

STAGING PROJECT FOR MOSAIC INFO FORCE



Mosaic Info Force (MIF), a leading international market research and information company and Canada's leading outsourced marketing services agency, recently purchased 2000 Fujitsu Stylistic 3500 units from DBK Concepts. These units will upgrade to MIF's existing system and will be used to gather data in the Grocery, Drug, Mass, and Convenience industries from which will form statistical data in order to help maximize sales, marketing and supply chain operations.

As part of the sale, DBK has included all installation procedures needed to get the units ready for use. This installation required flashing over ½ a gig of information (Windows, proprietary applications, bios set ups etc...) per unit. Additionally, changes DBK suggested in the bios set up resulted in longer battery life. The installation of these programs involved a three-step procedure.

1. The units go through three stations starting at Station 1 where Mosaic Info Force's pictures are burned onto each unit.
2. Secondly, DBK takes MIF's database information (including: address, phone numbers, sales staff etc...) and converts the information into barcodes that are then scanned by a bar code reader, which enters the information into the appropriate fields. This is Station 2.
3. Finally, at Station 3 the units go through quality control. Each unit has a DBK-created checklist that the technicians use to ensure each program is working properly. Then there is a second DBK checklist that the technicians use to certify that all hardware is included in the unit box prior to shipping. The shipping clerk then goes through the checklist again prior to shipping to assure that the checklist has been followed.

Through this particular roll out DBK has proven time and again its "One Point of Contact" commitment. DBK sold the Fujitsu Stylistic 3500 units to MIF, but that was only the first step. From there DBK, in conjunction with MIF, determined the course of action needed to program the units and to deliver them at the appropriate time. This course of action included the burning of MIF's programs both proprietary and commercial into the units, which required special action by DBK. Then the units needed Mosaic's database loaded onto each unit, for which DBK developed a new program. Finally, DBK's system of checks and balances guaranteed that Mosaic's units were ready for use upon arrival. The units are now set up on an aggressive roll out schedule that will have all units in the field within two months.



DBK is a leader in the sale and service of mobile data collection devices including pen tables, laser and RF scanners, as well as lap top computers. DBK also specializes in the sales, installation, and service of Wireless LAN equipment.