



Keeping toyland humming

The art of making kids happy-ask any parent-is a constant challenge. A challenge that Toys "R" Us-and its technology partner HP-meets with a simple solution: keep the toys coming.

Toy inventory is serious business at Toys "R" Us. The customer experience begins with having toys in stock, and ends with a Point of Sale system that makes the purchasing process quick and easy.

Taking toy attendance

Keeping toys on the shelves is a matter of knowing exactly where every toy is and goes, sometimes thousands a day. So in every Toys "R" Us store in the U.S., HP ProLiant servers track and manage every toy on every shelf, while HP Alpha servers ensure that distribution facilities are constantly replenished with toys. This way no toy goes unnoticed, no toy gets lost and every toy gets restocked, fast.

Playing with technology

In seeking reliability and manageability, Toys "R" Us chose HP's business desktop D510 PCs to handle the duties of daycare in toy land. Small in size, their speed and platform stability make them more than capable of handling the myriad toys that move through Toys "R" Us stores in the U.S.

Toys "R" Us and HP, and making kids happy

Throughout its national distribution facilities, Toys "R" Us maintains a strict accounting of every toy that enters and leaves its stores. And in the largest toy store in the world, Toys "R" Us at Times Square New York City, this challenge is biggest of all. For every toy sold, a new toy must make its way from its New Jersey warehouse to Times Square by 10:00 the next morning. They all make it thanks to some help from HP software and servers.

