

Opticon's OPI-3601 proves durability in use at bp Austria

OPTICON

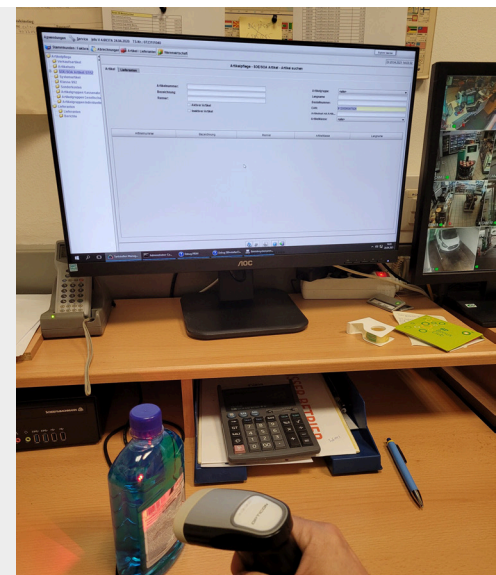
We scan, connect and communicate



Introduction

As a branch office, bp Austria is part of the Hamburg-based bp Europa SE and currently operates 262 service stations in Austria (as of 2020). With the products and services of the bp and Castrol brands, millions of customers are supplied and mobilized every day.

For several years, bp and Opticon Sensoren GmbH have been successfully working together on the topics of checkout scanners and inventory solutions. The use of Opticon Scanners originated at ARAL in Germany and has since been extended to other markets. For about two decades, bp has been purchasing checkout and inventory scanners from Opticon Sensoren GmbH. The majority of the fuel stations have Opticon scanners in daily use.



The Situation

The activities at every bp branch are very varied and there is always a lot of activity. With the high frequency of checkout processes, large quantities of articles and barcodes are processed. A fast, uncomplicated and above all technical implementation is elementary for the success of each station.

In this context, a solution was sought with which work processes and resources could be optimised in equal measure. The challenge was to find a suitable barcode scanner that is compact and can also read 1D and 2D barcodes from a smartphone in order to meet the requirements of customer cards and discount coupons.



The Solution

The OPI-3601 Opticon scanner fulfils exactly these requirements and has been successfully used in the bp network for 8 years. The 2D imager barcode scanner is used both at the checkout to scan products and to record and settle discounts, vouchers or coupons directly from the smartphone. Another OPI-3601 scanner is used in the office for the inventory control at the station. The device is fast, reliable and allows for easy installation. The stand provided puts the scanner in auto-trigger mode. This leaves the employee with both hands free for any cashiering activities.

„With the introduction of the bp loyalty programme (customer card programme) at that time, a scanner that can read from the smartphone was necessary. Therefore, the corporate headquarters made an internal recommendation for the OPI-3601, which was then introduced at the Austrian stations. Since the OPH-1005 was already in use for ongoing inventory work, especially at the end of the year and at bistro stations, the changeover to the checkout scanner was very easy. The OPI-3601 is particularly interesting for our stations because of its compact design, ergonomic handling and its ability to read both 1D and 2D barcodes - even from the customer's smartphone display.“

Helmut Knauer, Operating Support Specialist, bp Europa SE Zweigniederlassung bp Austria

Opticon Product: OPI-3601

The OPI-3601 is a versatile and reliable 2D handheld scanner that works exactly as you would expect a scanner to. The high-end technology inside ensures that barcodes are read on almost any surface, whether it's smartphones, paper or poorly printed barcodes. The pistol design allows for increased movement tolerance as well as faster scanning, and the bright LED provides visual feedback so it's easy to see the result of your scanning action. The scanner has a stand.



About Opticon

Opticon Sensoren is known for its pioneering work in the Auto-ID industry and since it was founded in 1976, it has developed into an international and versatile manufacturer of quality products in the areas of automatic identification and digital signage.

Since 1989 Opticon Sensoren GmbH is the German branch of Opticon Sensors Europe B.V. and with Opticon Inc. (USA) part of OPTOELECTRONICS Co., Ltd (Japan). Products and solutions from Opticon are valued in the market for their durability and can be individually programmed.

In addition to scan engines for integration into industrial applications, we also offer you pre-assembled Fixmount scanners for Vending machines and parking space management, as well as all common scan solutions for the retail and industrial sector:

- Mobile and cabled scanner
- Stationary scanner
- Companion scanner
- Wireless scanner
- Terminals (Windows and Android)

Opticon Sensoren is also known for its solutions in the field of digital signage and ESL (Electronic Shelf Labels). This includes the following products, among others:

- E-paper based displays
- TFTs in special formats
- Battery-free E-paper solutions
- As well as the corresponding infrastructure and software

Thanks to our strong partner network around the globe, we will also find the right solution for you and are the point of contact for end customers, integration partners and system houses alike.

We scan, connect and communicate!

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