

REGION
Global

USE CASE
Transportation & Logistics

COMPANY SIZE
Midsized



Challenges

- Outdated BarTender® licenses and printers
- Time waste printing labels at stationary setup
- Labeling new and unreleased products at event sites

Solution

- BarTender Cloud for portable label printing
- Custom iOS print execution app with barcode scanning capabilities
- IoT solution set with iPads, Zebra printers, and BarTender Cloud

TTi Logistics increases inventory accuracy by 90% with BarTender Cloud™ and custom iOS app for mobile labeling

BarTender Cloud replaced outdated systems to eliminate labeling chaos in warehouses and at tradeshow

TTi Logistics is the uncommon carrier, transporting high valued goods for customers throughout all industries. Providing logistics and asset management for their clients such as Red Bull, Coach, Pandora, Samsung, and many others, TTI Logistics works with global marketing teams to transport goods anywhere the teams need the products delivered such as tradeshow, business meetings, video shoots, influencers, and photo shoots all throughout the US and oftentimes internationally as well.

Challenge

Outdated and expired tools with stationary printing

TTi Logistics faced a few challenges when it came to labeling systems and operating efficiency. "When I first met Ross at TTI, he had 2 main challenges. First, the single license of BarTender that was being used was outdated, out of maintenance, and it was only installed on a single PC. Their printer was an out-of-service Zebra printer from a stationary desktop, so it made printing labels challenging. Second, his team was spending too much time and footwork going back and forth to the work station

to print,” said Shaun McInerney, President of Symbology Enterprises. Any one of their warehouses is upwards of 80,000 square feet which meant that employees had to first locate the specified products within the warehouse, then walk to the work station to print the label, and then walk back to place the labels on the products to be shipped.

In addition to labeling at the warehouse, the TTI Logistics team supports their clients at tradeshows and conferences, with many products being received internationally. “At tradeshows, the main challenge was that product label requirements were all done on pen and paper, and if you lost that piece of paper you were lost for the rest of your event,” said Vincent Pagano, Warehouse Team Lead, TTI Logistics. The team had to serialize products by hand onsite at tradeshows which made managing these events chaotic and cumbersome.

Solution

Cloud-based label printing with custom iOS app for scanning, serializing, printing

“With BarTender Cloud and the printing solution that our partners at Symbology put together for us, we’re now able to register the inventory right there on the spot and print a label without walking anywhere.”

ROSS RANDAZZO
Director of Asset and Management
& Administration for TTI Logistics

By leveraging BarTender Cloud, networked printers, and a custom iOS application built by Symbology Enterprises, the TTI team was able to print labels and update the WMS (Warehouse Management System) at the point of work rather than at the print station. This reduced inbound processing time by 50%, increased inventory accuracy by 90%, and simplified the customer ordering process. “We use BarTender Cloud to print not only from our warehouse here, but oftentimes we work throughout the country at partner warehouses. If we have freight coming in overseas on the west coast, our customers are not going to spend the money to ship it from the west coast to New Jersey just to return it back to the west coast for a trade show. Instead, we’ll reach out to our partner warehouse and we’ll ask them to receive it on our behalf and then we would send one of our team members to that warehouse, log into BarTender Cloud at that location, and print out those labels and label the freight accordingly so that it can be identified properly,” explained Ross Randazzo, Director of Asset Management & Administration, TTI Logistics. With this new labeling system and iOS app, the warehouse workers use tablets to scan and print the desired labels to any print station or a handheld printer for all products and freight.

In addition to managing assets in the warehouse, the TTI Logistics team now uses BarTender Cloud to print and label products onsite at tradeshows and conferences to print on-demand at the source of work. “Tradeshows used to be chaotic without BarTender. You have all this product that came in from overseas and you don’t know exactly what it is because they’re all new product models for us here [in the US] and being able to label all this stuff as the customers want it makes it 10 times better being able to serialize everything right there in front of you,” said Vincent Pagano. Implementing the BarTender Cloud solution enabled TTI Logistics to increase internal efficiencies, customer experience, and customer satisfaction for numerous global brands.