Customer Case Study Series #6/2012

Starting point
A bunch of wine aficionados sat around the table and saw the need: there was no good wine-centric application for the iPhone. So they decided to finally build one and help people enjoy wine more.

Vision: create a mobile assistant to help people understand wine better
The Cor.kz founder team knew they wanted Cor.kz to be simple enough for novices, but powerful enough for connoisseurs and collectors. The goal has always been to provide a valuable tool for everyone who loves wine.

The “must-have” features of a scanner for this app
Since barcodes on wine bottles can wear over time, the Cor.kz team was looking for a very accurate barcode scanner for their app. Besides accuracy, the scanner needed to support common wine-related barcode formats including UPC/EAN and ITF.
Rationale
Many wines have long and complex names, and common searches return hundreds of results. Barcode scanning lets users quickly narrow down their search to a particular wine, and sometimes to a particular vintage. It’s a timesaver for users.

Solution: Thanks to Scandit wine aficionados benefit from an integrated scanner.
The Cor.kz team found that Scandit had the best price/performance offering, and they recognized that Scandit was still independent enough to be able to work closely with them to meet their special needs.

Benefits
Integrating Scandit in the cor.kz app has the following benefits:
- Avoid typing long wine names
- Easily compare several bottles of wine in a store
- Integration with CellarTracker’s wine inventory system via personal barcodes

Impact
Since the launch of the Cor.kz app people interested in wines benefit from a simple tool that helps them enjoy their passion. Whether someone is simply looking for a good bottle of wine in a store or a collector is searching for a rarity, Cor.kz is able to satisfy them all.

Thanks to the integrated Scandit Barcode Scanner the time users traditionally spent typing was eliminated. Further improvements in accuracy and performance demonstrated the barcode scanner’s reliability and made it indispensable for wine fans.

Scandit
Scandit is a leading platform to connect consumers with everyday products through mobile phones. With its best-in-class barcode scanning technology, product data and analytics services, Scandit enables developers to build quality mobile commerce, payment and enterprise solutions. Endorsed by the global barcode standardization organization as its preferred technology and used by hundreds of companies worldwide, Scandit is the choice for millions of users around the globe.

Mirasense, the company behind Scandit, was founded in 2009 by entrepreneurs and former researchers at MIT and ETH Zurich. Mirasense is privately funded and has won several national and international entrepreneurship accolades.

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