

Case Study

Sofmap Co., Ltd. Sofmap is a Japanese retailer which sells consumer electronics and has over 21 stores throughout Japan.

Increasing profits with the OneKEY ecosystem.



SITUATION

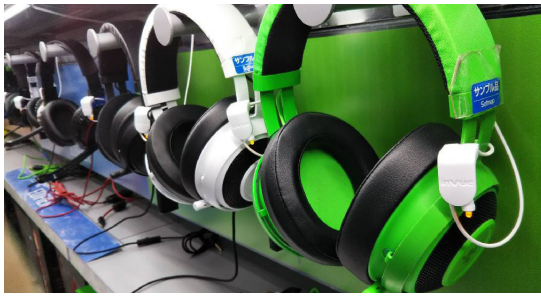
Sofmap stores were facing a significant key management problem. The stores have hundreds of cabinets in each location and each cabinet has its own key. It was extremely difficult and time consuming for associates to first locate the bundle of keys for the given area, and then find the key needed to open a given cabinet. There was mounting frustration among associates due to this time consuming and inefficient manner

of unlocking cabinets. In addition, there were many instances of one associate using the bundle of keys to help a customer while another associate was waiting for them to return the keys to help another customer.

On top of these operational inefficiencies, approximately 1,000 hours per year were being wasted on handling false alarms, taking away



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“We are so pleased with the value InVue products have provided. They transformed our work style - time is no longer spent ‘non value-added activities’ such as looking for the right key or handling false alarms. Our store associates can focus on maximizing customer satisfaction, which has led to increased sales and higher profits.” — Takeshi Watanabe, CEO, Sofmap Co. Ltd.

precious time needed to service customers and close sales.

INVUE SOLUTION

InVue’s Smart Locks, Series 2865, and Zips were chosen as the optimal solution for Sofmap stores. All of these solutions are part of the industry-leading OneKEY ecosystem: the single key solution designed to increase profits.

The implementation of Smart Locks allowed associates to open any cabinet with ease and speed, making the customer experience faster.

The OneKEY empowered all associates to now quickly help customers while maintaining security for the Sofmap merchandise.

RESULTS

The solution has completely optimized the work force and reduced all non-value added activities, such as hunting for keys and turning off false alarms. Sofmap can now do the same amount of sales with less employee headcount. The implementation of the InVue solution has led to a significant increase in sales and also increased profits.

