

Thinking Outside The Box

The Era of Real-Time Data

by Richard Bennett

"Do you know where your ASS-ets are?" If not, isn't it about time to find out? How many times has it been talked about - margins, pricing, economy, security issues, and having inventory for the customer? It's time to stop smoking the tires and look to the new millennium.

What is real-time data? "It is instantaneous information that you need to know now rather than later," Traci Hrudka Account Executive from Informs Inc. a provider of automated data collection solutions explains.

The era of the pen, physical inventory, and data entry is gone, too much human error. Wouldn't it be nice to know exactly what you have in inventory, what products are moving the most and know exactly where they are in your warehouse? How many times is your staff out in the warehouse looking for a product and can not find it? Or maybe, you haven't ordered it because your inventory system says you have it and it is an "A" mover-where did it go? This constitutes lost sales, loss of a customer and biggest of all profit, with real-time automation you will know what you have, where it is, what you need to stock and most of all absolute accuracy as well as many other reliable functionalities.

Let's touch on security a little, where did it go? I know it was there. In reality it went out your door in somebody's pocket. Ticks you off doesn't it? With automation there is an audit trail, you will know who last was with that item, there are also products to automate your facility with RFID tags and devices at all your exits to let you know when a product went out the door without a sales order. Hence, more control of your assets. And you won't be so ticked off as much.

We all know that automation has been around for some time now; it is practically a commodity and a must have in order to compete in today's business world. There are mandates and compliance regulations that will not even allow you to sell to companies unless you are automated. No industry has been untouched by the need for automation, everywhere you go you see automation-OEM, retail, hospitals, steel companies, manufacturing, distribution, UPS and on and on.

The big question: Why should we automate? The answer is easy and a good one: how does better margins, more sales, more inventory turns, lower overhead and higher profits sound? Not to mention your ROI is guaranteed.

continued on page 12

Performance Meets Tradition

Performance you deserve. From a name you trust.

Eaton's Aeroquip Performance Product brand of hose and fittings proves there is a difference in performance plumbing products. Our long tradition of offering high quality and innovative engineered parts makes Aeroquip the dominant choice of enthusiasts worldwide.

For additional information visit www.aeroquip.com or call 952-937-7259

EATON | **Aeroquip**