

case study

Inventory Management
Made Easy at Spencer
Gifts Using the Unitech
PA700V



Industry

Retail

Application

Inventory Control

Product

PA700V 4G Verizon Certified
Rugged Handheld

Profile

Spencer Gifts is a North American mall retailer specializing in collectibles, clothing, gag gifts, and more. They also operate the Spirit Halloween line of seasonal retailers that has grown to over 1,100 locations in strip centers, malls, and free-standing stores. They operate online 24/7 all year long.

Challenge

The Spirit Halloween stores needed a new inventory management solution that enabled them to receive new merchandise, check & edit prices, record damages, transfer items to other stores, and reconcile past inventory for the new season. They were looking for a modern development platform to facilitate software development and a product that was more familiar and easy to use.

Solution

Spencer Gifts determined that the PA700V was the upgrade they were looking for. With a slim and ergonomic design, the PA700V offered the right form factor for the job. The smartphone look and feel is easy to hold for any hand size: large, medium, or small.

The PA700V was also rugged enough to withstand the rough environment of receiving bays, where product can be expected to fall from a truck onto concrete, be exposed to bad weather, and get jostled around.

The Android platform is easy to develop on and Unitech was ready and willing to get Verizon certified in order to facilitate data collection via WiFi, ethernet, and cellular. The large color touchscreen is future-proofed for potential new apps and software.

