

Case Study:

Entertainment Earth Created Their Ideal Labeling Environment with TEKLYNX Print Automation Software, SENTINEL.

Solution: CODESOFT & SENTINEL

Industry: Warehousing & Distribution

Background

Entertainment Earth is an online retailer and wholesaler of licensed collectibles, including action figures, clothing, statues, prop replicas, games, vinyl figures, dolls, and toys. Headquartered in Simi Valley, California, Entertainment Earth has played a vital role in the distribution of these pieces since 1996.

With their past labeling environment, Entertainment Earth's labeling process took hours or even days to just design and print labels. There are three employees that manage and are responsible for 33,000 different products, so they needed a solution that could help them accomplish high volume and keep a lean IT team. Entertainment Earth needed a barcode label software provider who could support their labeling needs to easily create modern pallet labels, adhere to international shipping requirements, and provide customer support along the way. "We looked at TEKLYNX because we were not satisfied with the service and support we were getting with our previous solution. We were immediately impressed with our interaction with TEKLYNX and knew they were better suited to meet our needs for customer service along with labeling software that could meet our needs," stated Gideon Shutman, Entertainment Earth. Entertainment Earth was looking for a labeling software provider that could:

- ✓ Enable the flexibility needed for their custom label designs
- ✓ Provide reliable customer support
- ✓ Integrate seamlessly with their SQL database
- ✓ Reduce the time employees spend from design to print
- ✓ Automatically trigger print jobs from their ERP system

The TEKLYNX Enterprise Team was eager to help Entertainment Earth accomplish their labeling goals and support them throughout the transition process with minimal impact to label design and print users.

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Challenges

- ✓ Custom label designs were difficult to create in existing software
- ✓ Previous software provider gave poor customer support
- ✓ High overhead cost for IT team to design large volume of labels
- ✓ Need to seamlessly integrate with SQL database

Results

- ✓ 75% reduction in time from design to print
- ✓ IT team of 3 is better equipped to manage labels for 33,000 products
- ✓ Customer support is consistent and reliable
- ✓ Document printing for work orders led to better ROI
- ✓ Automated entire printing process with a seamless integration with SQL

Solution

Entertainment Earth collaborated with the TEKLYNX Enterprise Team to determine that TEKLYNX' print automation solution, SENTINEL, would support their warehouse labeling needs, seamlessly integrate with their current labeling environment, and included TEKLYNX world-class support before, during, and after implementation. "TEKLYNX worked with us very closely to answer all of our questions that we felt were not being answered by other providers," said Shutman. Entertainment Earth chose CODESOFT & SENTINEL because it would enable them to automatically trigger label print jobs in less than 2 seconds from their SQL database to over a dozen printers simultaneously, eliminating human interaction at the time of print.

Being responsible for 33,000 different products to be shipped out, Entertainment Earth could not afford to have any downtime in label production. The TEKLYNX Enterprise Team partnered closely with them throughout the entire implementation process and provided seamless integration with their current SQL database to ensure downtime didn't happen.

Results

With their newly implemented CODESOFT and SENTINEL labeling solution, Entertainment Earth was able to cut the time from design to print by 75%, allowing employees to spend time on other tasks. "Compared to our old solution, it's just so much faster to create and design labels. With the way we've integrated it into our SQL environment, it's a lot easier than what we had before," states Shutman. "All in all, CODESOFT and SENTINEL is just so much easier to work with."

The implementation of CODESOFT & SENTINEL enabled Entertainment Earth to leverage additional functionality that was not available to them with their previous solution. A feature in CODESOFT called GridField allows Entertainment Earth to more easily and efficiently design and print work orders. For example, Entertainment Earth uses GridField when shipping Amazon packages. When order data is received, GridField organizes the details and pricing for all items within the order into a neat and efficient grid on the work order. This advanced design feature is unique to TEKLYNX label design software, CODESOFT.

By receiving the customer support they craved and implementing an all-around easier barcode label printing solution, Entertainment Earth was able to continue their distribution seamlessly and efficiently. "We take great pride knowing that our enterprise-level barcode labeling solution helped Entertainment Earth significantly improve print speed and ensure accuracy. Entertainment Earth now has peace of mind with their improved labeling solution, and as their partner, we're committed to support them along the way," states TEKLYNX General Manager, Doug Niemeyer.

SENTINEL is a print automation solution that leverages **CODESOFT**, TEKLYNX enterprise-level label designer. These solutions enable complex label design and printing by integrating with existing ERP, MRP or other business systems, allowing administrators to manage an unlimited number of printers and requires little to no manual maintenance once configured. A next generation automated label printing solution with thousands of global installations, CODESOFT & SENTINEL integrate with virtually any system across your enterprise environment.

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