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Complete overview of transport in process Motorbike manufacturer Malaguti dispatches bikes with the help of BHT-280BW-CE of Denso ID Systems

Motorbikers have a liking for extras: fast machines which are high-quality and very well supplied. The manufacturers do everything possible to ensure a safe and fast delivery of the motorbikes. The Italian motorbike manufacturer Malaguti identifies minutely every point along the delivery path. Since 2004 Malaguti counts therefore on the BHT-280BW-CE of Denso ID Systems Department, which belongs to the Toyota Group. With the wireless LAN-enabled of Denso Id Systems the Italian manufacturer scans the product information, which is enclosed in the barcodes, and sends the data wirelessly and quickly to the server. The employees can view these product data online any time. Thus, the transport of the goods can be traced and it is possible to confirm which model has been dispatched to a particular customer.

Reacting to the market situation quickly and flexibly

The motorbike manufacturer Malaguti offers an encompassing product range of bikes up to 500 cubic capacity. Founded in 1930 by Antonino Malaguti, the company with a long tradition has since sold up to two million motorbikes. With 250 employees Malaguti supplies 450 Italian retailers as well as distributors all over Europe.

In order to be able to react to the continually changing motorbike flexibly and on time, the family company has to update and administrate its sales any time. "This is necessary for finding out quickly the demands of our customers and develop our products in accordance with this information," Giuseppe Valdiserri, IT Director of Malaguti, explains: "Before the consignment we therefore scan all product information. Thus, we can track the shipment and who has bought the model. However, we had to substitute the handheld terminals we used for this operation because they are no longer produced by the provider," Valdiserri adds.

Denso convinces in test run

To this purpose Malaguti conducted a test run with models of various providers. Malaguti's demands were high: The handheld terminal should scan, read, and process the information fast. In addition it should be light-weight and user friendly. "At the end of our testing phase

we opted for the BHT-280BW-CE of Denso, which met all these requirements fully," Valdiserri explains this decision. The specialist for motorbikes also uses the handheld terminal BHT-5000 for some time now, for various applications.

The seamless integration of the BHT-280BW-CE into the main system was conducted by the software integrator Tecno-Soft and Pluriservice, the Italian distribution partner of Denso for several years. "A close partnership exists between Pluriservice and Malaguti. Pluriservice has always provided very good consultation and supports us quickly and competently when it comes to the choice of a new product. The service of all involved companies was outstanding," Valdiserri describes the integration of the handheld terminals into the main system. Another advantage consisted in the fact that the software already, which was in operation could remain in use. "Thus, no further costs arose which, of course, was another positive effect," says Valdiserri.

Accessing information any time

„Thanks to the wireless processing of data by the BHT-280BW-CE we have at any time all the relevant data at our disposal which we need for an encompassing quality management and for tracking the goods closely during the shipment. Thus, our machines always reach the right addressees, which results in high customer satisfaction regarding our service," Valdiserri emphasises the advantages of wireless data processing.

Due to the user friendly and ergonomic operation, the employees are also very happy with the BHT-280BW-CE. The driver is supplied with the operating system of Windows and enables the fast reading of the scanned barcode data in the comfortable colour display. The CCD (Charged Coupled Device) reading system allows that the information can be read from a distance of up to 700 millimetres, even when the codes consist of thin bars.

The handheld terminal is operable any time because it resists damages due to water or dust by its industrial standard IP 54. A seamless and fast wireless data transmission is ensured any time. Also, long periods for reloading are no longer necessary because extra batteries in the handle allow long durations of operation independent of an electricity network.

A Good Choice

"The BHT-280BW-CE fulfils all our expectations. Thanks to the fast scanning functions we can save a lot of time during the transmission of data. We have the information at our

disposal even faster now. This is especially important for the motorbike market in order to guarantee our customers punctual and correct deliveries," Valdiserri resumes.

"Denso has convinced us completely, as far as the choice of this model is concerned. It supports us in an outstanding way when it comes to processing the information for our complete logistics management flexibly and in close time. Real-time information on the highest level thanks to Denso," Valdiserri underlines.

About Malaguti

The Italian family company is a specialist in the production of motorbikes and scooters. Founded about 75 years ago, the company specialised in high-quality scooters for leisure time. The headquarters of the company with a long tradition today are in San Lazzaro di Savena and Castel S. Pietro Terme. In Italy the machines are distributed by more than 450 retailers. Malaguti offers its motorbikes via distributors also in other countries, like Germany, Austria, Switzerland, Great Britain or France. In 2004 the company sold about 60,000 models and achieved a total revenue of about 105 million Euro.

For further information about the company and its products visit the website www.malaguti.com

About Denso

A member of the Toyota Group, Denso is one of the world's leading specialists for mobile data acquisition solutions. Its quality industrial scanning devices, hand-held scanners and mobile terminals with CCD technology are distributed throughout Europe by Denso ID Systems Department, a member of Toyota Tsusho Europe S.A.. Worldwide Denso has 90,000 employees at over 155 sites. Denso was founded in 1949. The whole group revenues totalled \$27.4 billion in 2004.