



# Symbol LS1203: Helping small retailers streamline operations, improve productivity and increase revenues



## Making the most out of every minute in the small retail environment

For small retailers, streamlining and error-proofing operations at the register as well as in the back room is critical to overall business health. It is at the register where incorrect keying of prices results in lost revenue, and long checkout lines translate into dissatisfied customers. In the back room, inefficient and inaccurate inventory processes can result in a delay in inventory visibility, stockouts — and lost sales. From dry cleaners and gift shops to florists, bakeries and more, small retailers need a way to make the most out of every minute for every employee — a way to drive inefficiencies and errors out of day-to-day business processes.

## The Symbol LS1203: the functionality to streamline day-to-day tasks and the quality to ensure all day every day reliability

The Symbol LS1203 provides small retailers with the intuitive bar code scanning functionality needed to improve productivity throughout the retail operation, from the register to the back room. The high-quality 1D linear scanner provides maximum flexibility at the checkout stand, offering either triggered or Auto-Scan™ modes. Auto-Scan provides users with continuous scanning, eliminating the need to press the trigger. Regardless of mode, the Symbol LS1203 delivers the scanning performance you need to ensure dependable and accurate capture of bar codes.

The Symbol LS1203 is designed for the rigors of your environment to ensure reliable operation, day in and day out. The single board construction eliminates a common point of vulnerability — the ribbon cables between circuit boards. And a durable scan element combines with our stringent 5 ft./1.5m drop to concrete tests to ensure that the Symbol LS1203 easily withstands typical daily use — including accidental drops.

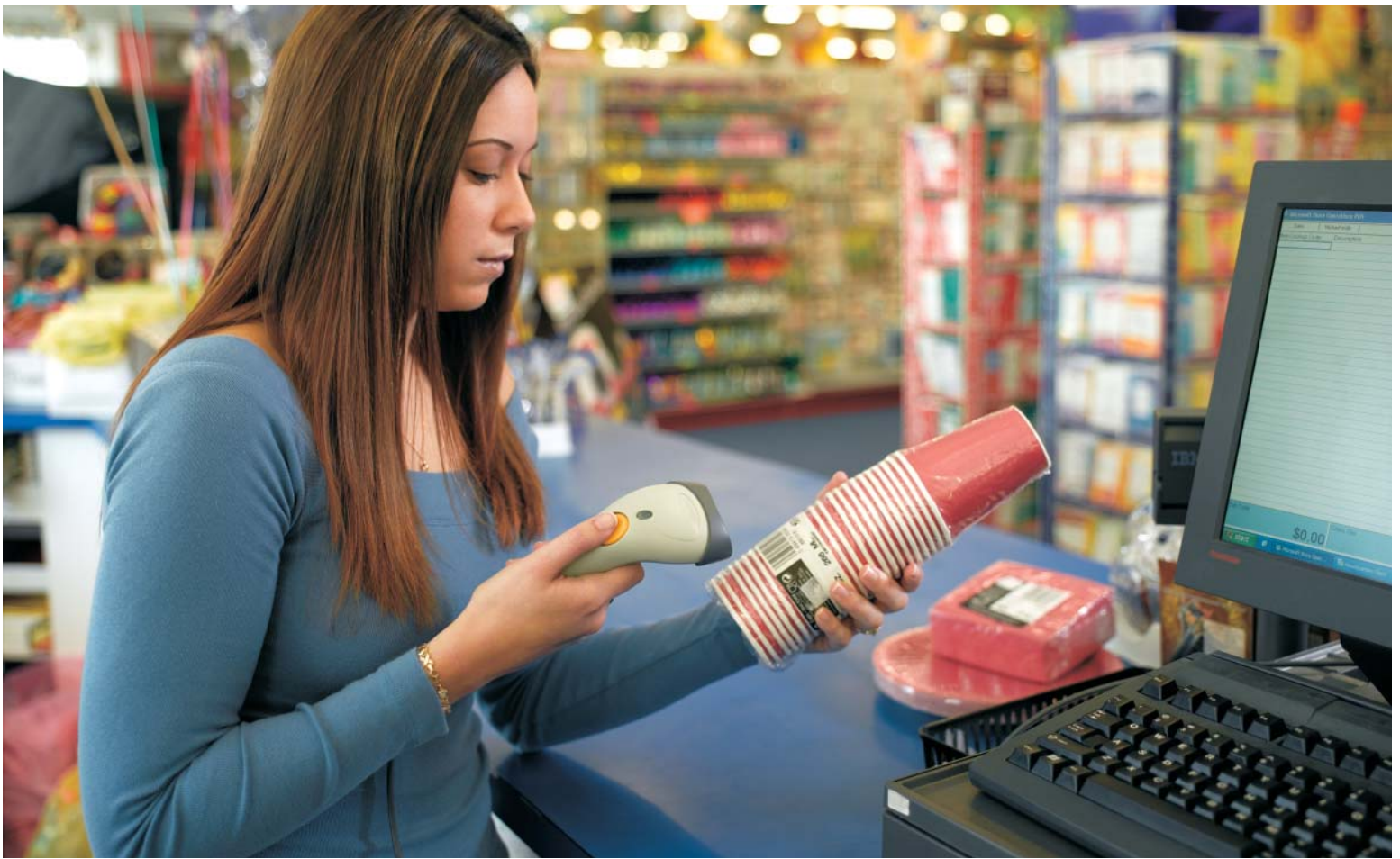
The Symbol LS1203 is simple to install and easy to use — no technical expertise or training required. Operational right out of the box, the device is truly plug-and-play — so intuitive to use that even novice employees are up and running quickly. Plus, the ergonomic, balanced design minimizes user fatigue, ensuring all day comfort for users.

## Increase accuracy and productivity at the register

Without bar code scanning, the process of pricing and ringing up product is time consuming — reducing your employee's productivity.

## Key Benefits:

- Faster service and more satisfied customers through elimination of most manual keying at the register
- Increased revenue through the ability to ensure the cost of every product is accurately captured
- Enables easy and reliable inventory processing, helping reduce stockouts and providing more accurate information to support better and more timely buying decisions
- Investment protection through multiple on-board interfaces that enable integration with POS systems today and migration to future systems tomorrow
- Reliable day in and day out performance — the same high quality that made us the global leader in handheld bar code scanning now in a scanner priced to meet the needs and budget of small businesses
- Lightweight and balanced, delivering comfort and ease of use throughout a full shift
- Enables users to choose the best mode for the easiest scanning — Trigger or Auto-Scan™ (continuous) mode



- Cashiers must manually enter the price on the stickers into the register
- Cashiers must stop the checkout process for any item that does not have a sticker and perform one of the following to identify the correct price:
  - call for a price check
  - go to the shelf to check the pricing of the item
  - search through a printout of your products and pricing

This manual process can significantly impact your customer service levels, as well as your profitability. Service at the checkout counter is slow. Products may be rung up incorrectly or 'gifted' without authorization to a cashier's friends and family. And time must be spent at the end of each day taking inventory to determine if any orders need to be placed to keep products in stock and available.

With the Symbol LS1203, the entire checkout process is automated, increasing productivity as well as significantly reducing errors at the register. Instead of cashiers manually keying in prices, they need only scan the bar code. And scanning can happen automatically, whenever a bar code is in view of the scanner or on demand via the trigger.

With the Symbol LS1203:

- Checkout is always rapid — the need to enter information into the register or search for the price of a product are virtually eliminated
- Keying errors at the register are significantly reduced
- Opportunities to 'gift' a purchase to a friend are minimized
- You can obtain the information you need to instantly see buying patterns and real-time inventory, enabling you to improve and refine your product offerings to maximize customer purchases.

The result is increased revenue, better customer service — and better customer retention.

#### **Streamlining processes in the back room**

Inefficiencies in back room processes can lead to costly stockouts — and lost sales. Taking inventory with pen and paper is tedious, time consuming and error-prone, often resulting in an inaccurate and less-than-timely view of inventory. Manual procedures for accepting shipments and verifying shipment accuracy can result in delays in moving items into inventory or identifying that the wrong product was

shipped, causing either a 'false' stockout — where an employee cannot see that the out-of-stock product has arrived and is in the back room — or, even worse, a true stockout.

With the Symbol LS1203, taking inventory can be fast and easy. Instead of employees manually writing down inventory information to then enter into a computer, employees need only scan products to provide instant visibility into inventory levels for all products that you carry. Inventory can be taken in record time, with record accuracy. You have the information you need to ensure that you make the right buying decisions at the right time to avoid running out of stock on critical items. And much of the time your employees now spend in the back room can be spent assisting your customers.

#### **A smart business investment**

When you invest in bar code scanning, you want to make sure the scanner you select is right for your business. The Symbol LS1203 is not only designed for the small retailer but also attractively priced, with the resulting gain in productivity and increase in revenue providing a rapid return on investment. The Symbol LS1203 also offers an outstanding low total cost of ownership through the combination of built-in durability, a 3-year warranty and our comprehensive service offerings. And finally, the Symbol LS1203 offers outstanding investment protection through multiple on-board interfaces that ensure compatibility with the POS system you have today...and the POS system you may use in the future.

#### **Summary**

The Symbol LS1203 from Motorola gives you the power to automate business processes throughout your retail store. As you drive inefficiencies and errors out of checkout and back room procedures, you will enjoy greater employee productivity, better customer service and improved revenues. With the ability to provide real-time inventory information, plus the data to analyze buying trends on the fly, the Symbol LS1203 enables you to make better buying decisions that can result in improvements in product selection, costs and inventory levels — as well as the virtual elimination of costly out-of-stock situations.

Regardless of the size of your business, scanner reliability is crucial. That's why the Symbol LS1203 is engineered to deliver the high quality, investment protection and rapid return on investment that has made Symbol scanners the handheld vendor of choice for the world's leading retailers. And should you desire additional protection, we offer a complete suite of support services from comprehensive coverage that includes everyday wear and tear to world-class turnaround times and an on-site repair option.

The Symbol LS1203 – all the features you need to get the most out of your business day, in a value-priced, high quality handheld scanner that delivers reliable performance day in and day out.

For more information about the Symbol LS1203 from Motorola, visit us on the Web at [www.symbol.com/ls1203](http://www.symbol.com/ls1203), or access our global contact directory at [www.symbol.com/contact](http://www.symbol.com/contact)





**MOTOROLA**

[motorola.com](http://motorola.com)

Part number AB-LS1203RET. Printed in USA 10/07. MOTOROLA and the Stylized M Logo and Symbol and the Symbol Logo are registered in the US Patent & Trademark Office. All other product or service names are the property of their respective owners. ©Motorola, Inc. 2007. All rights reserved. For system, product or services availability and specific information within your country, please contact your local Motorola office or Business Partner. Specifications are subject to change without notice.