



CONVENIENCE STORE BACK OFFICE PROVIDER INTEGRATES BROTHER LABEL PRINTERS INTO A COST-SAVING SOLUTION DESIGNED FOR THE CONVENIENCE STORE INDUSTRY

THE CUSTOMER

Object Source Inc. (OSI) is a technology company that specializes in enterprise software design, product development, solution integration and consultation. With expertise in all phases of project planning, design and implementation, OSI delivers end-to-end solutions that maximize business potential and revenue.

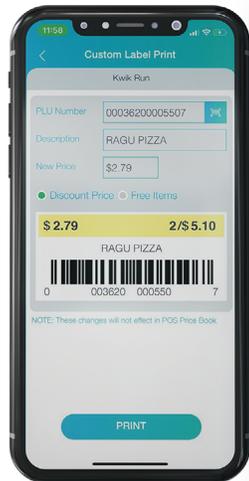
CSympl is a recent addition to OSI's product portfolio. Designed as a mobile app solution* for convenience store operators, CSympl enables operators to remotely manage product pricing, inventory and more. From both the CSympl portal and mobile app, there are a wealth of features and functions to simplify the user experience, including...

- Inventory Control and Audit
- Rebate Tracking
- Transaction Reporting
- Multi Product Deals (BOGO, special discounts, etc.)
- 24x7 Access to Digital Receipts
- Remote Adjustment to Gas Pricing
- Price Book Management
- Automatic Printing of Self-Adhesive Labels
- And more

THE NEED

As a partner with industry-leading convenience store Point-of-Service (POS) system providers, OSI needed an easy way for CSympl users to remotely view and edit product information from their iPhone®, iPad® or website. Critical in the development of this Price Book Management tool was the ability to automatically print updated labels (price tags).

The challenge extended to the design of self-adhesive labels with different Universal Product Code (UPC) formats. Lastly, any app-executed updates to product information have to simultaneously update to the back-office POS system.



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THE SOLUTION

To support label printing within the CSympl mobile app or website, OSI chose the Brother QL-810W and QL-710W label printers. Selected for their small footprint, reliable operation, and low-cost self-adhesive label rolls, the Brother QL-810W and QL-710W quickly outputs price tags that stick to freezer doors and shelves.

To assist in label customization, OSI leveraged Brother's Software Development Kit (SDK) which provided a simple, open architecture to empower CSympl's integration with the printers. Thanks to the easy-to-follow instructions and smooth installation and Wi-Fi set up via the Brother SDK, connection to the network was seamless.

THE RESULT

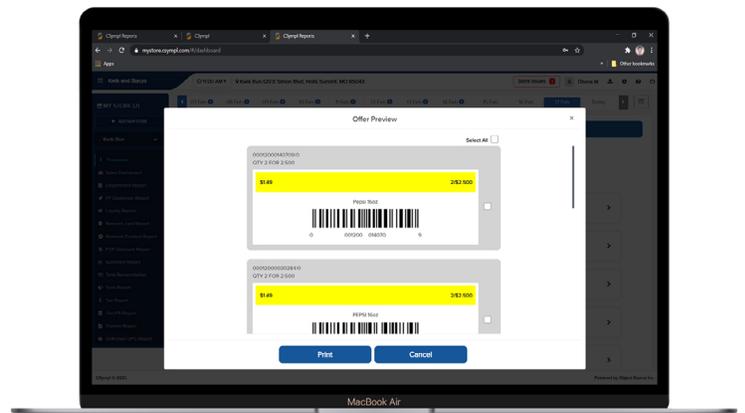
With CSympl, OSI has bridged a technology gap by integrating scalable Brother label printers to create a complete, end-to-end price book management solution. The result: CSympl provides operators with remote access to product information, along with the ability to easily and automatically generate updated price tags at the point of need – the store. With changing inventory and suggested retail and discount pricing, CSympl helps operators better manage their business and profit margins.

To learn more about Object Source Inc. please visit www.objectsourceinc.com.

To learn more about CSympl, and download a free 30-day trial, please visit www.csympl.com.



Brother QL-810W



*Available on the App Store® for iPhone and iPad.

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