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THE MC3000 IS THE TARGET FOR SPIRIT

Spirit Data Capture Limited has sold 110 Symbol MC3000 mobile computers to Target Express, one of the UK's leading independent express delivery companies. The Symbol units form the basis of a new barcode scanning system designed to boost the efficiency of Target's operations.

Target had decided to automate key processes within the distribution cycle, initially focussing on scanning items at the point of collection. This would enable the company to identify any problems at an early stage, so that it could then take the necessary corrective action.

Chris Bale, Group IT Director of Target Express, explains: "We realised that many of our manual processes would benefit from automation. At the same time, we wanted to move towards 'management by exception': a system that would enable us to be proactive in identifying any issues, so that we could provide a rapid response."

The company asked Spirit Data Capture, an independent consultancy it had used before, to source a device that would be ergonomic, easy to use, flexible, and future-proof. Chris continues: "We wanted to carry out the

application development and testing internally, and then hand over the normalisation and management of the devices and the infrastructure to Spirit.”

Spirit recommended the Symbol MC3000 – a lightweight, rugged mobile computer which met all of Target’s criteria. “The Symbol is a low cost, versatile solution that is ergonomic, easy to use and robust,” says Chris. “Writing applications for it was simple. The units are packed with features, and can capture images as well as data. They are also ready for technologies such as RFID in the future.”

He adds: “The scanners are performing extremely well. Our drivers have found them easy to use, which has shortened the return on investment cycle. The speed from application development to deployment was also very quick, and the unit can easily be leveraged for other applications. Spirit is providing us with excellent support as we move forward. We will continue to work closely with them in the future.”

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Notes for Editors: Spirit Data Capture is based in Preston Brook, Cheshire. The company is a totally independent mobile computing and data capture house, with in-depth knowledge of the latest wireless and mobile computing technologies which boost productivity and profitability. Its services include planning, design and development, implementation, and support.

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