**brother**
at your side



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|---|---|
| Customer: | Object Source Inc (OSI) |
| Country: | United States of America |
| Model number: | QL-710W, QL-810W |

## 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 project planning, design and implementation, OSI could deliver end-to-end solutions that maximize business potential and revenue.
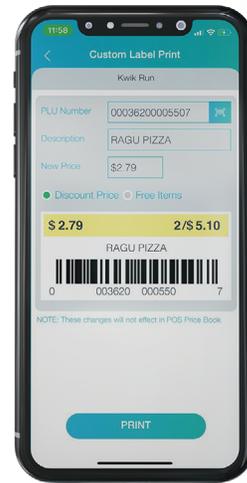
CSympl is a recent addition to OSI's product portfolio. Designed as a mobile app solution* for retail convenience store operators, CSympl could help these retailers to remotely manage their product pricing, inventory and more. From CSympl portal and mobile app, there are a wealth of features and functions to simplify their retailers' experience such as:

- 24 x 7 access to digital receipts
- Automatic printing of self-adhesive labels
- Inventory control and audit
- Multi-product deals (BOGO, special discounts, etc.)
- Price book management
- Rebate tracking
- Remote adjustment to gas pricing
- Transaction reporting

# The Challenge

As a partner with industry-leading convenience store Point-of-Service (POS) system providers, OSI requires an easy way for their customers to remotely view and edit product information from their iPhone®, iPad® or website.

The development of their Price Book Management tool could automatically print updated price labels. The challenge has been extended to the design of self-adhesive labels with different Universal Product Code (UPC) formats. Any app-executed updates to product information could be simultaneously updated to their back-office POS system. Hence, they require a comprehensive labelling solution to handle the above task.
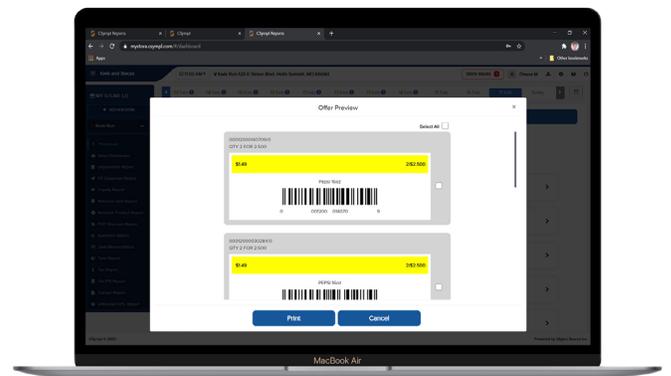
**QL-820NWB**
QL-710W has been replaced by QL-810W and QL-820NWB.

# The Solution

To support label printing within CSympl mobile app or website, OSI has selected Brother's QL-710W and QL-810W Professional label printers. With a small footprint, reliable operation and low-cost self-adhesive label rolls, both label printers could quickly print out price tags to stick on freezer doors and shelves.

To assist in label customization, OSI could leverage Brother's Software Development Kit (SDK) to provide a simple and open architecture that empowers their integration with both label printers. With easy-to-follow instructions, Wi-Fi could be set up easily using Brother SDK.

# The Benefit

With CSympl, OSI could bridge a technology gap by integrating with Brother label printers to create a complete and end-to-end price book management solution.

CSympl could provide their retailers with remote access to product information, with the ability to easily and automatically generate updated price labels in-store. With changing inventory and price change due to store discounts, CSympl could help their retailers better manage their business operations to achieve profit margins.