

Case Study & Technology Brief

Cabela's®

WORLD'S FOREMOST OUTFITTER

**“...all the traditional benefits of voice
productivity, plus hassle-free
integration...”**

DC VELOCITY

- Case Study
- Technology-in-Brief
- Selected Customers

AccuSpeech *Mobile*

A Vanguard Voice Systems Company

Case Study

AccuSpeech *Mobile*

Cabela's Foremost Outfitters is a leading specialty retailer and the world's largest direct marketer of hunting, fishing, camping and related outdoor merchandise. With 2012 revenues at \$3.1 billion, the company markets its products through 40 retail store locations, ecommerce and catalogues.

Cabela's Outfitters employs the innovative AccuSpeechMobile voice solution to speed multi-channel workforce distribution productivity for a wide variety of warehouse and in-store mobile workforce applications that speed product delivery for all three sales channels...retail, ecommerce and catalogue.



Cabela's Multi-Channel Distribution



Kevin Thompson
Sr. Business Process
Improvement Manager
Cabela's Outfitters

“AccuSpeechMobile is unlike any solution we’ve seen. Seven WMS Apps are already voice-enabled and powering our multi-channel national DCs...with more apps in the queue. We’re well on our way to saving \$1 Million per year. Take a look at AccuSpeechMobile. It might surprise you.”

Cabela's Outfitters is on target to save \$1 Million per year using AccuSpeechMobile to further speed the productivity and performance of their multi-channel distribution system comprised of Manhattan Associates applications.

Distribution Profile

- 3 National Distribution Centers
- Multi-Channel Distribution
- 1000 Year Round Workers
- 2400 Workers – Peak Season
- WMS – Manhattan Associates
- Motorola Solutions
4090 – 9090 – 9190
- Voice: AccuSpeechMobile

Case Study



AccuSpeechMobile's simplified all-mobile approach to voice-enabling the most sophisticated of Cabela's applications, allowed the company to voice-enable 7 business critical applications in-less than 18 months, across three national distribution centers and retail store locations. Five (5) additional applications are already in preparation for deployment further exploiting voice productivity across the Cabela's distribution system.

Multi-Channel Applications Voice-Enabled

WMS Applications

- Retail Orders – Pick-to-Cart
- Catalogue Orders – Order Filling
- Web Orders – Sort-to-Order/Pack
- Cycle Count
- Put-to-Store
- Receiving

In-Store Mobile Applications

- Reserve Cycle Count

Voice-Enabling in the Queue

- Multi-Session Voice-Task Interleaving
- Additional In-Store Retail Functions
- Replenishment
- Additional Receiving Functionality
- Filling – Active Direct Orders
- PC-Based Fixed Station Packing



Cabela's On Target to Save \$1 Million Per/Year with AccuSpeechMobile Voice

Cost Savings

- **\$250,000** Per Distribution Center
 - Retail Picking Channel

Increased Accuracy –

- **Without Voice** 900 Pick Errors
- **With Voice** Only 90 Pick Errors

Inventory Productivity

- **Doubled** Number of Cycle Counts by Same Number of Workers

Training Productivity

- **60% Reduction** in "Time to Rate" for New/Seasonal Employees

Inventory Accuracy

- **Reduced** Outages
- **Reduction** in Re-Work Hours
- **Improved** Customer Satisfaction
- **Reduced** Shipping Costs
- **Improvements** as high as 95% due in-part to voice deployment.

AccuSpeech *Mobile*

How It Works

This is *the* voice innovation you've been waiting for! Now you can deploy a practical voice solution for all your WMS transportation, retail and other supply chain productivity apps. The innovative **AccuSpeechMobile** voice solution eliminates the costs, complexities and risks associated with older pioneering voice technologies, providing complete voice functionality and integration solely from your powerful warehouse mobile devices.

Just imagine a completely mobile solution that *eliminates your IT server* as the source of costly voice integration with your commercial or custom-built WMS applications. The AccuSpeechMobile device-based **Universal Voice Utility** installed on your devices and customized by the **RDE SDK** is a practical, easy-to-deploy solution. It makes voice productivity an affordable alternative for any warehouse operation or networked distribution centers.



Universal Voice Utility

- Seamless Integration
- Map of Fields & Controls
- Grammars & Context
- Voice Functions/Features
- Speech Engine Integration

Any Mobile Application
Warehouse • DC • Mobile Retail
Any Commercial or Custom-Built
Terminal Emulation • WEB • .NET

- Manhattan
 - Discrete Order Picking
 - Cluster Picking
- HighJump
 - Zone Picking
- Redprairie
 - Batch & Put Picking
 - Put-to-Store
- SAP
 - Dynamic Picking
- Oracle
 - Case or Piece Picking
 - Inventory
- Retailx
 - Cycle Counting
 - Receiving
- Infor
 - Demand Replenishment
- Royal4
 - Top-Off
- JD Edwards
 - Location Replenishment
 - Refrigeration
- (others)
 - Vehicle Operations
 - Yard Mgmt
 - Cross-Docking

- A 'Server-Less' Voice Solution 
- Absolutely No Server-based Integration
 - No Server-based Interfaces • No Middleware
 - No Business Process Changes • No Vendor Interfaces

Device-Based, Seamless Integration with Your WMS Application

Device-Based WMS Integration File 



Map of Fields & Controls

Grammars & Context

Easy-to-Use Wizard-based Rapid Development Environment (RDE) SDK creates a device-based integration (map and grammar) file that customizes the Universal Voice Utility to deliver seamless voice functionality to your WMS applications.

AccuSpeech *Mobile*

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About AccuSpeechMobile

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AccuSpeechMobile is an innovative mobile voice technology that upgrades any mobile workforce application with a fully functional voice-user-interface (VUI). The mobile software solution provides full voice functionality and seamless application integration powered *solely* from your mobile devices.

AccuSpeechMobile is a patented, one-of-a-kind solution adopted and proven by world-class companies.

Now mobile SCM or field service workforces everywhere can achieve greater productivity by using faster, more accurate voice-commands to collect and access the information they need, while maintaining manual and visual focus on their mobile tasks. The mobile solution supports any web, TE, or smart/thick client mobile application, whether *on-premise*, *cloud-based*, *hosted* or *SaaS* mobile implementations. www.vanguardvoice.com

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