



Case Study

Customer: Tahoe Demo Center

VAR & Developer: Serialio.com

Application: Point-of-Sale & Equipment Rental Check-Out

Serialio.com markets the Flic Laser Bar Code Scanner under the name LaserChamp™

Solution User:

Tahoe Demo Center, a sports equipment sale and rental business servicing Tahoe, CA.

Problem:

Tahoe Demo Center had been using a tethered scanner system for which all rental and sales equipment had to be brought to the counter for checkout. This requirement caused difficulty in keeping customers happy as traffic flow at the counter caused significant delays. Some customers would abandon their purchase and leave. This check out process also overlooked items that the customer could mistakenly leave with resulting in inventory shrinkage.

Solution:

Tahoe Demo Center installed LaserChamp Cordless Bluetooth Scanners, on Windows computers in concert with their custom SportsRental software for equipment rental and point-of-sale.

The LaserChamp Bluetooth Scanners are used to scan bar-coded equipment from any location within the 2000 square foot facility while providing instant transaction transmission to the SportsRental database. This allows for greater customer traffic flow and also enables the employees to maintain more accurate control of items prone to shrinkage.

Outcome:

Jon Scott, Owner of Tahoe Demo Center cited **"losing the tether"** as the key benefit of the solution. Jon went on to state, "we can walk around the store scanning in customer's rental boots, skis, snowboards and accessories without having to corral them at the check-out counter".

In addition to alleviating customer traffic problems, the Bluetooth Scanners help prevent purchased, but left behind items such as ski socks. Now the Tahoe Demo Center can scan and account for all items as the customer receives them, from any location within the store.

VAR:

Serialio.com specializes in providing a graceful marriage of software and hardware to optimize customer designs. Serialio.com focuses on serial data input/output (I/O). Virtually *all* data is serialized when going 'to and from the box', LAN, WAN, USB, RS-232, FireWire, IRDA, Wireless, Fiber Optics, Telephone, etc. They deliver applications from concept through production, providing solutions that met or exceed their customer's expectations.

For more information contact www.serialio.com. (805) 964-8883