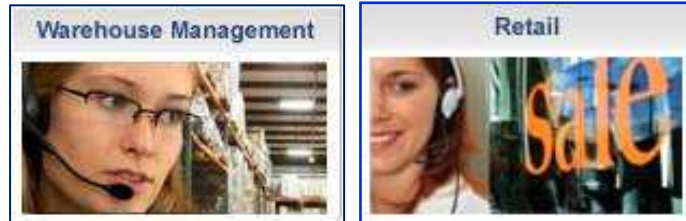


Case Study



Cabela's®

WORLD'S FOREMOST OUTFITTER

Cabela's Outfitters Embraces New Innovative Mobile Voice Technology for National Distribution Centers and In-Store Retail

**"...all the traditional benefits of voice productivity,
plus hassle-free integration..."**

Kevin Thompson – Cabela's Outfitters

VANGARD
VOICE SYSTEMS
Now You're Talking!

A New Mobile Innovation that Challenges the 'Status Quo'

Simplified 'Server-Less' WMS and In-Store Voice Productivity

National and global business enterprises have continued to prosper in both booming and struggling economies due to forward-thinking people that sought out, embraced and deployed new technologies. These companies have the character and courage to challenge conventional approaches and adopt innovation that contributes to its market leadership and service to its customers.

Cabela's World's Foremost Outfitter is one such company.

Cabela's Foremost Outfitters is a leading specialty retailer and the world's largest direct marketer of hunting, fishing, camping and related outdoor merchandise. With 2011 revenues at \$2.6 billion, the company operates 34 stores in 24 U.S. states 2 in Canada, and direct ecommerce sales.

Challenging Pioneering Warehouse Voice Architectures

When evaluating voice productivity options for further optimizing the productivity and customer responsiveness of Cabelas' 3 national distribution centers and their national in-store mobile retail applications, the company discovered that traditional server-based voice architectures:

- required *changes in existing effective business processes* and distribution operations;
- required *time consuming and expensive integration* to allow server-based voice systems to exchange information with their Manhattan Associates WMS;
- required substantial ongoing professional services support from voice vendors that would impede Cabelas' *control* over their own distribution systems, and;
- failed to accommodate workforce applications outside the warehouse such as *mobile in-store mobile applications*.



Cabelas Outfitters Distribution Profile

- 3 National Distribution Centers
- 1600 Year Round Workers
- 2400 Workers – Peak Season
- Applications Voice-Enabled
 - Manhattan Associates WMS
 - In-Store Mobile Retail
 - Receiving
 - Replenishment
- Solution: Vanguard Voice Systems
- Motorola Series – 4090 -9090- 9190



MOTOROLA
SOLUTIONS

“Company managers were well aware that often times, [with traditional voice vendors] special code has to be written to allow the two systems to exchange data, making integration a time-consuming and costly process. Their preliminary inquiries only confirmed their fears”.

'Voice Made Easy'

January 2012

“...all the traditional benefits of voice, *plus* hassle-free integration...”

Cabelas Outfitters – Chooses Simplified, Practical, Affordable Mobile Voice Innovation

After fully evaluating existing traditional WMS voice implementations, Cabela's Outfitters discovered the innovative mobile voice technology conceived and delivered by Vanguard Voice Systems. Vanguard Voice believes voice technology should be deployable with a simplified and practical software solution providing customers with the control and flexibility they want to easily deploy faster more accurate voice productivity anywhere throughout their supply chain.

Cabela's chose Vanguard's fully mobile and seamless solution that leverages the power, performance, efficiency and simplicity of today's mobile devices, eliminating completely the IT server as the center of complex, costly and rigid voice integration.

Warehouse & Retail Mobile Workforce Voice Productivity

Vanguard Voice Systems' mobile voice solution voice-enables any existing workforce application eliminating the historical integration obstacles that have delayed the wide-spread adoption of WMS voice productivity. By fully mobilizing WMS voice technology Vanguard's voice-enabling architecture has simplified voice productivity deployment by eliminating all the classic WMS voice implementation obstacles:

- No more dependence on complex, costly server-based integration of proprietary voice workflows and data exchange with the customers WMS. – Now your existing WMS business processes are seamlessly voice-enabled.
- No need for middleware for management and monitoring of unnecessary alternate voice workflows or functions.
- No need for Proprietary Commercial WMS Interfaces
- No complex or costly change management.

“The solution Cabela's found was the AccuSpeech Mobile Voice Platform from Vanguard Voice Systems Inc. Among other advantages, the Vanguard solution offers a simplified "server-less" approach to installation.”

“... [Cabelas'] found a system that offered all the traditional benefits of voice plus hassle-free integration...”

“Since Cabela's already had some terminals capable of handling voice, installation was often as simple as loading the Vanguard software onto existing units. “

“..., one of the key selling points of the new system has been the ease of integration and low costs.”

‘Voice Made Easy’
January 2012

“...one of the key selling points of the new system has been the ease of integration and low costs.”

This is *the* voice innovation you’ve been waiting for! Now you can deploy a practical voice solution for all your WMS transportation, retail and other supply chain productivity apps. Vanguard’s innovative AccuSpeechMobile voice solution eliminates the costs, complexities and risks associated with older pioneering voice technologies, providing complete voice functionality and integration solely from your powerful warehouse mobile devices.

Just imagine a completely mobile solution that *eliminates your IT server* as the source of costly voice integration with your commercial or custom-built WMS applications. The AccuSpeechMobile device-based **Universal Voice Utility** installed on your devices and customized by the **RDE SDK** is a practical, easy-to-deploy solution. It makes voice productivity an affordable alternative for any warehouse operation or networked distribution centers.



The Universal Voice Utility
A Completely Mobile Voice Solution

- Seamless Integration
- Map of Fields & Controls
- Grammars & Context
- Voice Functions/Features
- Speech Engine Integration

- A 'Server-Less' Voice Solution**
- Absolutely No Server-based Integration
 - No Server-based Interfaces • No Middleware
 - No Business Process Changes • No Vendor Interfaces

Device-Based, Seamless Integration with Your WMS Application

Device-Based WMS Integration File



Any Mobile Application
Warehouse • DC • Mobile Retail
Any Commercial or Custom-Built
Terminal Emulation • WEB • .NET

RDE

- Map of Fields & Controls
- Grammars & Context

Easy-to-Use Wizard-based Rapid Development Environment (RDE) SDK creates a device-based integration (map and grammar) file that customizes the Universal Voice Utility to deliver seamless voice functionality to your WMS applications.

- Manhattan • Discrete Order Picking
- HighJump • Cluster Picking
- Redprairie • Zone Picking
- Redprairie • Batch & Put Picking
- SAP • Put-to-Store
- SAP • Dynamic Picking
- Oracle • Case or Piece Picking
- Retailix • Inventory
- Infor • Cycle Counting
- Royal4 • Receiving
- Royal4 • Demand Replenishment
- JD Edwards • Top-Off
- (others) • Location Replenishment
- (others) • Refrigeration
- (others) • Vehicle Operations
- (others) • Yard Mgmt
- (others) • Cross-Docking

Take the Challenge – Your Next Step, Learn More!

Voice Productivity: Innovative • Simplified • Affordable • Flexible • Server-Less

‘Simplified’ WMS and Mobile Retail Voice Productivity

- [Discover](#) how ‘server-less’ mobile innovation on your warehouse devices makes voice productivity an affordable productivity option for any mobile warehouse operation.
- Learn how to avoid the expensive and complex voice integration of older pioneering technologies.
- See [case studies](#) about warehouse professionals at large and small national distribution centers achieving substantial productivity gains with a practical simplified voice solution.

[To Register: Click Here](#)

Or Call: 949-435-1001 Ext 222



About Vanguard Voice System

Vanguard Voice Systems is the innovative provider of AccuSpeechMobile technology that upgrades any mobile workforce application with a fully functional voice-user-interface (VUI). The mobile software solution provides full voice functionality and seamless application integration powered solely from your mobile devices. Now mobile workforces everywhere can achieve greater productivity by using faster, more accurate voice-commands to collect and access the information they need, while maintaining manual and visual focus on their mobile tasks. The mobile solution supports *on-premise, cloud-based, hosted or SaaS* mobile implementations. www.vanguardvoice.com

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