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Customer: Rail Carrier
Country: United States of America
Model number: PT-E550WVP

The Customer

A large national rail carrier provides passenger train service across USA and Canada with multiple destinations.

The Challenge

Asset management for their coast-to-coast network of security cameras was centralized at their company's east coast headquarters, while their actual asset tagging and labelling were performed literally at hundreds of disparate locations, which was very tedious.

Tracking, managing and labelling these security assets could be a monumental task, given their extensive networks. Their biggest challenge they faced was each security camera has an unique identifier and their own set of data points. Each barcode numbers correspond to a centralized excel spreadsheet, which needs to be manually entered for barcode labels to be generated for each camera. Their process was error-prone, risky and cumbersome to maintain and expensive.

Hence, they need a streamlined solution to handle QR code labelling efficiently, that is simple, affordable, reliable, scalable, accurate and could be managed by one person in a central location.

Their Solution

In transitioning to a more automated system, their first step was to integrate their data points in their Excel spreadsheets

to convert them into a single QR code as QR codes could store more information than horizontal bar codes and could be scanned easily using a smartphone.

Once accomplished, their project would flow quickly.

- Their central office would email their spreadsheet, completed with these embedded codes to their desired location using Brother's Transfer Express app.

- Using their app, their labelling contractor could download these database files into Brother's PT-E550WVP electronic labeller to generate QR code labels.

- If any changes that need to be made, they could be arranged quickly using Brother's P-touch Editor software with their imported excel database. Their change would be emailed to their location's receiver, who would download these data directly into PT-E550WVP electronic labeller to print.

- Redundant data input could be eliminated during this process.

- Risk of inaccuracies due to human error could be dramatically minimized.

With Brother's solution, they could print fewer labels with less wastage and manage their entire system more accurately and efficiently.

With eight to ten different cameras around their transportation network and three different QR codes, Brother had assisted them in their standardization of their stored label templates and made it quicker and easier for them to select the right record to print.

To date, over 150 units of PT-E550WVP electronic labellers had been deployed in various locations. Automation and smart mobile technology have helped dramatically to streamline their process.

They appreciate the benefits of Brother for their simple and automated labelling solution. PT-E550WVP electronic labellers are convenient and easy to use. They are hardy, rugged and could be used in a rough environment. They could support wireless printing from any smart devices in field and produce superior quality laminated labels that last.