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8. Building Identity for a New Division

What is ECD
Getting Acquainted with Headquarter
Personnel

Comments: (possibilities, limita-
tions, etc.)

9. Faster Checkout Service

New Concept
Itemized Receipt

Comments: (possibilities, limita-
tions, etc.)

MANAGING YOUR DATA PROCESSING SYSTEM

by

Les Jenkins
Associated Grocers, Inc.

Thank you Lew.

History:

Responsibility given to me in Octo-
ber, 1971.

Study all existing systems.

Stay abreast of new announcements.

Give guidance to our retail members
in the evaluation, selection, in-
stallation, and maintenance of
these new systems.

Went before the Board of Directors
in July, 1972, with a recommenda-
tion that Associated Growers support
only three major vendors of elec-
tronic front-end equipment.

Each of these vendors must support
bi-directional communications--
provide good maintenance service
with a response time of two hours

or less--also provide adequate
technical support.

Initially IBM and NCR were selected
and the third position was left open.

We are currently or will very shortly
be supporting four vendors. They
are IBM, NCR, Sweda, and DTS.

Both Sweda and DTS were added be-
cause members went out on their own
and purchased these systems. I now
have a promise from Bert Hambleton
that no more will be added.

Gathering data began in the fall of
1974. Used what information we could
get from our suppliers and from SAMI
out of Chicago.

We found both of these methods very
error prone. We, therefore, started
a project to get the UPC and other
pertinent data off the actual pro-
duct.

Our computer systems design effort also began in the fall of 1974, with a program completion date of June 1, 1975.

Some of the original system design criteria was:

1. Must interface with existing pricing data and A.G. master files.
2. Must use video units to update all P.O.S. files.
3. Provide for multiple UPC's.
4. Provide for ad activity.
5. Provide for store overrides.
6. Must support direct delivered items.
7. Re-build capabilities.

On June 15, 1975, we installed a pilot test scanning system at our warehouse facility. And immediately began to test all our new systems and programs.

Our first store went live August 5, 1975.

We currently have 17 scanning installations with seven planned by the end of January, 1980.

I feel it is very critical that the warehouse provide adequate leadership in scanning.

It is difficult enough to support scanning in a communications environment. It is much more difficult to bring a store on board after he has already been free standing.

Price discrepancies.

Ad prices.

In-store specials.

Use of velocity codes for produce, beer beverages, wine, and heavy items.

Reporting in support of scanning.

Checker productivity--used in labor scheduling.

Override exception reports.

Ad loss.

Sale of movement data to NABSCAN and Nielsen.

Financial reports--justify state sales tax.

Movement reports--House & D.D.'s.

Discuss pricing.

When prices are changed at A.G., we create new shelf tags. Also generate messages at store level indicating the type of change. Maintenance of files at A.G.

Future applications.

Direct feed of data to labor control system.

Direct feed of data to retail flow.

Marketing research applications.

Selected movement reports.

Store comparisons.

Automatic re-ordering.
