



Case Study: blueshyft

Brother provides an iOS WiFi compatible labelling solution to technology solutions provider.

The customer

blueshyft is one of the largest retail networks in Australia, comprising over 1,100 local newsagents and supported by a dedicated in-house team. With its modern, extensible technology platform, it provides an unmatched physical retail presence to digital businesses without the associated overheads. blueshyft's partnership with logistics company **Nparcel** positions newsagents as the local brick-and-mortar outlets for major e-commerce partners and retailers.

They provide the software that powers **Nparcel**'s new consumer smartphone application and retailer software as well as providing payment integration for international bookmaker giant **Ladbrokes** as their payment and deposit partner. blueshyft has also provided a novel solution for Australia's largest courier **TNT**, enabling local parcel deliveries to **Nparcel** agents to maximise convenience for customers. For more information, visit <https://www.blueshyft.com.au/>.

The challenge

blueshyft required a label printer that provides the ability to be installed remotely (rather than having to go on-site) to avoid logistics and set up costs to their new hardware and software platforms. They also needed a product that was iOS Wi-Fi compatible and with a Software Development Kit (SDK) to implement within their native application. Furthermore, the device needed to produce labels that were of high quality and high resolution in order to be compatible with courier scanners.

blueshyft➔





The solution

A key commercial partner contacted Brother with a request to source labellers on behalf of blueshyft. Working with Brother's Commercial Team, demo machines and test labels were provided to ensure the right product had been selected. The first roll out of 1,000 QL-720NW's with 1,000 DK-22205 labels were distributed to blueshyft over a 3-4 month period, with another 200 units ordered shortly after. This device is Wi-Fi connectable with the availability of a SDK. It is also 'plug and play' meaning no software download is required in order to set the machine up. This provided a user-friendly set up process required by a traditionally non-tech savvy end user, as well as unparalleled support from Brother's Commercial Team and local Product Support Team.

The product:

PRODUCT	MODEL NAME
LABEL PRINTER	QL-720NW
LABELS	DK-22205

The benefit

Improving end user experience is essential to any business and the QL-720NW 'plug and play' feature allowed blueshyft's retailers, the newsagents, to set up and install their new device with ease. All technological requirements such as Wi-Fi connectivity and the availability of a SDK were also met resulting in a complete solution for blueshyft and their partners.

"I was amazed at how quick and easy the printer set up was. All we had to do was take the printer out of the box, plug it in, turn on the Wi-Fi and the printer and iPad did the rest! I was able to print my first consignment note straight away.

I was so impressed with the product that I purchased another one for store-use. I love the fact it cuts automatically to size. In the past I have used Dymo machines and Brother is much easier to use. I can now print labels for the store even from my smart phone. I would give it 10/10."

- Roop Singh, Austin Knox Office Supplies.

Contact us

For more information on this case study or to find out more contact the Brother Commercial Sales team today:

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