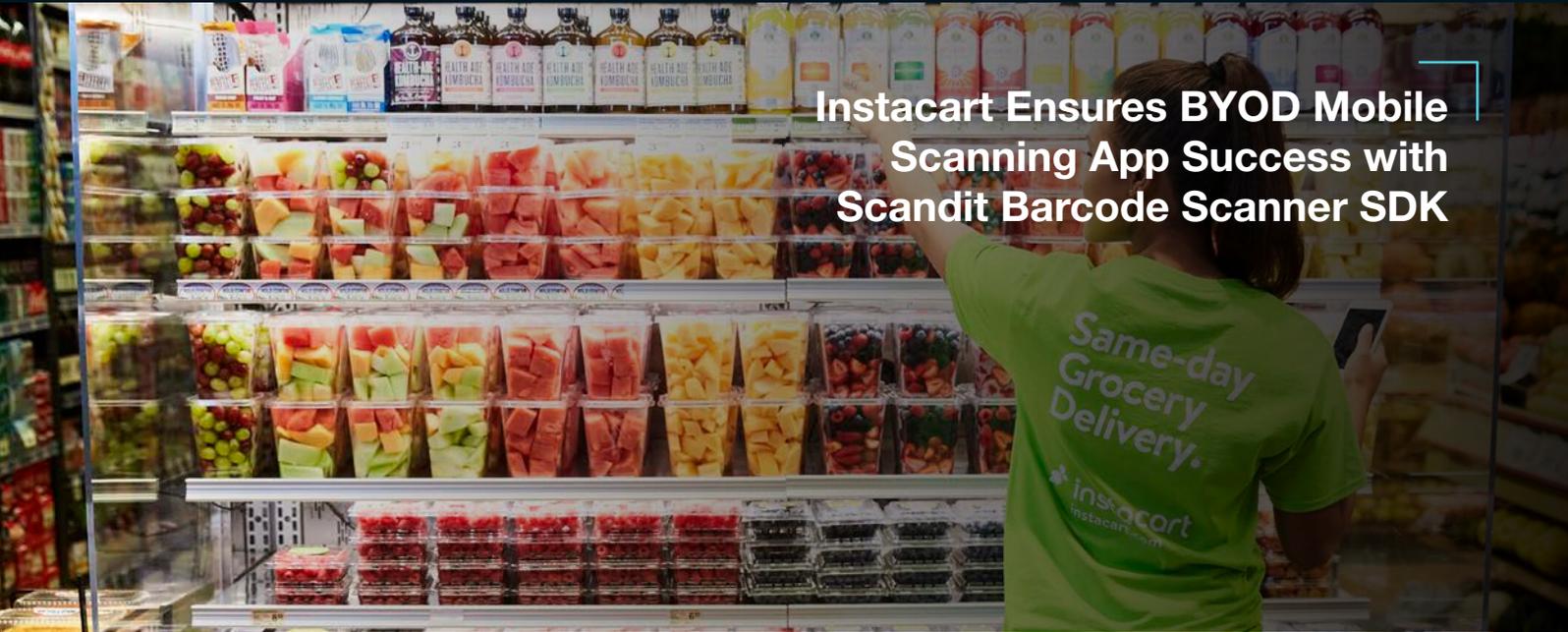


Instacart





**Instacart Ensures BYOD Mobile Scanning App Success with Scandit Barcode Scanner SDK**

Instacart is the North American leader in online groceries and one of the fastest-growing companies in e-commerce. Instacart’s same-day delivery service brings everyday essentials and fresh groceries to consumers in the U.S. and Canada in as fast as an hour. The Instacart marketplace offers more than 300 retailers and trusted local grocers that customers love, supported by a dedicated community of more than 50,000 personal shoppers that handpick and deliver customer orders.

Instacart shoppers download the Instacart Shopper app onto their personal mobile device to accept, pick and deliver customer orders. Today, the Instacart Shopper app is used by Instacart shoppers in 15,000 stores across more than 4,000 cities in the U.S. and Canada.

**Starting Point – Guarantee reliable, accurate scanning across all conditions and devices**

High-performing, intuitive scanning is imperative to the success of the Instacart Shopper app. Initially, the mobile shopping app used an open source scanning engine that could support both iOS and Android devices. However, the open source-based app had a number of issues, including with smart device cameras.

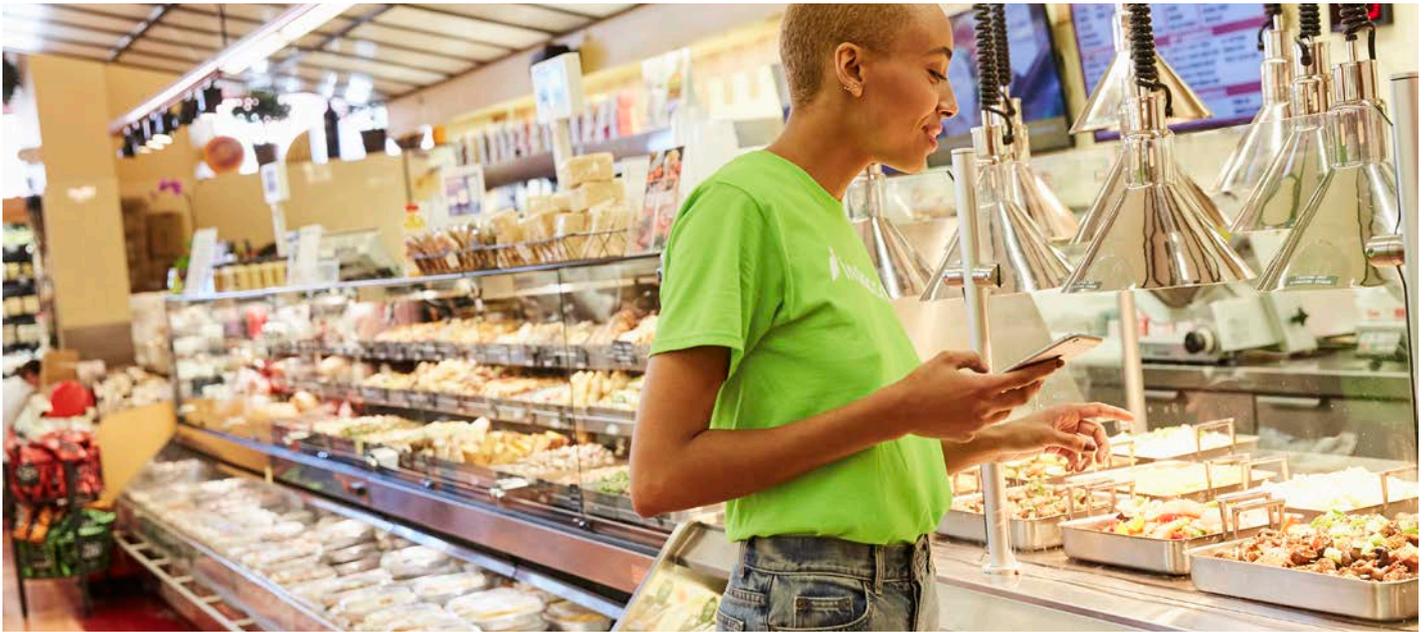
In addition, Instacart found that the variable scanning conditions across its many different partner stores created issues. For example, stores had different levels of lighting quality and some specific products, such as produce, offered awkward shelf angles. In many instances, the existing app had problems scanning codes that were directly printed on a product that was reflective, curved, or otherwise obscured or damaged.

In order to improve upon the reliability and accuracy of its mobile shopping app, Instacart decided to switch from its previous mobile barcode scanning engine to a more established platform. As part of an extensive proof program, Instacart tested the performance of Scandit Barcode Scanner SDK against several other software-based scanning engines.



<b>Industry</b>
E-commerce
<b>Use case</b>
Mobile shopping





### Vision – Fast, reliable BYOD scanning with support

Tests included performance measurement in stores with environmental challenges, such as poor lighting, as well as trials across a wide range of mobile devices, including low-, middle- and high-end smartphones on iOS and Android platforms. Scandit Barcode Scanner SDK came out with high rankings in every test. Of note, Scandit Barcode Scanner SDK results typically include a scan rate of about one second per scan faster than its leading competitor and five to eight seconds per scan faster than others.

Instacart was also impressed with Scandit's continuing software support and development, and ease of cloud-based software updates and bug fixes. Furthermore, Scandit is future-proof, with support for a constantly growing range of devices. Currently, Scandit supports shopper scanning activities across approximately 1,000 different device models running on both the Android and iOS platforms.

### Results – Performance leads to widespread adoption

Instacart signed its first deal with Scandit in mid-2016 for 10,000 active devices running a branded shopper app with Scandit Barcode Scanner SDK directly integrated. Today, Instacart has over 50,000 active devices running the Scandit-based app. As of August 2018, Scandit Barcode Scanner SDK was processing tens of millions of scans per month for Instacart.

Scandit supports shopper scanning activities across approximately 1,000 different device models running on both the Android and iOS platforms.

### Want to learn more about how Scandit can help streamline your order entry processes?

Contact one of our team members:

[www.scandit.com/contact](http://www.scandit.com/contact)

Schedule a Demo:

+41 44 586 4540



Scan with your smart device to explore more:

### About Scandit

Scandit enables enterprises and consumers to change the way they interact with everyday objects and augment the physical world with real-time data captured by scanning barcodes and recognizing text, objects, and other visual identifiers using smartphones, tablets, wearables, drones, and robots.

Scandit's mobile data capture platform is built on proprietary computer vision, augmented reality, and machine learning technologies. Companies in industries such as retail, transportation and logistics, manufacturing, and healthcare can use Scandit's technology to create and power mobile apps for crucial enterprise workflows like mobile point of sale, mobile shopping, self-checkout, inventory management, and proof of delivery.

Many of the world's most innovative and successful companies are benefiting from Scandit's enterprise-grade mobile data capture platform, including Sephora, Louis Vuitton, DHL, Auchan and LaPoste.

For more information, visit [www.scandit.com](http://www.scandit.com)

Find more success stories at:  
[www.scandit.com/resources/case-studies](http://www.scandit.com/resources/case-studies)



# SCANDIT

## **Scandit AG**

Förrlibuckstrasse 181, 8005 Zurich, Switzerland

## **Scandit, Inc.**

535 Mission Street, Floor 15, San Francisco, CA 94105

[www.scandit.com](http://www.scandit.com)

