



## Case Study

# Barcoding is Our Business

There's at least one perk that hasn't faded for the DCT Mobile Solutions team in the nearly 20 years the company has been in business.

"We get to see the nuts and bolts of our customers' business," DCT Founder Shane Langston said.

"When you see a door that says, 'No admittance,' we get to go through there and see where the magic happens.

"We call them field trips, because that's what they are. They're fascinating. I love learning about not only what companies do, but how they do it and why they do it that way. Over the years, we've had the opportunity to see some amazing operations."

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Since it was founded in the mid-1990s, DCT has positioned itself as an industry leader in barcoding, and its impressive resume of clients provides the evidence: Hallmark Cards, Butterball Turkeys, NALCO Champion, Hy-Vee, Balls Foods, Fuji Film, Jake's Fireworks, Garmin, Jack Cooper Transport and BASF, to name a few.

"Never in my wildest dreams did I ever believe that I would have toured food processing

plants, chemical companies or railroad car manufacturers", DCT Customer Care Manager Jessica Roberts said.

"I always figured I would own a boutique" she added, laughing.

The place she remembers most: "About six months after I started, we visited a foundry. I was dressed up in my professional best, walking through the hottest, dirtiest, most frightening place I had ever been," she recalls, smiling at the memory.

### All-access pass: Barcoding, a DCT Mobile lynchpin

It may not be the sexiest aspect of business, but barcoding is fundamental, foundational even, in tracking commodities, personnel and inventory. It is, quite simply, a requirement for wholesale distribution, manufacturing and logistics businesses.

"I love this technology because it really works," DCT Vice President Valere Palhories said. "We put a system in and they last 10 years. Once it works, leave it in. ... The practical benefit is accuracy and efficiency. You cannot compete in the manufacturing, distribution, transportation or logistics phases without it."

### DCT clients vouch for company's work

"At Butterball, LLC, we don't regard DCT Solutions as a mere vendor," Butterball Chief Information Officer Ron Wells said. "Because of the excellent working relationship that they have built with Butterball on several major projects

over a period of years, we strongly consider DCT Solutions to be a true business partner.”

DCT has worked with Nitto Denko Automotive for 16 years. Bruce Baker, Nitto Denko IT director, said the longstanding relationship with DCT is invaluable to servicing its customers.

“DCT has been a trusted partner since I first started here,” Baker said. “In fact, I think Shane had established the relationship with my predecessor when he was a one-man show.

“DCT has continued to be a true ‘go-to resource’ for all of our barcoding needs, including software and systems integration. As an automotive supplier, we have to be extremely responsive to our customers’ business changes. That is exactly the same thing DCT has provided us — quick response and valuable insights into meeting our requirements.”

### Barcoding: The nuts and bolts of moving products

The sheer volume of materials transported throughout a major metropolitan city each day, let alone nationally and globally, is staggering. And, it’s important to note, none of it happens without a proven coding system.

DCT’s foray into barcoding, along with DCT itself, came close to never being.

The year was 1993, and Langston, a

recent University of Kansas graduate, was working for his father, Bob, selling distribution accounting systems. Eventually wanting to start his own business, he branched out to selling point of sale hardware and software.

“A bad racket” is how Langston describes that experience today.

“I realized quickly I did not care for the computer part of it, the PC and networking part of it,” he said. “It was a really, really crowded space, and a lot of the products out there simply did not work.”

Barcoding, however, was an open market, the elder Langston pointed out to his son, proving to be valuable advice. “My dad is a pretty smart guy,” Langston conceded.

In 1996, Langston achieved his first major success in the business, delivering a large integrated inventory management system to a local utility company. Soon after, he mapped out a one-page business plan. Within that document was the future of DCT.

“Barcoding mostly works the same way today as it did 20 years ago,” the company founder said. “Obviously there are advances in technology, but

fundamentally, it’s really no different. Business has gotten more sophisticated, but at the core, it’s still the same: driving accuracy and efficiency is essential.”

### Why experience matters

“Barcoding has been a mainstream technology for at least 15 years,” Langston said, and his team ensures there’s a constant “relentless quest to survive and thrive.”

The company recently locked down a substantial deal with a new client that has several locations, but was lacking a thorough barcoding system, hindering operations.

Enter DCT, proven industry leaders for more than two decades.

“We got into that deal, we did our homework and our due diligence and we told them what we could do for them,” Langston said.

“We beat the competition. The company went with DCT because our products, experiences and services are superior.

“At the end of the day, they said, ‘We want to work with you guys. You know what you’re doing.’ We won the deal. We were able to go in there, and based on our knowledge and experience, we convinced the company to say, ‘This is who we need to work with.’”

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