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## Integrated Data Management

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### **Introduction**

Databases retain information for almost every aspect of a business. By creating large comprehensive information banks, any business can be run more efficiently. Having this information stored in a central system rather than having to verify paper copies saves time and reduces errors.

### **Problem Statement**

An automated system capable of keeping track of hundreds of vendors and customers business transactions was required. The system also had to be able to handle different phases of the production, pre-registration, registration, ordering on the spot, and redemption of certificates.

### **Previous Options**

The previous option to this was a large database that required each order to be hand keyed, along with the customer information. This system made it difficult to track information and was time consuming to create each order. Due to the nature of manually keying information the data entry had to be checked several times an hour to ensure accuracy of the data.

### **Apex Solution**

To resolve this problem, Apex Software created a custom information system. The customer information is actively keyed during the registration, after registration, each customers information is stored in a central system and associated with a bar code. This streamlined the process for both the buyer and the seller, keeping information in a centralized location that could be sent directly to the home office with no re-entry.



### *Bar Coding Technology*

Bar coded information will reduce or eliminate entering the same information, creating a more efficient system for managing information. By connecting bar codes to each set of data, the amount of time your company will spend re-entering data is reduced to the time it takes to print bar coded paperwork, and scanning those papers.

### *Data Management*

Having all the data you need at your finger tips creates a much more efficient system for transferring information. This will reduce the time spent taking data and re-keying it from one data manager to another by creating a uniform management system from the pre-registration of customers to the corporate main frame to process orders.

### **Case Study**

A global food distributor required a complete data management system that was able to re-enter data quickly and accurately in a fast paced environment. To meet all the requirements, pre-registered attendees were all keyed prior to entry to the trade show with pre-printed bar coded cards, while individuals registering at the food show were keyed on the spot. As each attendee moved around the food show, they placed orders from the wholesaler by having their card scanned and then the specific purchase information manually entered. The ability of the data management system to recall information about the customers and

quickly process it into purchase orders reduced the number of people to enter or re-enter data. This data management system enabled the food distributor to reduce the staff by 17 data entry associates and two supervisors at this annual event and saved over \$15,000 per food show, as well as generating \$150,000 in new orders processed at the trade show, this increased efficiency led to orders being processed the day after entering the system, as opposed to taking weeks with the prior system.

### **Implementation**

Custom data management software is created in phases. Each phase has a roll out period. After each roll out, the designer of your software is able to make alter the layout and program to your specifications for the next major roll out. Minor updates can also be made as needed.

### **Summary**

[Custom data management software](#) can provide easy and accurate data entry and retrieval. This software can be used in real time fast paced environments involving hundreds of millions of dollars in sales per day. By reducing the number of times data is entered and consolidating all the information into a single database, it can create a more efficient system with a marked increase in accuracy of the customer information. This will streamline your capabilities to do business; saving on overhead and reducing time spent waiting for information to be entered for the next step your sales process.