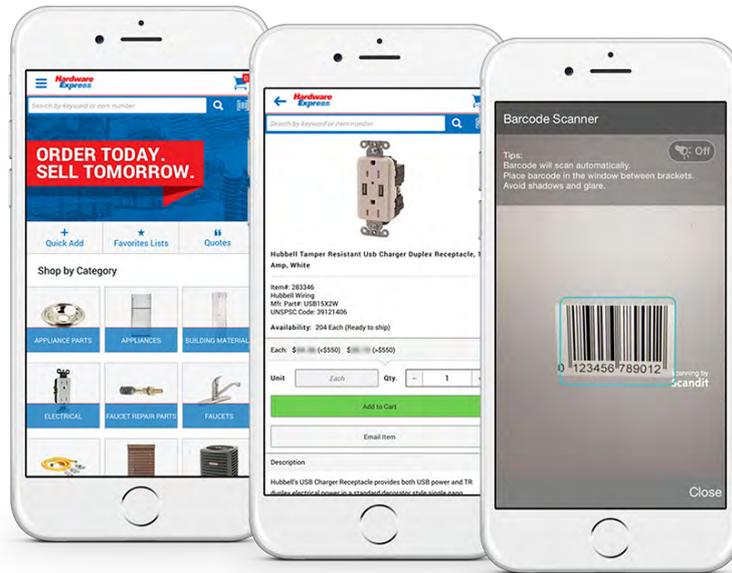


## Company Facts

Interline Brands is headquartered in Florida and is one of the largest wholesale distributors and direct marketers of maintenance, repair, and operations (MRO) products for non-industrial businesses in the United States. The company employs over 4,300 people and generated \$1.4B in revenues. The Home Depot acquired Interline Brands for \$1.6B in July 2015.



Interline Brands' primary target customers are professional contractors, hardware retailers, facilities maintenance operators, and small mom-and-pop establishments including locksmiths, plumbers, and electricians. The company launched LOB specific applications in summer 2015 (developed in-house with help from a third-party app developer) so its customers can more efficiently place orders for equipment and tools during the day and get items delivered the next day, as opposed to having to do it in front of a computer at night or even by calling it in for a two-day delivery timeframe. With this mobile app, Interline Brands' customers can scan products like circuit boxes and place orders. The barcode scanning capability on these applications is powered by Scandit. What Interline Brands appreciates most about this solution to the order entry and fulfillment conundrum is the ease with which all its customers, including small businesses, are able to place orders, save time, and shorten the procurement gap.

## Relationship with Scandit

Interline Brands uses Scandit's Barcode Scanner SDK to help its customers streamline overall processes and generate operational efficiencies. The company aims to build more awareness about the order entry applications and encourage use amongst its 175,000-plus customers. Interline Brands will wait for adoption rates to go up and evaluate the applications on ease of use, simplicity, uptime, and speed before it considers cloud services and analytics.

"Interline Brands is very impressed with the Scandit SDK's ease of use, integration with other applications, simplicity, uptime, and speed."  
— Marketing Representative

## What Lies Ahead for Interline Brands

While Interline Brands today uses Scandit only for barcode identification, it sees more sophisticated use cases like image recognition as being viable in the future.

# VDC Research

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## About the Author

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**Richa Gupta** is responsible for VDC's strategic research on the global markets for data capture technologies, including barcode scanners and printers, and machine vision solutions. Data capture hardware vendors and solution providers rely on her expertise in the AIDC market for key market development initiatives. Her highly actionable data and insights help them formulate their long-term business strategies. She undertakes market opportunity sizing and forecasting, competitive landscape analysis, and strategic marketing assistance, while also providing valuable thought leadership for this technology market segment. Richa holds a degree in Computer Engineering and an MBA from India.

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David Krebs has more than 10 years of experience covering the markets for enterprise and government mobility solutions, wireless data communication technologies, and automatic data-capture research and consulting. David focuses on identifying the key drivers and enablers in the adoption of mobile and wireless solutions among mobile workers in the extended enterprise. David's consulting and strategic advisory experience is far reaching and includes technology and market opportunity assessments, technology penetration and adoption enablers, partner profiling and development, new product development, and M&A due diligence support. David has extensive primary market research management and execution experience to support market sizing and forecasting, total cost of ownership (TCO), comparative product performance evaluation, competitive benchmarking, and end-user requirements analysis. David is a graduate of Boston University (BSBA).

## About VDC Research

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Founded in 1971, VDC Research provides in-depth insights to technology vendors, end users, and investors across the globe. As a market research and consulting firm, VDC's coverage of AutoID, enterprise mobility, industrial automation, and IoT and embedded technologies is among the most advanced in the industry, helping our clients make critical decisions with confidence. Offering syndicated reports and custom consultations, our methodologies consistently provide accurate forecasts and unmatched thought leadership for deeply technical markets. Located in Natick, Massachusetts, VDC prides itself on its close personal relationships with clients, delivering an attention to detail and a unique perspective that is second to none.

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