



## **CASE STUDY**

CipherLab Customer Spotlight: Grupo Embotelladoras Unidas S.A. de C.V. (GEUSA)

### **Pepsico Bottler and Distributor Uses CipherLab Terminals to Improve Field Operations**

#### **Profile**

Grupo Embotelladoras Unidas S.A. de C.V. (GEUSA) is a \$400M (US) manufacturer and distributor of Pepsi brand products and other bottled water and soft drinks throughout Mexico. When the company recognized its need for improved data capture in distribution and field service operations, it looked for a cost-effective solution that would stand up to heavy usage in sometimes less-than-optimal warehouse settings. Its selection: CipherLab's 8000/8001 pocket-sized terminals.

#### **Deployment**

GEUSA established specific criteria for evaluating an Automated Identification and Data Capture (AIDC) solution. It wanted small, user-friendly, reliable devices that required minimal staff training. CipherLab's 8000/8001 terminals were not only the perfect fit; their proven cost-effectiveness played a key role in GEUSA's decision. CipherLab's track record of easy IT integration also promised a smooth deployment with minimal business interruption.

Since May 2006, GEUSA has been steadily rolling out CipherLab's 8000/8001 terminals to improve route accounting in its bottled water business and for data capture in field engineering maintenance programs for refrigerators, vending machines and beverage dispensers. With 900 units already delivered for use in the Mexican states of Jalisco, Michiocan, Nayarit and Guanajuato, the deployment will continue through the end of 2006, eventually totaling up to 3,000 units in 15 Mexican states.

The robust CipherLab 8000/8001 portable terminals are ideal for warehouse, distribution, retail and field service deployments. The units, which can be ordered as either laser or linear scanners, offer a ruggedized design that meets industry drop standards, as well as a backlit display, small hand-held form factor and over 100 hours of battery operation for reliability in the most demanding settings.

#### **About CipherLab**

CipherLab is a global leader in the design, manufacture and marketing of Automatic Identification and Data Capture/Collection products and systems. The company's mobile computers and scanners are integrated into the networks of some of the world's best-known logistics, retail, distribution, government installations and healthcare companies. North American headquarters are in Plano, TX. For more information, call 888-300-9779 or visit <http://www.cipherlab.com>.