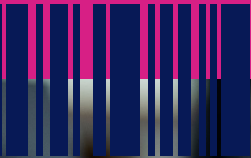# We do the thinking. You do the printing.

A fuss-free guide to integrating new label printers into your warehouse operation

We've done the thinking, so you can do the printing.

Integration made easy

In a fast-moving transportation and logistics operation, communication is key to keeping things running smoothly day after day. But communication isn't just important for your people - it's important for your equipment, too. That's why, when you're thinking about introducing new systems into your business, making sure your tech solutions talk to each other is a top priority – especially when it comes to something as important as label printing.

However, we've found that concerns over integration can often hold businesses back from enjoying all the benefits that come with investing in new technology. After all, no warehouse can afford the downtime that comes with a complicated set up process of a new label printer, or worse still, the frustration of being stuck with a printer that doesn't integrate with your current warehouse management system (WMS).

We understand these frustrations at Brother, which is why our full range of **desktop, mobile,** and **TJ** industrial label printers is designed to work with all sorts of enterprise resource planning (ERP) and WMS platforms. Delivering seamless integration with your existing systems, so you can keep moving without interruption. And if you still run into any difficulties, our experts are always "At your side" to help.

The common barriers to implementation

Every warehouse runs differently, but when thinking about introducing a new label printer into your operations, there are a few considerations most businesses will make:

Printer performance:
will the printer keep up with peaks in demand?

Integration:
will it integrate with our existing software?

Quality:
is the printer built to last, and will the label meet the level of quality we require?

Support:
what service backup is in place? Does the new printer include warranty options?

Reliability:
has the equipment been built to withstand high-volume label printing?

Ease of use:
how straightforward is it to operate? Will it help reduce human error?

While all these factors are important to consider in the process of choosing a new label printer, when asked, IT managers consistently named ease of integration as one of their top priorities when it comes to selecting a new device*.

Integration incorporates both how the new device will fit into your current WMS, and how it connects to your other devices – whether that's by USB, Serial, Ethernet, Wi-Fi, or Bluetooth – so it may appear there's a lot to think about. But this doesn't need to be a burdensome process.

*Assessing Perceptions of Value Propositions in The Transport and Logistics Sector – A Report for Brother, B2B International

Overcoming the barriers: our integration process

At Brother, we've thought about the integration barriers you may be concerned about and have developed a tried-and-tested process to take you through the steps before, during and after the setup of your new label printer. Depending on what WMS you have in place, we'll conduct a tailored approach that ensures every stage is a seamless, hands-off experience for you.

Before integration

1 Pre-planning visit

We conduct a pre-planning visit to identify a range of pre-requisites that will ultimately lead to the integration of your new label printer. This includes determining how you are printing, your operating system and WMS, and whether our contact within your business has the ability to install printer drivers or apps. We're SAP-certified and GS1-approved and can support most major print languages. We also have trusted relationships with Independent Software Vendors (ISVs) BarTender, NiceLabel and Teklynx, so our technology can integrate quickly and easily into your current environment, supported by our Software Development Kit (SDK).

2 Recommendations

With all our learnings from the pre-planning visit, we're able to identify any inefficiencies in the way you're currently printing and suggest a solution that could save you both time and money. For example, maybe your system is sending information to a desktop printer in a central location, requiring you to go back and forth to the printer throughout the day. With options like the RJ Series accurate mobile printing at the point of application becomes a reality, saving valuable time for your team.

4 Connectivity

We check how your new label printer will connect to your current devices like handheld scanners – whether by USB, Serial or Ethernet, with add-ons available for Wi-Fi and Bluetooth connections. And when it comes to speaking your language, our TJ Series of industrial label printers supports a wide range of printer command languages, including ZPL2 emulation.

3 Labelling requirements

We ensure you have the right labels by evaluating the label size(s) you require, the application you're printing from, and the printer language. Our pre-sales solution specialist will assist to optimise the labelling process and may help with the label designs and templates to fit into your existing workflows.

5 Proof of concept and real environment demonstrations

To eliminate any potential of you being left with a printer with incorrect label configuration, or a system that's unable to link to your WMS, we show how your new printer will work within your current system before moving forward with the integration.
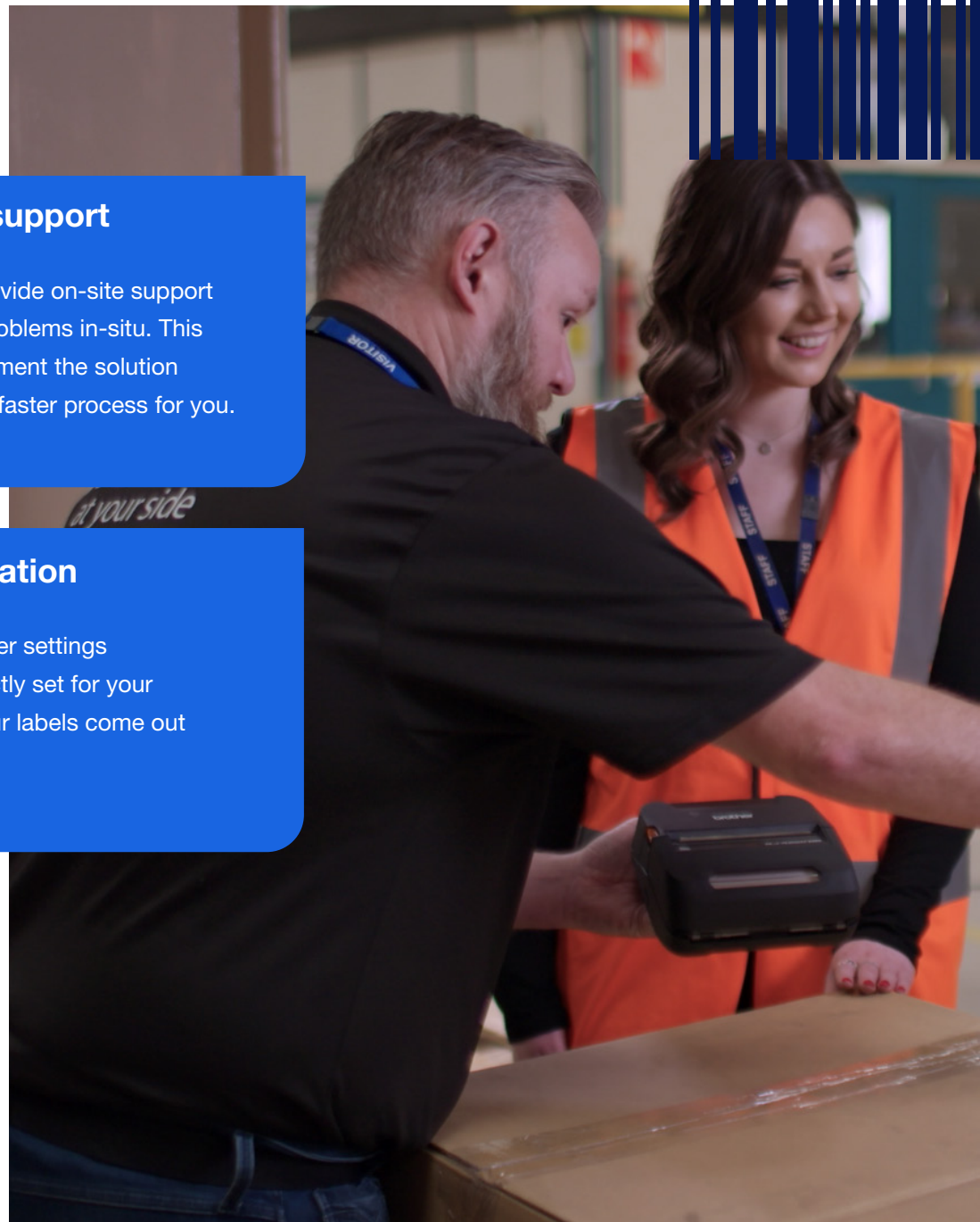
During integration

1 Trial printer

With all our learnings from the pre-planning stage, we configure a trial printer (and can work with your WMS provider if needed) to check everything is working as it should be. By being thorough in the early stages of the process, we can replicate the initial concept and save time and effort for you further down the line.

2 On-site support

During integration, we provide on-site support to identify any teething problems in-situ. This also means we can implement the solution straight away, meaning a faster process for you.

3 Configuration

We make sure all the printer settings and parameters are correctly set for your environment, ensuring your labels come out perfectly every time.

After integration

1 Software and firmware enhancement

Once your new printer is set up, our support doesn't stop. We continue to identify software and firmware enhancements across our global support team, pushing out real time updates so your system is always working the best it possibly could be.

2 Continuity of support

We gather all the learnings from every phase of the integration process to share with our UK support team contact centre. That way, if any future issues arise, every detail of your setup will be accessible to our team, so you'll always receive the most personalised assistance. Plus, with the additional support of our European specialist print solutions team, you'll also have access to dedicated developer support.

3 Warranty

We work hard to build products that minimise downtime for your business, but if a rare problem occurs with your printer, we have you covered with our industry-leading, free three-year warranty on all labelling solutions. Or for added peace of mind, you can upgrade to a five-year warranty or maybe advanced exchange. Plus, our TJ range has the option of an onsite warranty too.

4 Product development

Sometimes, your new printer may be working well, but you might update your operating workflow, change your IT system, or tweak your processes after it's been integrated. If this affects printing practicalities or performance, we pass this feedback on to our product development team to recommend future design amends – as well as providing accessories to combat any workflow inefficiencies.

At your side: supporting you throughout integration and beyond

We know it can be overwhelming bringing in new tech to any business. That's why we work alongside our partners and resellers to ensure you're completely satisfied with your new devices. Plus, we'll always assign you a dedicated point of contact throughout every stage of your journey. This means we can get to know your business and the way you work, and go above and beyond to make the implementation process a smooth one.

The reason we take such care in the early stages of integration is so that we have the most complete picture of your current setup. This allows us to not only deliver a seamless implementation, but also recommend areas where you could make efficiencies in the way you print – potentially saving you both time and money.

No matter your business size or printing output, our level of support doesn't change. We pride ourselves on our obsessive attention to detail, meaning you can keep your business running, safe in the knowledge that we have all your labelling needs taken care of.

We live for the label, so you don't have to.

For more information about introducing Brother label printers into your warehouse operation, **get in touch**.

Or **request a free trial** with one of our experts today.