



# BARCODING & DATA COLLECTION

## Data Collection Case Study

**Industry:** Insurance

**Background:** A large insurance company was having a difficult time managing the consumption of their critical internal and customer forms, marketing collateral and related paper products. The sales and administrative staffs were frequently frustrated and embarrassed by the productivity delays caused by out-of-stock conditions. They knew they needed a way to better manage this inventory, but didn't know where to turn for the solution, until they came to Genesta.

**Goals:** Eliminate out-of-stock conditions through real-time inventory visibility

**Solution:** Genesta designed and implemented a multi-modal system that used wireless terminals, portable bar code scanners and a document labeling system to monitor inventory and automate reordering.

**Value Delivered:** Genesta's solution not only reduced the amount of buffer stock needed, it all but eliminated out-of-stock occurrences, thereby improving customer and employee satisfaction.