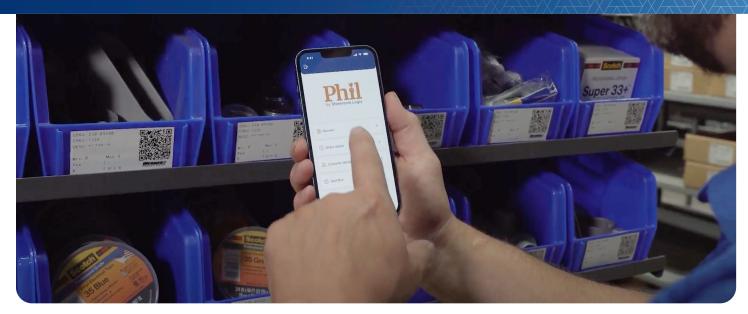# CASE STUDY: STOREROOM LOGIX
& BRADY'S VENDOR MANAGED INVENTORY SOLUTION

Storeroom Logix, a business that specializes in automated inventory management solutions, is making it easier for distributors to keep track of inventory levels — all with an innovative, cloud-based software solution named PHIL. This mobile app saves distributors both time and money, integrating easily with advanced printing technology like Brady's M211 Label Printer. As Andrea Mainiero, CIO of Storeroom Logix has witnessed, "From pen and paper to PHIL, Brady integration helps distributors become more efficient and more profitable."

> **"There's nothing to do for integration –
> it's ready to go."**
>
> Andrea Mainiero, CIO
> Storeroom Logix

THE **CHALLENGE**

Maintaining adequate inventory levels is always a challenge. And, even more so with recent labor issues. But, vendor managed inventory (VMI) agreements between a supplier and distributor have tried to ease this. A VMI is an arrangement where distributors manage inventory levels that are predetermined. Basically, the supplier replenishes distributor inventory — continuously. But how do suppliers know when inventory is getting low? Finding a way to automatically communicate inventory levels was an issue that needed to be solved.

THE **STORY**

To better connect the supply chain of suppliers to distributors, Storeroom Logix developed a software solution. But they needed to link inventory items to the software with a printing solution — Brady's M211 Label Printer. According to Andrea Romero, "When we met the Brady team we were thrilled to learn about their technology capabilities." The software and printer integrated easily with the help of Brady's Software Development Kit (SDK), which allowed them to communicate brand work together. Storeroom Logix soon discovered creating labels on demand within the SRX software was a game changer for workflows.

THE **SOLUTION**

Using the PHIL platform, distributors can update real-time inventory information as it's tied to their ERP system. For example, recently a distributor with a VMI system used the PHIL mobile app and the Brady M211 Label Printer solution to print labels in the field. Their old printing solution included printing Avery labels on ink jet printers. But, this wasn't working with their VMI system, as worn-out bin labels couldn't be replaced in the field. They would need to travel to an office to print new labels. After using the Storeroom Logix mobile app with integrated M211 label printing, North Coast Electric could print on demand — an on-the-spot solution that not only improved their workflow, it saved them a great deal of time.

"It's a massive time-saver," says Andrea Romero, "Brady's SDK Kit allows our team to connect two platforms within a few hours, which is awesome. Techs go on-site, pull up the customer on our app, press a button and boom … the labels just print out." Without Brady integration, labels had to be downloaded from a web app, then printed. Now, with PHIL and the M211, rich content is pulled into the software and automatically formatted so it's easy to print off labels.

Along with printers, Brady also offers high-performance nylon and vinyl labels that work well with the PHIL platform. From all-weather to harsh environments, Brady labels are designed for challenging conditions in a variety of industries. Plus, they're available in different sizes, which gives distributors the flexibility to print whatever they need to — text, graphics or barcodes.

THE **RESULTS**

By integrating label printing within the Storeroom Logix mobile app, distributors can automate label printing in the field, saving time and labor while improving their workflows. As Andrea Romero sees it, "Our customers are distributors. They're the ones that are most impacted with the time savings. The last thing they want to do is to spend hours fussing around with VMI labels."

Today on the platform, Storeroom Logix has the largest global electrical distributor and the largest electrical distributor in North America. Commenting on the potential of the PHIL and M211 integration in VMI systems, Andrea Romero says, "We're really looking forward to showing this to our new customers and we think it's going to be a really good strategy for us to help grow our customer base. We see this as being a really big opportunity for us — every VMI needs labels."

Scan to see Brady's SDK in action.

► **For more information about Brady's Software Development Kit, contact your Brady Rep.**