Improved Order Tracking
& Inventory Visibility

Who is Mohu?

Mohu got their start in 2007 when they developed an innovative antenna technology fitted on US Military ground vehicles to detect, neutralize and defeat IEDs. In 2011, a new opportunity emerged for them when broadcast (analog) television transitioned strictly to digital broadcasting. Mohu realized they could leverage their military technology to create a TV antenna design to support those who wanted to eliminate cable television. It became the most highly-rated, best-selling HDTV antenna in the world (USA made), giving cable defectors an opportunity to eliminate costly monthly cable bills, while still enjoying their favorite programming.

The Situation

Their HD Antenna products became a hot commodity. With exponential growth and retail giants clamoring for product, Mohu worked exceedingly hard to keep up with demand. As with any organization experiencing rapid growth, what once was a reliable workflow process was quickly outgrown due to high demand. During peak months, as many as 100K units leave the shipping dock, so tracking product became a challenge. Without serialization of any kind, they literally had no way of matching up items with original orders.

Third-party resellers took advantage of this window of opportunity. They were purchasing large quantities of product and then selling online – below the market-average price –

causing disruption in the channel. Without being able to identify what product was sold where, it was impossible to track those who were selling at below-market pricing. Product returns were an issue too, since some consumers were unable to get a reliable signal if they were in an area that was particularly mountainous. And with product returns being processed manually, predicting the amount of returns they may get in any given month was difficult; putting undue pressure on their accounting department.

The Solution

Neil Allen, Senior Manager of Order Fulfillment at Mohu was introduced to Barcom through their data network provider. "We were researching ways to improve our current workflow process, but the providers we met with were asking for outrageous amounts of money to provide a solution," said Allen. "When we were introduced to Barcom, we knew immediately that they were going to be a great partner," he added.
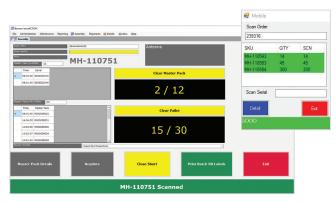
Barcom developed a software application for them to automatically create a serial number sequence that would be applied to each product. The complete solution included Honeywell mobile computing devices and industrial bar code printers. The software app, transACTION, is a desktop application customized to create and print item serial numbers for Mohu. The system creates a unique serial number for every antenna produced, which takes the form of a bar code on a

The Result

"This solution literally paid for itself in the first few months," said Allen. With the old system, we would have to issue credits on mis-shipments and claims because we couldn't prove that we shipped the order correctly," Allen said. "Now with transACTION, the software won't let us put an item in the wrong master pack or on the wrong pallet, and it won't let us ship more or less than the order calls for – it has truly helped us become more efficient," he added. In addition, this change in process has given them an opportunity to improve the quality of their performance and receive better customer satisfaction ratings.

Another huge advantage to having this data collection solution is the inventory visibility Mohu has gained. They have all kinds of data points to go by to plan for returns, peak buying times, and inventory availability; increasing their operating efficiency and accuracy based on order rates and historical data. The pre-sale stage is also more efficient, with the ability to analyze returns based on shipping destination zip code. This gives Mohu the flexibility of forecasting possible returns and budget accordingly.

"Barcom came in and listened to us; they didn't try to sell us more than what we needed," said Allen. "Installation was smooth and they handled it in stages to minimize the amount of disruption to our employees," he added. "We made a great choice with Barcom."

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printed label affixed to each box. From there, the box may become part of a master pack, which would also be serialized. Bar coded serial number labels were printed using the Honeywell PD42 industrial bar code printer, and to scan and collect serial number data, Barcom recommended the Honeywell CK71 mobile computer.

This automated process enables Mohu to track at the individual product level, master pack level and pallet level. As products become part of a sales order, the respective serial number becomes part of that order as well. This way when product is shipped and/or returned, they can associate that product with a particular order number, customer ID and ship date for simplified item tracking.

The software generates married serial numbers for master pack and pallet quantities. Once the capacity of serial numbers is reached, bar coded serial number labels are printed.

Is your manual process causing you headaches and costing you money? It's easier than you think to get started.

CONTACT US TODAY TO SCHEDULE AN APPOINTMENT.
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