

## CASE STUDY



# Data Solutions That Let a National Retailer Focus on What it Does Best

*Data capturing devices are essential tools for retailers. Here's how one national retailer solved their data capturing device needs by partnering with VMS.*

*Versatile Mobile Systems (VMS), a Barcoding, Inc. company acquired in 2017, provides companies with the service and innovative mobile solutions they need to turn data into knowledge and drive operational efficiency and growth.*

## Background

One of VMS' most valuable relationships is a large major retailer with more than 1,000 stores across the US and Canada.

This retailer requires systems that can streamline and manage their complex inventory management needs, such as barcoding, scanning, merchandising, and inventory tracking. Data capturing devices are an essential asset for this goal: this company's efficient operations hinge on their 12,000 device units and 3,000 printers functioning correctly and being repaired in a timely manner.

They also need their devices to be user-friendly for their thousands of employees, and a place for employees to go when they need help.



## AT A GLANCE

### Background

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### Challenges

With so many locations across the U.S., this retailer needed a partner that could help the company manage its mass inventory and adapt to meet the demands of an increasingly fast-paced, data-driven retail environment.

### Solution

VMS worked closely with the retailer to streamline device management, identify modernization needs and serve as an extension of the in-house IT team.

### Results

VMS' approach has allowed them to efficiently manage several major innovations—most notably, the seamless roll-out of 10,000 new devices for the retailers' stores in less than six months.

## Challenges

When this retailer struggled with a previous vendor to get devices repaired and to add additional ones, they knew they had to make a change. They needed a firm that understood the breadth of their needs and could adapt as the company evolved to meet the demands of an increasingly fast-paced, data-driven retail environment.

This client's challenges couldn't be solved with a discrete project or product. They needed a long-term partner to manage software bugs, field employee help desk requests and address equipment malfunctions. Replacing the devices also meant training employees across 1,000+ stores on a new system, a major hurdle only a strong partner could help to manage.



## Solutions

After evaluating their options, this client asked VMS to oversee and streamline device management so that problems could be solved quickly before disrupting store efficiency and operations. Now, for over 20 years, VMS has been a collaborative partner for this retailer, providing tailored service and solutions to any new challenges that arise.

In a given year, VMS works closely with this client to repair devices, identify device modernization needs, manage data, and implement and train employees

on new devices and systems for a more efficient enterprise.

VMS cultivates trust with the client by solving the company's challenges, and most important, providing superior, hands-on service.

- VMS became an extension of the retailer's help desk team to address needs for efficient troubleshooting. VMS is now fully integrated into the client's help desk system, able to pull employee service tickets and problem solve over the phone.
- VMS developed a process of regular sit downs with the client's help desk employees to identify and address system issues.
- VMS touches base daily and conducts formal quarterly business reviews to forecast device needs for upcoming quarters.
- VMS supports the opening of new stores to ensure timely delivery of devices and appropriate applications.

## Results

VMS' approach has allowed them to efficiently manage several large undertakings with this retailer during the span of the partnership—most notably, the seamless roll-out of 10,000 new devices for the retailers' stores in less than six months. By working with VMS, the retailer can now more accurately track shipments and materials through its online system.

**Through the 20+ year partnership, VMS has been able to help the retailer by:**

- Working directly with the retailer's software vendor to solve bugs that affect multiple systems.
- Monitoring device usage to provide work-arounds and solutions that prevent business disruption in the case of an outage.
- Maintaining an online forum for regular communication.
- Physically going to the stores to address problems if need be.

"We often encounter companies who feel that their growth has been stymied by their technology and data management systems," said Andrew Lynch, Director, Versatile Mobile Systems, a Barcoding, Inc. company. "Our goal is to not only empower our clients to innovate, but to help drive strategy and offer game-changing solutions."

VMS' partnership has provided this retailer with an outcome every client wants: it has eliminated any limitations the inventory and data management process could pose to the company's development, positioning the company for continued growth and innovation as a leader in the retail space.

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— **ANDREW LYNCH**  
*Director, Versatile Mobile Systems*

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### **About Versatile Mobile Systems (VMS), A Barcoding, Inc. Company**

Versatile Mobile Systems, a Barcoding, Inc. company, is a technology company offering innovative mobile solutions. VMS makes data mobile by providing and repairing a wide range of mobile equipment such as ruggedized handheld computers, printers, scanners, warehouse Wi-Fi infrastructure and more. VMS believes in turning data into knowledge. For more information, visit [www.versatilemobile.com](http://www.versatilemobile.com).

### **About Barcoding, Inc.**

Barcoding is a supply chain automation and innovation company that helps organizations be more efficient, accurate and connected. With extensive subject matter expertise in data capture, labeling and printing, and mobile computing, we are trusted to build and manage solutions for some of the best IT and operations teams in the world. Founded in 1998, Barcoding is headquartered in Baltimore, Md., with offices across North America (Chicago, Houston, Seattle, Montreal, Toronto and Vancouver). For more information, visit [www.barcoding.com](http://www.barcoding.com).