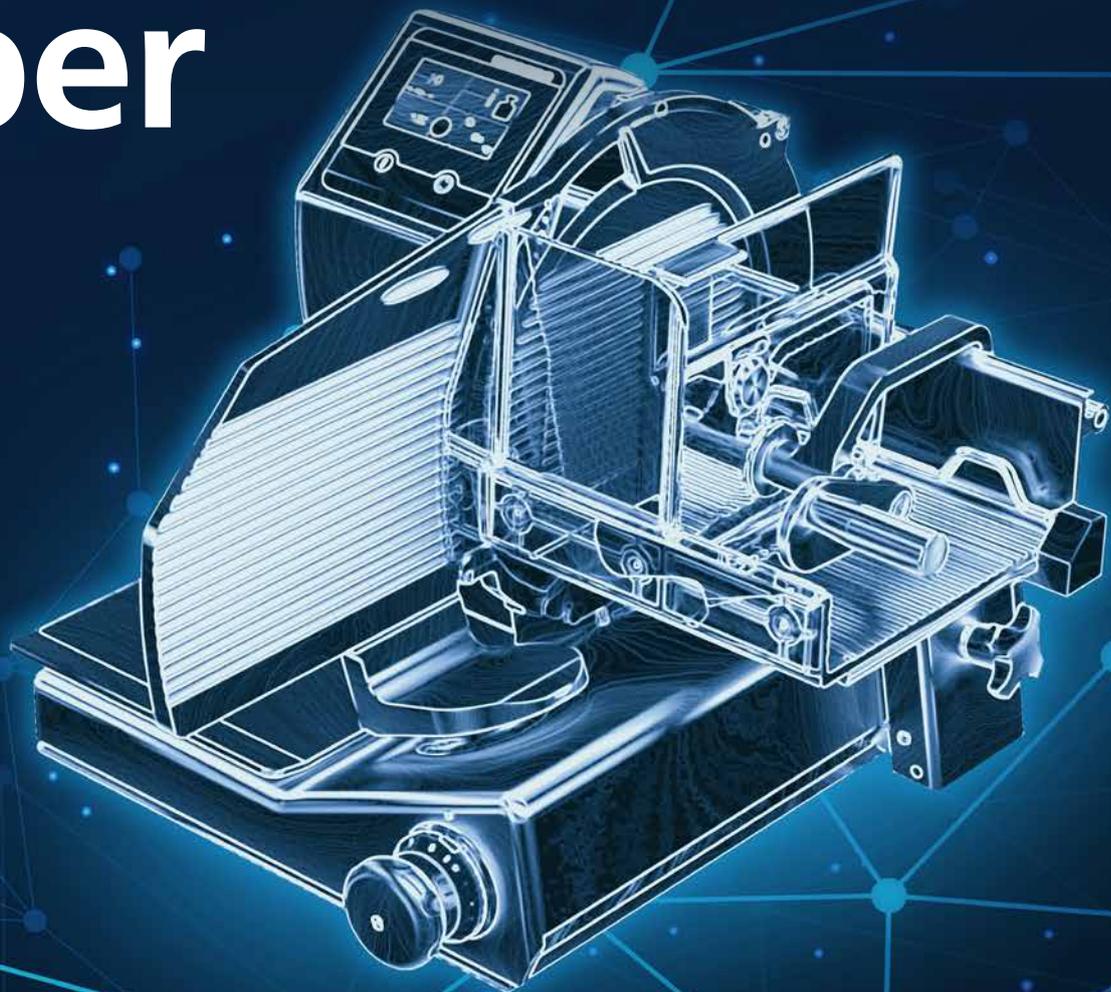


White Paper



Connected slicing

Improve the transparency of your processes at the fresh food counter

How to use data monitoring to optimize your slicers



The food retail sector is facing major challenges. The solution is a combination of automation and digitalization.

The supermarkets of the future will be digital: according to a study by strategy consultants Oliver Wyman¹, supermarkets can save around 40% of working hours by optimizing processes and a high level of digitization. Increased consumer requirements, hygiene regulations and cost pressures are increasingly shifting the focus of the retail sector to issues such as digitization, automation and data monitoring.

The trend towards data collection does not stop at the fresh food counter and opens significant possibilities for the retail sector to increase transparency and efficiency. Intelligently interconnected slicers using special software are already making day-to-day work noticeably easier for fresh food counter assistants. The spectrum of functions ranges from automated monitoring of maintenance intervals and tailored reminders to clean, all the way to identifying potential for optimization via central data collection.

¹ https://www.oliverwyman.de/content/dam/oliver-wyman/v2-de/publications/2018/Mar/2018_OliverWyman_RetailJournal_Supermarkt-der-Zukunft_DE.pdf

Retail in changing times

The food retail industry occupies a special position in the retail business because of its variety of complex contact points with the end consumer. Retailers need to bear many factors in mind as they go about their day-to-day business, from statutory hygiene requirements to product shelf life and food safety. Yet the end consumer is always at the heart of everything they do. With their buying behavior, consumers specify what they want from a product, and this shows the way forward for the retail sector.

The food retail industry needs to explore new avenues so it can always satisfy the increasing demands of the consumer and offer premium quality products at affordable prices at the same time. This is where two trends stand out in particular: automation and digitization. Automating processes allows time-consuming and costly work processes to be eliminated to increase efficiency. Digitization also permits retailers to interact

with consumers and find out more about their wishes and requirements.

A further challenge arises from the sector-wide trend towards ever larger chains. This is where the supermarket fresh food counter can show us how a combination of high throughput, various customer assistants, complex technology and heightened consumer expectation necessitates new problem-solving approaches. At the same time, the shortage of skilled workers means that the general level of training has gone down over the last few years. Many retailers have already recognized this challenge and are investing in highly automated slicers that can be interconnected across different branches and enable intelligent master data management. Collecting relevant data exactly where required allows the retail sector to optimize the use of slicers and avoid downtime.

Slicers as the key to efficient processes at the fresh food counter

Fresh food counters are very popular with consumers. According to a survey conducted by the statistics portal Statista, around 59% of German supermarket customers buy meat from a fresh food counter at least once a week.² The trend towards more chains of stores means that more and more slicers are being used. For supermarkets, the availability of appliances is the highest priority.

To ensure uninterrupted availability and be able to serve customers at any given time, slicers need to interact on a grand scale – both with each other as well as with other appliances. The challenge is that conventional slicers

do not have the technological capacity for intelligent interconnection, process optimization and data collection. The upgrade potential in terms of technology is also limited. As a result, the food retail industry is faced with the challenge of incorporating modern slicers with high-performance software into fresh food counters.

Slicers such as these not only have to strike a difficult balance between technical complexity and ease of use, they also need to be able to collect and process data. Only high-performance software can help ensure greater transparency at the fresh food counter and a move towards process optimization.

Using data monitoring to improve transparency at the fresh food counter

In order to satisfy the altered requirements for fresh food counter processes in supermarkets, the retail sector is investing in new digital solutions. The main issue being looked at is the use of modern software and the possibilities this opens up. When combined with the right electronic hardware, this software is able to bring together high product quality and sustainable process optimization.

A good example of how this combination of software and hardware can be developed successfully are the slicers made by the German specialist Bizerba. Their slicer puts SmarterSlicing center stage. The RetailControl software, which has already been put to use in other Bizerba retail systems, forms the technological basis for SmarterSlicing. This software allows the monitoring of every fresh food counter process. Using this data, the

² <https://de.statista.com/statistik/daten/studie/722677/umfrage/umfrage-zur-kaufhaeufigkeit-von-fleisch-ander-frischetheke-in-deutschland/>

The manual vertical slicer VSP with SmarterSlicing stands for ease of operation and transparency at the fresh food counter.

user can then evaluate whether, for instance, a machine model needs adapting or if it is worth investing in another slicer. The slicer thus helps to deliver quick and customer-friendly service for the consumer.

In day-to-day operation, the Bizerba manual vertical slicer excels by supporting users exactly where they need it. For example, a digital display on the appliance uses indicators for cleaning, sharpening and maintenance to alert the team to any relevant task intervals. With this function, the Bizerba slicer VSP guarantees proper hygiene, efficiency and flawless results at the fresh food counter. Clear error codes also ensure that any faults can be rectified easily. In terms of working together with government agencies, a particular highlight is the interconnected cleaning system. The stored cleaning data can be fed into HACCP systems so that the user can respond to government agency queries at any point.

A further benefit of the RetailControl management software is the efficient structuring of maintenance work. Automated monitoring of maintenance intervals ensures error-free operation at all times. Bizerba is planning even more features for the future. The company has already announced its Backup, Update & Restore package that enables the restoration of lost data – remotely and across all branches.

From the point of view of central administration, the data-related connection across all slicers is particularly helpful. This cross-branch interconnection allows administrative staff to view the status and utilization of every single slicer, all from the central office. This transparency forms a solid basis for process optimization and allows investments to be planned as and when necessary.

Process optimization and transparency with innovative slicers

Innovative trends like SmarterSlicing pave the way to a digital future for the food retail sector. With intelligent data monitoring, retailers can significantly optimize fresh food counter processes and reduce costs. Developments like the manual vertical slicer VSP from Bizerba are powerful proof that automation and digitization are now already improving day-to-day operations at the fresh food counter. To find out more about the Bizerba VSP, [click here](#) and get in touch with a sales representative.



The benefits for the customer at a glance:

- Reduction of expensive on-site operations by central administration
- Simple and intelligently supported troubleshooting
- Lower costs by reducing downtime
- Efficient implementation of updates and configuration changes
- Compatibility of several generations of appliance – thanks to a consistent interface
- Plannable cleaning, sharpening and maintenance of the machine
- Less waste with innovative SmarterSlicing
- Faster service for the end customer

Member of the Bizerba Group

Bizerba SE & Co. KG

Wilhelm-Kraut-Straße 65
72336 Balingen

T +49 7433 12-2495

F +49 7433 12-2696

www.bizerba.com