

COSMETIC RETAILER NICE ONE STREAMLINED OPERATIONS WITH HONEYWELL MOBILE COMPUTING SOLUTIONS

Case Study

Honeywell

OVERVIEW

NICE ONE is a Saudi Arabian-based eCommerce company that specializes in make-up and cosmetics. NICE ONE wanted to streamline their operation and become more efficient and productive by automating their warehouse operations. NICE ONE is currently using the Honeywell ScanPal EDA51 and CT60 mobile computing solutions within the warehouse operations.

BACKGROUND

Founded in May 2016 by Saudi brothers Abdulrahman Alolayan and Omar Alolayan, NICE ONE started with humble beginnings, utilizing Instagram to sell beauty products and process order fulfilment manually.

With continued success, they have expanded their company to 250 employees and have developed an app for customers to order their products from. They have quickly become one of the most promising

start-ups in the Saudi Arabia, with the ability to reshape their market.

Today, most consumers in their teens and twenties often prefer to shop online, using their smart phones, tablets, or laptops. The convenience of home delivery and the ease of making purchases are the top drivers propelling the use of eCommerce worldwide. Although the Communications and Information Technology Commission (CITC) highlighted in its eCommerce in Saudi Arabia 2018 report that

Saudi shoppers' preference to make purchases through traditional channels remains high, a shift to online buying is gathering momentum, driven by high levels of internet and mobile penetration, as well as by the country's younger demographic.

This trend in the market forced NICE ONE to re-examine their operations to keep up with the demand of online consumerism. They began researching technological avenues to help streamline their operations.





CHALLENGES

NICE ONE had a manual, paper-based order picking operation within their warehouse, which was prone to error. Timely delivery and accuracy of orders became inherent challenges because of this manual process.

During a typical day, NICE ONE warehouse workers would manually pick 4,000 to 6,000 orders. However, during peak holiday seasons, the warehouse team experienced an increase of more than 10,000 orders, which became a significant challenge in the timely fulfillment of orders. NICE ONE recognized that manual picking was an inefficient process for such high demand. As a result, NICE ONE researched how they could automate and optimize their warehouse operations, as well as mitigate picking errors during order fulfillment, and provide an enhanced shopping experience for their customers.

operate in tough conditions, the EDA51 has a removable 4,000-mAh battery and optimized 13-megapixel camera, the mobile computer is built for long-term work in the rain or shine, even after a significant tumble.

Additionally, the **CT60** mobile computer, built on the **Mobility Edge™** platform, is a fast and accurate handheld mobile computer that allows workers to be connected and productive all day long. Its rugged design withstands accidental drops and falls, yet is ergonomic and lightweight for comfortable, everyday use. The vivid 118-mm Corning® Gorilla® Glass 5 touchscreen display can be easily ready in outdoor and indoors environments, and can be used with a finger, glove, or stylus.

With these solutions, NICE ONE had the power to keep up with their growing demand from their customers. NICE ONE associates found the devices easy to use and helped increase productivity by offering clear indications of where products were stocked within the warehouse. The devices required little training, and the associates were able to quickly adapt to them. Additionally, NICE ONE has also seen an improvement in their stock management, particularly around stock forecasting, since deploying the devices.



SOLUTION

After discussing the company's requirements and goals, Honeywell was able to offer NICE ONE the **ScanPal EDA51** and **CT60** mobile computing solutions to provide a more streamlined and automated warehouse picking system.

Honeywell's ScanPal EDA51 utilizes the Android operating system with a durable chassis that protects the large touchscreen. Designed to



QUICK FACTS

Customer: NICE ONE

Location: Saudi Arabia, Riyadh

Industry: eCommerce (Retail)

Website: <https://niceonesa.com>

Customer results:

- Increase the technical awareness in our company
- Real-time updates in ERP system (no more manual data entry)
- Reduced human error during manual picking entry

- Accurate processing

- Quicker & timely order delivery

- Increased productivity by 150%

- Increased order accuracy by 150%

Why Choose Honeywell:

- Great hardware
- Heavy duty
- Good battery life
- Suitable for warehouse operations
- Delightful team support



OUTCOME

NICE ONE integrated the Honeywell mobility devices with their Oracle NetSuite and in-house designed software solutions. Now that warehouse operations are automated, data is captured and updated in real time in NICE ONE's ERP system. Honeywell solutions helped NICE ONE in timely

and accurate delivery of customer orders, increased efficiency and optimized productivity. When compared to NICE ONE's former method of manual picking, they have benefited from a **150%** increase in productivity and accuracy, and, in many cases, can now offer same-day delivery to their customers.

LOOKING TO THE FUTURE

NICE ONE is looking to expand their operations and will continue to engage with Honeywell to automate and optimize their warehouse and distribution operations.

For more information

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FUTURE
IS
WHAT
WE
MAKE IT**

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