



WAVELINK CASE STUDY: COLEMAN CABLE, INC.

Voice-Enabled Application Improves Productivity, Accuracy and Saves 2,700 hours a Year

A leading manufacturer and innovator of electrical and electronic wire and cable products for industries ranging from security and telecommunications to construction and industrial.

OVERVIEW

Coleman Cable, Inc., (CCI), headquartered in Waukegan, Illinois, designs, manufactures, and supplies four core lines: industrial wire and cable, assembled wire and cable, electronic wire, and fabricated bare wire. Its brands include Baron, Copperfield, Polar Solar, Royal, Seoprene, Signal, and Woods. Coleman sells to OEMs and specialty distributors engaged in industrial, construction, electronic, HVAC, irrigation, and voice and data markets. With manufacturing and warehouse facilities in the US and Canada, CCI is the preferred choice of cable and wire users throughout North America. The company employs 1,500 people and posted revenues of \$914.9 million in 2012.

CHALLENGE: REDUCE PICKING TIME, IMPROVE EFFICIENCY AND ACCURACY

In the last five years, Coleman Cable, Inc., (CCI) has doubled in size through acquisitions and organic growth. As they continue to expand, they are constantly looking for ways to lower costs and improve efficiencies, especially in their warehouse operations. "We have seen a significant increase in our parcel and flow-through picking processes at our facility in Wisconsin," said John Revenaugh, Director of Logistics. "Our parcel and flow through picking processes were scan- and keyboard-touch-intensive because of the value-added labeling we do. We used a high-touch process that required a minimum of three transactions for each label that was applied to every box. And we were processing up to 1,200 packages a day. As a result, order picking was very labor-intensive. For one customer, it took 16 hours to pick and process its weekly order."

Training new order pickers was also time consuming. "It would take five to eight days for an employee to become proficient using our old picking system," said Revenaugh. "That's a lot of training and down time. Based on our plans for continued growth, we decided to implement a voice-enabled picking system to improve efficiency and productivity throughout the warehouse."

INDUSTRY

- Wire and cable manufacturing

WAREHOUSE MANAGEMENT SYSTEM

- Manhattan Associates

SOLUTIONS

- Wavelink Speakeasy™
- Wavelink Terminal Emulation™

KEY BENEFITS

- Installs on top of existing infrastructure
- Seamless integration with Manhattan WMS
- Train employees in three hours or less
- Hands-free and eye-free operation improves efficiency and accuracy
- Saves 2,700 hours annually
- Pays for itself in one year



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SOLUTION: IMPLEMENT A VOICE-APPLICATION SYSTEM

After researching the leading voice-directed applications on the market, CCI chose Wavelink Speakeasy™. “We looked at many products,” said Revenaugh, “Speakeasy was the clear choice. The software and scripts are resident on the device, and the application lies right over the top of our existing infrastructure so we did not have to add an extra server or any other hardware or software. Integration with our Manhattan Associates’ warehouse management system was seamless. We also did a proof of concept without having to tear up different pieces of our infrastructure just to see if Speakeasy would work. The bottom line is that the solution is easy to implement and maintain, and it’s very cost effective.”

FROM AN EIGHT-DAY TRAINING CURVE TO THREE HOURS

Speakeasy is also easy to learn. “We can train employees on it in two to three hours,” noted Revenaugh. “That’s a dramatic decrease compared to the nearly eight days of training to learn our old system. In addition, we have a seasoned workforce, so we were a little concerned about how the new application would be received. We were pleasantly surprised to discover that after training, employees not only accepted it, but went out of their way to request a voice unit. They liked the fact that it is a hands-free and eye-free operation, so it makes their job a lot easier.”

SAVES 2,700 HOURS ANNUALLY

Revenaugh saw a significant increase in productivity. “Speakeasy,” he explained, “allowed us to free our operators from the multiple, repetitive steps so they could focus on picking and labeling. We reduced the time it takes to pick and process the large weekly order from 16 hours to four. That’s a 75 percent reduction. Across the board, we are saving about 24 hours per week picking and processing orders for our flow-through customers, which is 1,200 hours a year for a dollar cost avoidance of approximately \$30,000. And we are seeing a savings of 30 hours per week for our parcel customers, which is 1,500 hours a year for an additional savings of \$37,500. That’s an extra 2,700 hours a year that our employees can spend on other mission-critical tasks.”

PAYS FOR ITSELF IN ONE YEAR

CCI was already using Wavelink’s Avalanche, a mobile device management tool, and Avalanche Remote Control, a mobile help desk solution, so they were familiar with the company. “We have a track record with Wavelink,” said Mark Andrews, CIO, “which has been a good experience. So that factored into choosing Speakeasy. The solution has improved our efficiency, accuracy and safety, and we estimate that it will pay for itself in less than 12 months. In our business, we need applications that can work day-in and day-out—applications that are stable, easy to install, fix and maintain. Speakeasy delivers all that and more.”

The Industry Leader

Wavelink, a business unit of LANDesk Software, is the leading provider of multi-vendor mobile device management, wireless infrastructure management, terminal emulation, voice enabling and mobile application development solutions. Wavelink has more than 7.5 million active client licenses in use world-wide. Wavelink solutions solve the unique challenges found in deploying, managing and controlling today’s enterprise mobility systems.

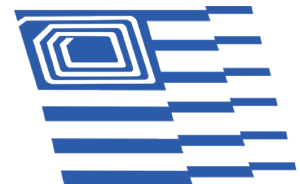
These solutions facilitate peak performance from frontline staff. Wavelink offers a platform to manage, provision, update, secure and troubleshoot ruggedized mobile computing platforms from a single, easy-to-use console. Wavelink products ease the growing chaos around mobility, heterogeneity, and the challenges around more demanding end-user computing environments. Inside the four walls, or in the field, Wavelink leads mobility.

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—MARK ANDREW
CIO
COLEMAN CABLE, INC.

“We are pushing aggressively to roll [Speakeasy] out across the entire warehouse.... At that point, we expect to see up to a 35 percent reduction in resource usage.”

—JOHN REVENAUGH
DIRECTOR OF LOGISTICS
COLEMAN CABLE, INC.



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