hour a day across each of their stores which is 40,700 hours saved every year.

Lane added that they eliminated the use of multiple sheets of paper daily and the inefficient back and forth of writing order information down and walking back to the office to input. "The iPads have made us more efficient," said Lane.

Fareway has found multiple uses for their rugged iPads since deploying them in their stores:

- ▶ Compliance log digital entry (cleaning, sanitation, temperature)
- ▶ Order entry of direct store delivery items
- ▶ Consumer engagement
- ▶ Weekly training
- ▶ Sending out unique videos to managers
- ▶ Utilizing built-in productivity features such as calendars and calculators, social media uploads, etc.
- ▶ Store contests
- ▶ Adding software and apps

What's Next for Fareway's Rugged Tablets

Fareway is expanding with the addition of grocery stores, meat markets and a new catering initiative within the next year. A rugged iPad bundled solution will continue to be used for inventory management and trucks. A mobile point-of-sale solution will be added to some iPad bundles to take customer payments.

Lane says they continue to find more ways to utilize their MobileDemand bundled iPad solution for each of their stores and trucks.

"We've all had a positive experience with the tablets. MobileDemand is easy to work with, and the rugged iPads make my life easier, so I'm able to focus on other areas of my job."

Zach Lane, Fareway IT Director



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