

# Success Story

## Action, Zwaagdijk



### Action:

#### A chain store with a success story

«Action - surprisingly, complete, amazing good value.» This translates the mission of Action, a growing chain store which is dedicated to delivering a very broad always changing assortment of consumer products at the lowest price possible.

Action was founded in 1993 and is growing fast. Meanwhile, more than 190 stores in Holland and Belgium have been opened. The broad assortment contains mainly non-food products, ranging from stationary to textiles. The success formula is based on the lowest possible price for the consumer. Today, Action has about 4,000 employees and a large logistic center.

In 2003, Action had grown to 140 outlets and it became clear that for further rapid growth, the organisation needed more IT. At that time, Mr. Harrie Grent joined Action as IT Manager and the

shift started to more efficient systems, helping to lead the business to a next level. Because of the large operation scale and the sheer number of 45,000 order line movements per day, the decision was taken to work with SAP. Today, SAP is the core system for Action and almost all processes run on SAP including warehouse management. This enables Action to manage the 60,000 pallet locations dynamically and handle more than 100,000 order lines per day. A state of the art «voice picking» system provides an efficient paperless order picking operation.

In 2007, the system was running smoothly and it was time to extend the functionality with HR. There came the moment, when Kaba was contacted. The decision was taken to try a pilot installation for time recording in the logistic centre. Because of Kaba's standard functionality and experience with interfacing to SAP, the pilot was operational in no time.

# Success Story

Impressed with the smooth implementation, Action looked for extra functionality and decided to install Kaba sensor barriers for Access Control, combined with Bedanet card readers and 120 Kaba eologic digital cylinders. Further, a Kaba exos access control software was installed and interfaced with SAP. The CardLink™ module offers a great solution for high efficiency in the Access Control system because of the possibility of combining cabled and

non-cabled access control elements whilst maintaining the security at a high level. Driven by this success, Action started a pilot for B-Net time recording terminals in the outlets. This pilot also proved to be very successful and the decision was taken to roll out the Kaba time recording terminals in all outlets. In short, every employee will have a LEGIC-badge that is used for the time recording. This badge also can be used as an authorisation media at the counter

POS-systems.

In the next weeks, this project will be finalized and Action will have a truly integrated system with optimal efficiency. This helps enabling Action to live their mission and grow the success that other retail chains can only dream about.

