



Simplicity drives Profitability: See how Samuel, Son & Co. Aggregated Complex Workflows into One Modernization Strategy with OCR Canada.

In today's fast-paced markets, complex workflows are a breeding ground for inaccuracy. Between tighter delivery timeframes, higher customer expectations, and shifting compliance standards, complex workflows halt productivity, delaying workers and opening room for data and miscommunication errors. That's why when manufacturing and distribution giant Samuel, Sons & Co. sought to unify its 170 locations, OCR Canada recommended streamlining complex operations through one seamless modernization system.

Business Challenge

As a leading manufacturer and distributor for metals and industrial products, Samuel, Sons & Co. is dedicated to combining superior service and quality products in all of its 170 locations across North America. However, due to size and demand, they relied on multiple different ERP systems deployed on several outdated mobile devices. This became unsustainable as different departments could no longer communicate effectively.

Moreover, field teams traveling further from urban areas now required long-range connectivity and portable solutions to manage update and routing while on the road. Current devices were too bulky and incompatible with modernized connectivity plans, leaving communication gaps between teams.



Industry: Transportation and Logistics

Application: Real-time workforce communication and data sharing for delivery and maintenance teams

Challenge: Field teams required a dependable connectivity solution encompassing all 170 locations within a standardized interface to enable data sharing without user error.

Featured Solution: ERP systems are consolidated through one solution built with Zebra's handheld computers, industrial printers, and ET5x tablets.

Key Benefits: Adoption curves were dramatically minimized, enabling optimization for 25 locations. A multi-stage plan allowed for customized implementation to further avoid disruptions during the modernization process.

Samuel, Son & Co.

Lastly, mechanic teams conducting workflow analysis and maintenance schedules could not share data in real-time, contributing to more confusion as drivers would have to wait to verify if recently serviced trucks were ready to drive.

The Solution

To minimize complexities, OCR Canada converted data into one ERP system for easy management through Microsoft 365 since it offered the most flexibility and ease-of-use. As for hardware technology, procurement decisions were based on durability, connectivity, and mobility. As a result, the following devices were selected:

- **Zebra's TC8300 touch computer** for in-house data capture and mobile processing to eliminate manual data entry inside warehouses.
- **Zebra's Rugged Tablets ET51** mounted on forklifts to maximize worker mobility through a user-friendly platform that facilitates at-a-glance operational visibility.
- **Zebra's ET56 Tablet** for lightweight mobile computing in and out of the four walls along with integrated data capture, flexible wireless services, and push-to-talk capabilities.
- **Zebra's ZT230 industrial printer** delivers faster barcode printing within a smaller space along with faster printer setup and expanded functionality through Zebra's PrintDNA apps.

All mobile devices were equipped with Android's future-proof OS for automatic updates and security patches. As the most prominent operating system in consumer-grade phones, Android for Enterprise helps lower adoption curves through its familiar platform.

In addition to Zebra and Android, OCR Canada also recommended a SOTI-based mobile management solution to monitor device performance across facilities. After careful piloting and design, OCR Canada worked alongside their IT teams to deploy the unified system across 25 locations within a year. To do so, OCR Canada additionally offered:

- Staging and configuration of all devices
- Fast provisioning from leading technology manufacturers
- Training to disclose best-practices
- Managed upgrades and maintenance schedules for continual performance

Benefits and Results

In the span of a year, Samuel, Sons & Co. was able to optimize over 25 of its locations and plans to further modernize 18 more locations before November of 2021. Following deployment, facilities saw notable improvement while employees reported higher ease of use and speed across workflows. Due to the intricate nature of the many sites, OCR Canada worked with Samuel, Sons & Co. to roll out new devices within a multi-stage plan, thus lowering training times and boosting accuracy rates. This allowed them to meet budget requirements while facilitating solution adoption in different environments.

As newer technologies continue to reshape field service efficiency, OCR Canada remains dedicated to enhancing businesses like Samuel, Son & Co. for a competitive advantage that sets you ahead of challenges. From production to shipping, augment productivity with a dependable modernization solution designed by the leaders in adaptable efficiency. To learn how you can begin to streamline your operations, contact OCR Canada for a free assessment.



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Since 1981, OCR Canada has earned a reputation as being a comprehensive solutions and services provider in the automatic identification and data collection industry. With deep technology expertise across over 70 different product categories, we offer an end-to-end approach and implement world-class solutions for our customers. With a large client portfolio base spanning all major industries, we've helped over 200,000 companies worldwide, including most of the fortune 500. Our goals are to help customers increase efficiency, reduce costs and implement fast, accurate automated workflow solutions for any budget or business size.