Deliver service with a difference at the checkout stand with the DS9808 next-generation hybrid presentation imager

Long wait times at the checkout stand, lost customers… and lost revenue

In today's busy world, shoppers have high expectations, particularly when it comes to convenience, service and speed — a 'get in and get out' mentality often pervades the shopping experience. A 'less than stellar' customer service experience is not easily offset, even by low prices, weekly promotions or the best product selection. Today's customers have so many shopping choices — from your brick and mortar competitors to online stores that are open 24 hours a day — that they really can 'have it all', from price to service.

The checkout stand is a major choke point for many retailers. Long checkout lines not only lead to frustrated and impatient customers, but can also reduce customer loyalty and result in lost sales — time-pressed shoppers may simply choose to abandon their place in line and their purchases.

While peak customer traffic and staffing problems are often blamed for long lines, other inefficiencies can also contribute to this costly problem. Poor scanner performance may cause cashiers to scan an item multiple times. Inflexible scanning technology may require the bar code to be precisely aligned with the scanner in order to capture the item information and price. Dirty or damaged bar code labels — a common occurrence in the retail environment — may not scan at all, forcing cashiers to page an associate for a price check. The need to verify age for items subject to age restrictions, complete a credit or loyalty card application, or even process a return can cause even more of a delay at the register. Stores with oversize items may force cashiers to either leave the register to obtain the information required to enter the purchase, or to require customers to either lift the item onto the cash-wrap or locate or provide the cashier with the information required to ring up the purchase. And when EAS theft-deterrent tags are in use, cashiers need to take time to not only scan the bar code, but also de-activate the tag.

While each of these scenarios might not add but a few seconds to the checkout process, the combination of these constant occurrences throughout the day can have a major impact on cashier productivity and throughput at the register.

The DS9808 offers a unique feature set:

- Innovative hybrid design for dynamic hands-free and handheld use

- Advanced handheld ergonomics for superior comfort in hands-free and handheld modes

- Very small footprint to fit in the most space constrained cash-wraps

- Extraordinary performance — record swipe speeds on 1D and 2D bar codes

- Comprehensive functionality in a single device — 1D and 2D bar codes, image capture, signature capture and RFID* for outstanding investment protection

- Scan bar codes and deactivate EAS tags in a single swipe

- Embedded and server-based parsing agents enable cost-effective development and rapid deployment of applications that leverage the personal information contained in PDF417 bar codes on national ID cards and driver's licenses

- Ability to decode 1D and 2D bar codes from a mobile phone display

…and delivers real value:

- Improves throughput and customer service at the checkout stand

- Increases associate productivity and reduce wait times at the checkout stand

- Increases credit and loyalty card application volume with auto-population for nearly instantaneous real-time processing, boosting your loyal customer base — and sales

- Reduces administrative processing time and costs associated with age verification and documentation of identity for controlled over-the-counter pharmaceutical products

- Lowers capital and operational costs with fewer devices to purchase and manage

- Delivers Motorola's signature performance and durability day in and day out for a low total cost of ownership

The sleek yet compact design is ideal in a wide range of settings. The DS9808 is at home in a wide variety of retail environments — from department, specialty and convenience stores to pharmacies — as well as in airports, border crossings and even libraries.

Innovative versatile scanner improves productivity, throughput and customer service at the checkout stand

The DS9808 next-generation hybrid presentation imager from Motorola offers all the features you need to keep checkout lines moving — protecting customer satisfaction and sales. The latest in scanning technology delivers record swipe speed, providing the rapid fire scanning required to keep the checkout line moving. This one-of-a-kind scanner is truly designed for both handheld and hands-free scanning mode — cashiers can easily switch between modes by simply picking the scanner up or setting the scanner down on the counter. The cable connector is recessed in the integrated base, offering a very small footprint that can be accommodated in even the most space-constrained checkout stands. And regardless of whether the device is in hands-free or handheld mode, users experience the same superior comfort and ease of use.

When it comes to data capture, the DS9808 provides a new level of versatility at the checkout stand. This single device can read 1D and 2D bar codes, deactivate EAS tags and read RFID* tags — as well as capture images and signatures. It also decodes 1D and 2D bar codes from mobile phone displays. Developed by the company that pioneered bar code scanning, the DS9808 offers the same level of performance, reliability and ease-of-use that has led many of the world's largest retailers to standardize on scanners from Motorola.

As a result, regardless of inventory management protocol or what type of task is required at the checkout stand, the DS9808 offers all the features required to act quickly and efficiently. From scanning purchases to verifying age, processing returns and exchanges, and completing credit and loyalty card applications, you can count on the DS9808 to enable a new level of productivity and service excellence at the checkout stand.

DS9808: extraordinary scanning flexibility and performance

The DS9808 combines an innovative ergonomic design and advanced scanner technology to enable the fast and dependable capture of virtually any purchase in a wide range of retail environments. The ability to read 1D and 2D bar codes as well as RFID* tags provides support for the inventory management technologies in your store today and tomorrow — associates never need to pause to manually enter a UPC code or price.

Until today, retailers have been traditionally forced to choose between the fast scan performance of a 1D laser scanner and the often slower performance of a 2D imager. But the DS9808 breaks the mold, setting a new industry standard for 1D and 2D scan performance. The DS9808 is the first bar code scanner to offer a swipe speed that is programmable up to 100 inches/254 cm per second — giving retailers unmatched versatility and performance without compromise to keep registers moving in even the fastest paced retail stores.

The DS9808 offers an intuitive design that ensures ease of use, regardless of whether your cashiers are experienced or just starting. Omni-directional 1D and 2D scanning eliminates the need to carefully orient the bar code and scanner, enabling true 'swipe-and-go'. An extra loud beeper provides audible verification of a successful scan that can be heard even in the busiest and noisiest store environments. A specially designed laser-generated aiming pattern offers a clear and bright field of view, even if the checkout stand is in bright sunlight, helping ensure first time accurate aim.

The DS9808's unique hybrid design is optimized for presentation and handheld scanning — ideal for environments with bulky or heavy items. Since the long range model (the DS9808-LR) can scan up to 18 inches/45.7 cm away, cashiers never need to leave the cash-wrap. Items can be easily scanned, right in the cart, eliminating delays and reducing the risk of potential injury for both associates and customers.

And finally, since this multi-purpose imager also offers integrated Checkpoint EAS tag deactivation, a single swipe can simultaneously capture an item's price and deactivate the security tag. The additional step to de-activate the tag is eliminated, improving throughput and productivity. The programmable decode range allows you to closely match decode and EAS deactivation ranges to help ensure that all tags are deactivated with a single scan, preventing erroneous alarms at the checkout stand that not only waste security staff time but also embarrass customers — threatening the customer experience.

The DS9808 offers an extraordinary one-of-a-kind hybrid form factor by marrying a solid base with Motorola's advanced handheld ergonomics, creating a scanner that is truly designed to deliver superior comfort and ease of use in both handheld and hands-free scanning. The integrated base requires very little real estate at the point of sale — ideal for space-constrained checkout stands. Loaded with features, the DS9808 offers the very latest in scanning technology — from record swipe speeds for 1D and 2D bar codes that keep the checkout lines moving to the ability to scan a national ID card or driver's license to auto-populate a credit or loyalty card application and more. The result is faster throughput at the point-of-sale, better customer service — and increased customer retention.

Open a world of new applications with PDF417 scanning

Both the DS9808-SR and DS9808-LR offer embedded and server-based parsing agents — a feature that enables many new applications that can help retailers reduce wait times, expand the loyal customer base and increase sales. For countries that utilize a PDF417 bar code on national ID cards and driver's licenses, this translates into the ability to parse the information in the scanner and map that data to the fields in your application easily and cost-effectively — providing value to retailers of all sizes.

With very little development effort, retailers can:

Instantly and accurately verify age
Retailers who sell items with age restrictions can ensure legal compliance without impacting checkout throughput. A quick scan of a PDF417 bar code on a driver's license or other ID card allows age to be verified instantly and automatically, without requiring associates to make manual calculations. In addition, this timesaver also helps ensure compliance with government regulations by preventing calculation errors that could result in the inadvertent sales of controlled products to underage customers. While the birth date typed on a license can potentially be altered, a bar code cannot — enabling associates to easily identify a tampered license.

Execute fast and efficient returns and exchanges
All too often, the returns process becomes a source of frustration for all involved — the associate, the customer and fellow shoppers waiting in line. Lengthy paper return forms that must be completed by the customer can easily result in a bottleneck at the register. But with a quick scan of a PDF417 bar code on a driver's license or national ID card, a return form can be auto-populated in seconds, virtually eliminating errors and delays — customers are on their way just as quickly as if they made a regular purchase. And a quick scan of the item can instantly process and return the item into inventory to ensure visibility for future sales — regardless of whether the item contains a 1D or 2D bar code or RFID* tag.

In addition, this information can also help retailers spot patterns to better identify fraudulent returns, protecting profitability. A quick scan of a driver's license or other ID card with a PDF417 code can quickly capture the name and address of the customer who is returning an item, enabling customer service representatives to easily recognize those shoppers who frequently return purchases — ideal for retailers who do not require purchase receipts for returns. Associates are also better equipped to spot criminals who may enter a store, pick up an item and proceed to the returns department to obtain a refund without actually purchasing the product.

**Increase credit and loyalty card applications...
for greater customer retention and revenue**
With store-branded credit and loyalty cards,
retailers have an opportunity to create more
meaningful relationships with their shoppers, offer
more personal incentives and improve customer
loyalty. While these cards offer customers valuable
discounts and special deals, many customers are
reluctant to take the time to fill out the required
application at the point of sale — either out of
concern for their own busy schedule or for the long
line of impatient shoppers behind them. The DS9808
overcomes this barrier, enabling customers to sign
up for credit and loyalty cards in seconds. A quick
scan of a driver's license (or other ID card containing
personal information embedded in a PDF417 code)
instantly populates the necessary application
fields, leaving customers to simply sign a screen to
complete the application. With this technology, one
customer decreased credit card processing times by
as much as 50 percent, increasing credit applications
by 40 percent. The end result? A significant uptick in
credit and loyalty cardholders — and sales.

The DS9808's ability to decode 1D and 2D bar
codes from a mobile phone display opens a world
of new customer loyalty applications, including
mobile coupons, mobile payment and digital loyalty.
Today, store coupons can be downloaded or sent
to a mobile computer in the form of a 1D or 2D bar
code. To redeem the coupon, the customer simply
presents the mobile phone to the store associate
who scans the bar code. In addition, customers
can now obtain virtual gift cards that are housed on
their mobile phone, enabling payment with a quick
scan of the bar code from the phone display. Mobile
phones are also replacing the traditional customer
loyalty card or key fob. The bar code represents the
customer loyalty information and when scanned,
customers receive any targeted discounts or
special offers.

Streamline and reduce the cost of record keeping
Digital imaging transforms compliance requirements,
dramatically reducing time-consuming, paper-based
manual processes that add time to the checkout
process. The DS9808 offers the features and
functionality needed to automate the purchase of
controlled over-the-counter medications that require
documentation of the customer's identification.
While associates at the pharmacy register
traditionally needed to manually record a customer's
identification information and signature in a physical
logbook, the DS9808 enables retailers to meet all
the regulatory requirements with two quick scans.

The first scan captures the customer's name and
identification from a PDF417 bar code on a driver's
license or other ID card. The next scan electronically
captures the customer's signature — and the ability
to recognize standard signature brackets further
streamlines the process.

In seconds, the DS9808 creates an electronic
record complete with the purchased substance,
customer information and signature. The ability to
replace physical files with electronic recordkeeping
dramatically reduces storage and administrative costs.
There is no longer a need to file mounds of paper
and maintain cabinets of paper files. Retrieving a
needed record is just a mouse-click away. And
electronic recordkeeping virtually eliminates the
opportunity for associates to misplace or lose records.

Application flexibility beyond retail

With flexible data capture options, advanced
ergonomics and industry-leading scanning
performance, the DS9808 next-generation hybrid
presentation imager delivers exceptional application
flexibility beyond the retail checkout stand. The
DS9808 can help operations increase productivity,
accuracy and efficiency in a range of applications,
including:

Transportation
With its small footprint, the DS9808 is ideal
for maximizing productivity in the tight spaces
found at the airport boarding gate and check-in
counter. By delivering record swipe speeds, the
DS9808 increases throughput during the boarding
process, helping reduce lines and facilitate on-time
departures. The DS9808's ability to read 1D and 2D
bar codes from mobile phone displays supports the
emerging application of mobile boarding passes,
which are sent to the passenger's mobile phone via
SMS or MMS. The boarding pass contains a bar
code which can be scanned by the gate attendant
or the passenger themselves during the boarding
process, further speeding check-in while enhancing
customer convenience. And at the airport, border
crossings and other checkpoints, the DS9808 rapidly
and accurately reads the PDF417 bar codes found
on driver's licenses, passports, military IDs, national
ID cards, visas and other identification documents,
enabling government agencies to instantly read,
decode and verify the identity of travelers. With a
single scan, screeners can capture and verify each
traveler's identity in the blink of an eye — helping to
improve border and traveler safety without excessive
wait times.

Commercial

In a wide range of accounts receivable and other departments that process payments and documents, the DS9808 can reduce the volume of paper records and the associated administrative processing times. Now, when processing payments, administrators can simply scan the 1D or 2D bar code on the invoice to instantly pull up the record, and then enter the check number and payment amount. By minimizing manual paper-based steps, the DS9808 dramatically streamlines workflow, driving faster cash-to-cash cycles for greater profitability and increasing staff efficiency — the same number of administrators can handle a heavier accounts receivable workload.

Government

In local libraries, digital imaging and 1D/2D bar code scanning greatly improve recordkeeping and the checkout process. Using the DS9808, a librarian can scan bar codes on both the library card and book for instant processing — no paper administrative work is needed and a library's on-shelf inventory is always accurate and up to the minute. This next-generation scanner's compact design offers a handy fixed scanning solution for any checkout desk, regardless of available space. And librarians can easily pick up the DS9808 when handheld scanning is more convenient — for example, for oversized books or periodicals.

Powerful feature set to meet your application needs...today and tomorrow

The adaptable DS9808 offers the exceptional application flexibility needed to meet your needs today and in the future. Rapid fire scanning of 1D and 2D codes helps keep the checkout stand moving. The ability to support EAS tag deactivation, image capture and RFID* with this single device substantially reduces capital and operational costs — there is no need to purchase and manage multiple device types at the checkout stand. Superior functionality enables employees to perform virtually any task at the checkout stand in record time. Associates can scan items, scan documents, complete forms, read driver's licenses and replace paper files with electronic filing, helping ensure fast service at the point of sale — regardless of how busy the store may be.

In addition, the DS9808 is built to deliver reliable performance in the demanding environment of the retail store. The 5 ft./1.5m drop specification to concrete ensures dependable day-in and day-out operation, in spite of the inevitable everyday drops and bumps common in a retail environment. And with Motorola's Service from the Start Advance Exchange Support, you get the true service peace of mind that comes with next-business-day delivery of a replacement device.

The result is a superior investment — stellar service at the checkout stand, a low total cost of ownership and a rapid return on investment.

For more information

For more information on how your retail store can benefit from the DS9808, access our global contact directory at www.motorola.com/enterprisemobility/contactus or visit www.motorola.com/ds9808

*The RFID module is a future option for use with the DS9808-LR only and will not be available for all countries. Please contact your local Motorola representative regarding availability.

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