

WatchGuard Video Discovers a Solution with WaspLabeler +2D

BUSINESS CHALLENGE

WatchGuard used to spend up to \$7,000 per year to generate and apply labels to video equipment. Application requirements varied which resulted in printing improperly-sized labels and extended wait times to label shipments.

SOLUTION

For 2% of the annual price of label production, WaspLabeler + 2D provides an ongoing, cost-effective solution to WatchGuard's label-printing demands.

BENEFITS

\$7,000 spent on labels EACH YEAR | Then
\$149 ONE TIME spent on WaspLabeler + 2D | Now
100% FLEXIBILITY in print applications

CUSTOMER PROFILE

- In-car video systems manufacturer
- 5,000 law enforcement agency-customers



Since implementing WaspLabeler +2D, we've realized exponential cost savings. We were spending about \$7,000 a year on custom labels from the label manufacturer. WaspLabeler +2D was a one-time purchase of \$149.

- Chris Robertson, Director of Operations, WatchGuard Video

WatchGuard Video is the world's largest manufacturer of in-car video systems for law enforcement departments.

With approximately 5,000 different law enforcement agencies using WatchGuard as their digital in-car video solution, it is crucial that WatchGuard make sure their camera system inventory is properly labeled - specifically the circuit boards.

WatchGuard was using pre-designed label templates and an outside company to print these labels. The labels were very expensive given they were unique to WatchGuard's manufacturing process and had to be printed at another facility and shipped to WatchGuard. The printing facility had a limited number of label sizes and could not provide labels small enough for the circuit boards that accompany the camera systems.

WatchGuard holds the largest market share of the digital in-car video industry and continued to grow at a fast rate, the company was determined to keep up with the demand. However, with the amount of time and money it took to have custom

labels printed, which sometimes ended up being the wrong size, they knew it was time to find a better solution that would allow more flexibility and efficiency.

WatchGuard Decides It's Time to Make a Change

"We had an immediate need to print labels in different sizes for our new product that we were preparing to launch," said Chris Robertson, director of operations for WatchGuard Video. "But the cost to print the new labels and the time it would take to have them printed and shipped to us was unacceptable. On average, we were waiting 6-8 weeks for labels to arrive. I knew there had to be a faster, more flexible solution."

Robertson researched various label printing products and solutions, and ultimately decided on WaspLabeler +2D because of the price and features the product offered including the ability to print labels straight from the laser printer they already had in their office. WaspLabeler +2D enables users to

quickly design and print standard or customized barcodes for use as product barcode labels, inventory labels, or other printed barcode labels. WaspLabeler +2D provided an immediate solution to their labeling troubles.

WatchGuard Saves Time and Money with WaspLabeler +2D

Upon receiving WaspLabeler +2D, Robertson installed the software on his computer and was designing labels within 10 minutes. “The label design process is straight forward and easy to use.”

WaspLabeler +2D, Click to learn more! Not only did WaspLabeler +2D give WatchGuard the ability to print specialized labels with smaller fonts and flexible sizes, it also delivered outstanding cost savings by providing the flexibility to immediately print on demand labels in-house, instead of ordering costly, custom labels that took weeks to arrive.

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WatchGuard is now able to easily, immediately design and print labels without a special printer or a 6-8 week delay. “If you are familiar with Microsoft Office and basic printing, you can easily design and print fairly complex and detailed labels in a matter of minutes. I am very satisfied with my purchase and will continue using WaspLabeler +2D in the future.”

WASPTIME HELPED WATCHGUARD:

- Meet its diverse label printing application needs with an in-house solution that costs a fraction of the old price of labels
- Eliminate product deployment delays due to extended label shipping times or unacceptable shipments
- Increase operational efficiency with a cost effective investment that offered immediate ROI

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