



## 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.

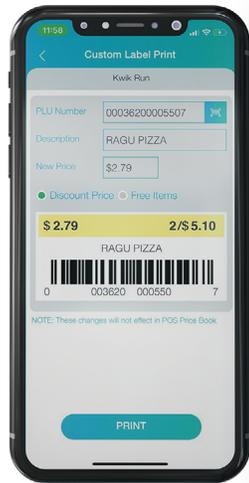
CSympl is a recent addition to OSI's product portfolio. Designed as a mobile app solution\* for convenience store operators, CSympl enables operators to remotely manage product pricing, inventory and more. From both the CSympl portal and mobile app, there are a wealth of features and functions to simplify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



## 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

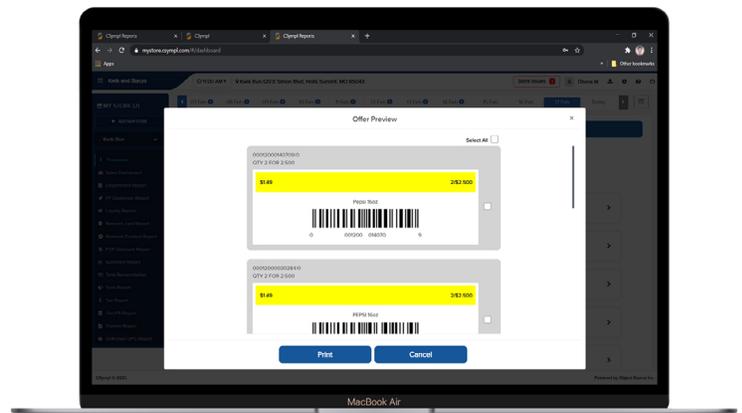
With CSympl, OSI has bridged a technology gap by integrating scalable Brother label printers to create a complete, end-to-end price book management solution. The result: CSympl provides operators with remote access to product information, along with the ability to easily and automatically generate updated 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](http://www.objectsourceinc.com).

To learn more about CSympl, and download a free 30-day trial, please visit [www.csympl.com](http://www.csympl.com).



Brother QL-810W



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

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