End-to-end scanning solution
A clever ordering solution with the BarTrack app and the Opticon scanner

≡ **OPTICON**
We scan, connect and communicate

BarTrack

Introduction

Ordering business products is quite a hassle for many entrepreneurs. Keeping lists, calling in orders or logging in on various websites. That's why BarTrack started over twenty years ago with the development of an ordering solution that was based on the scanning of barcodes. This was done by using the Opticon OPN-2001 handheld scanners. BarTrack has now also developed its own app: this app is, combined with the handheld scanner, the clever ordering solution where wholesalers and purchasers work together. From dental practice to machine factory and from contractor to boat builder.
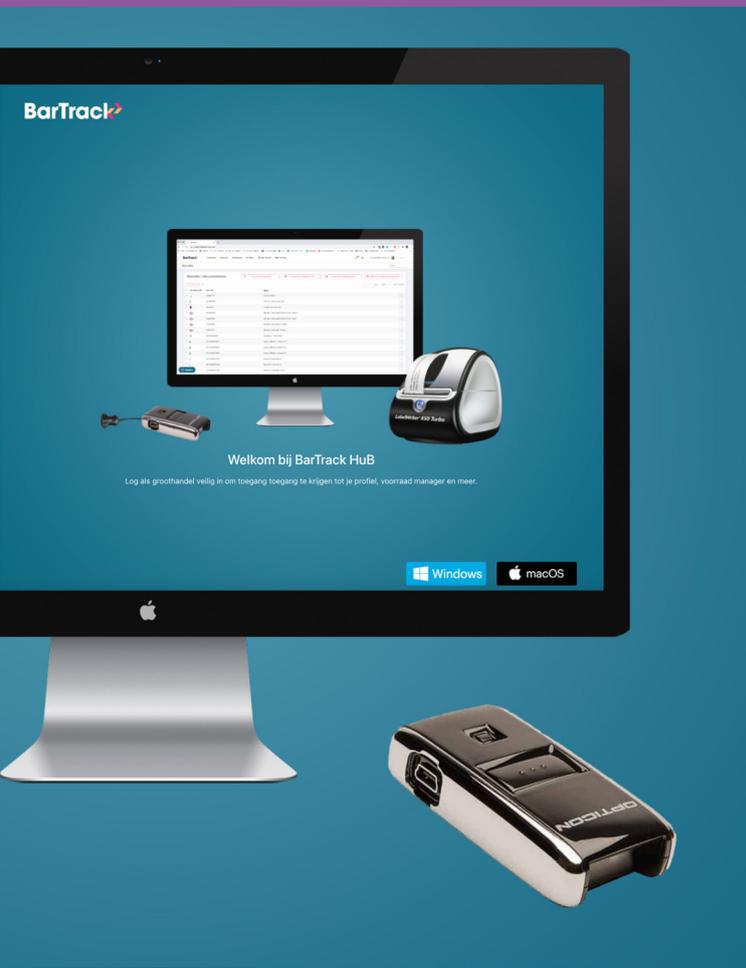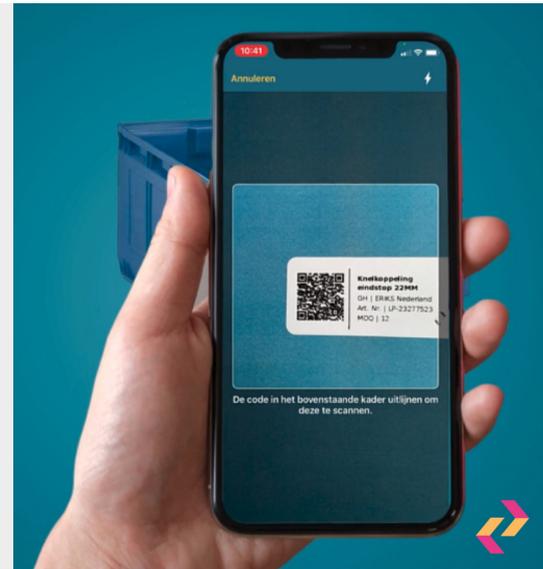
The Solution

BarTrack's vision is that the process of ordering business products can be done quicker, easier and cheaper. Based on this idea, an ordering platform has been created where wholesalers publish their items provided with a barcode. This barcode then unlocks all the product information. From product description to order quantity. Also images are made available in this way. The items are recognised by scanning the barcode and subsequently ordered with one simple push of a button.

The Opticon scanner has contributed positively to the development of this BarTrack ordering platform. To create the optimum ordering experience they needed a scanner that not only scans perfectly everywhere and at any time, but is also easy to charge and looks good as well. That's why BarTrack has chosen for Opticon. A reliable partner where, just like BarTrack, the consumer/user is at the heart.

The Implementation

BarTrack has now also developed its own app. This has the advantage that not only barcodes can be scanned, but also all item information is directly available on your mobile. The handheld scanner is still a very important device though. Because sometimes it's not very practical to use a mobile phone or its use is simply not allowed. Also the modest size of the handheld scanner and the fact that it can be used by anyone argues in its favour.
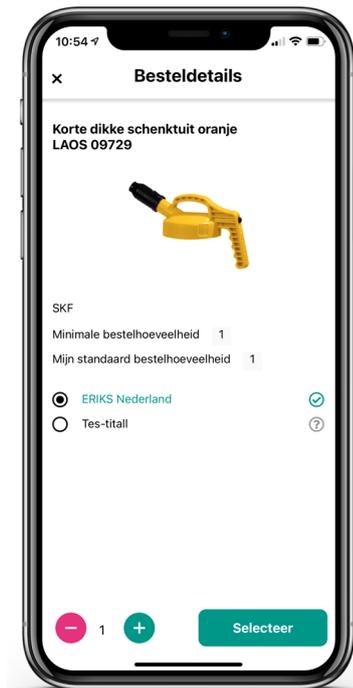
Result

The result of the collaboration with Opticon is that there's an end-to-end scanning solution available for every wholesaler. To be used with newly released scanners, but also with the existing OPN-2001. Every wholesaler and their customers can start immediately.

Opticon OPN-2001

The OPN-2001 is simple, small and easy to take with you, taking scanning to another level of mobility. With only two buttons it is easy to use and after scanning all barcodes are quickly transferred through an included USB cable. When connected to transfer data the device is also charging ensuring the battery has power the next time you need it!

BarTrack for Desktop

Practical evidence shows that the installation of software for a handheld scanner on a pc, carrying out updates etc. are an obstacle for many users. That's why we've developed BarTrack for Desktop. Microsoft and Apple certified software can be downloaded for free from the respective app stores. Once installed, it works really simple: scan the barcode, connect the scanner to the pc and open the BarTrack for desktop software. The items are automatically scanned and appear directly on your screen. Simply check and done. Your products are ordered.

About Opticon

From the start, over 40 years ago, Opticon has been one of the first companies in the world to specialize in manufacturing barcode scanners. At the time, barcode scanning was a revolutionary new technology used to identify information at any location.

Inventory management, asset management, order picking; all these disciplines made huge progress on efficiency thanks to Opticon's barcode scanners.

International Supplier
From this pioneering stage, we have evolved into an international supplier of a wide range of 1D and 2D scanning solutions; including point-of-sale scanners, rugged mobile devices and pocket-sized Bluetooth scanners.

These innovative answers to practical demands in the workplace have seen our presence expand to over 65 countries.

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