

Gander Mountain

Gander Mountain is a leading specialty retailer that serves the needs of outdoor lifestyle enthusiasts, with a particular focus on hunting, fishing and camping. Gander Mountain provides a unique retail experience founded upon their "We Live Outdoors" culture and theme. Their stores

offer broad and deep assortments of competitively priced outdoor equipment, accessories, apparel and footwear.



Solution at a glance...

Client: Gander Mountain

Industry: Hunting, Fishing and Camping Merchandise

Environment: Oracle

Solution: Inventory Management, Price Verification

Devices: PCS/Symbol Hand Held Terminals

Solution Summary...

Gander Mountain needed to replace a time-consuming batch system that was unreliable, complex to operate, and did not have the flexibility required to easily add new functionality.

Gander Mountain's decision to upgrade was based on finding a solution that solved all of their existing problems. With RFGen, Gander Mountain had a real-time system that worked with all of their existing equipment.

Additionally, with RFGen's drag-and-drop form design, Gander Mountain's technical staff was able to design and implement new transactions to interact with their inventory. RFGen's ODBC Database Mapping provided the ability to integrate into Gander Mountain's Oracle Database.

RFGen provides Gander Mountain

sub-second responses on price checks, quantity look-ups and a reliable user-friendly labeling system.

The implementation of RFGen has led to higher productivity, tighter inventory management, and significantly reduced costs. RFGen is implemented and used in all of Gander Mountain's 58 retail stores across the United States.

Among the key considerations for selecting RFGen were that the technology was substantially easier-to-use, more intuitive, and demonstrably more reliable than anything else available on the market.