



# Zebra Technologies Solutions Fuel Growth for Logistics Provider QuadX Inc.

Unique hardware and cloud-based solution addresses cost, efficiency and productivity issues for e-commerce logistics start-up

QuadX Inc. is the first customer-centric digital logistics (digistics) company in the Philippines catering to the logistical needs of both individuals and corporations. Its range of shipping solutions includes the ShippingCart, one of the fastest-growing cross-border delivery services from the United States to the Philippines. The company also handles social media selling logistics needs with its CheckMeOut and larger-volume social selling logistics with the XPost. As online purchasing continues to gain steam in the country, QuadX

Inc. hopes to provide a platform for covering the last mile toward improving consumers' online retail buying experience.

## Challenge



QuadX Inc. needed to improve pickup and delivery tracking, monitoring and management. Using a manual reporting system had resulted in data and cash collection

discrepancies, inefficient personnel and task supervision, and cost control issues.

For both pickup and delivery, QuadX Inc. riders had used paper-based run and delivery sheets, and consumer-class smartphones for bar-code scanning. Besides scanning delays and low-quality images that made data recording tedious, some riders took advantage of the phone subscription plans for their personal use. When the phones ran out of battery, the management team could not reach riders and track their progress.

Reconciling individual rider data with that of the management was both tedious and time-consuming. The heavy backroom data work pushed overtime expenses to 60 percent of manpower costs at one point, further raising overall costs amid thin margins.

"We could not devote time to expanding the business because we had to focus on addressing first the transparency, productivity and efficiency problems," said QuadX Inc. Chief Operations Officer Achilles Reyes.

QuadX Inc. wanted a more reliable scanning device and a system that will allow its leadership team to track device use and rider deployment and progress, and monitor collection and productivity.

### SUMMARY

# QUADX

**Customer**  
QuadX Inc.

**D SQUARED**  
Regional Company . Local Support  
Since 1990

**Partner**  
D Squared Technology

**Industry**  
Logistics

### Challenge

- Improve productivity and efficiency
- Enhance mobile device management
- Innovate delivery process
- Track associates' field performance
- Efficiently manage assets and expenses

### Solution

- Zebra's MC36 mobile computer
- Zebra Operational Visibility Service (OVS)
- Zebra OneCare

### Results

- Greater overall efficiency
- Complete visibility on associates' performance
- Lower operating costs
- Quick on-boarding and low learning curve for new riders

## Solution

QuadX Inc. discussed their challenges with Zebra and D Squared Technology – a specialist in asset intelligence technologies, and agreed on a platform that addresses not just the hardware but also the entire system to provide a more cost-efficient way to run QuadX Inc.'s business.

QuadX Inc. switched to using Zebra's MC36 mobile computer, an enterprise-class device developed for field use that features advanced bar-code scanning technology and a 4.3-inch color WVGA display that is easy to read even in direct sunlight. The rugged Android handheld scanner supports large memory, dual SIM card slots and 1.5x battery life or as many as 12 hours of power on a single charge.

Zebra complemented the MC36 with the Operational Visibility Service (OVS), which rides on the cloud-based Asset Visibility Platform. Through the OVS, QuadX Inc. leadership is able to get data on device use, location, configuration, battery performance and even inventory much sooner than before.

The Zebra MC36 and OVS combined enabled QuadX Inc. to supervise pickups and deliveries directly from the hub. The company gets information and visibility on field operations, track device health and location, and give solutions to problems immediately. Further, OVS allows QuadX Inc. to lock the devices and allow only specific business applications to be used, which translates into better utilization and cost management.

The availability of data through the OVS enabled the company to systematize workflows, improve productivity and device uptime and utilization, and reduce costs. The company was able to slash overtime costs to half the previous level and boost overall efficiency.



The MC36 connected to the Operational Visibility Service (OVS) platform is an enabling tool critical in increasing QuadX Inc.'s productivity and improving the business workflow. The solution has helped QuadX Inc. scale up its business rapidly while boosting cost efficiency.

**SUCCESS STORY**  
QUADX INC.

“Before when riders come back, they present a piece of paper for validation of successful and unsuccessful deliveries. Then they have to go to the cashier, who will check the total again. The way things were being done was simply inefficient. With the shift to automation, our cashier already knows how much we are expecting from a particular rider even before that rider returns,” said Mike Laroza, QuadX Inc. business solutions director.

QuadX Inc. also benefits from Zebra’s OneCare program, a service contract that offers MC36 hardware and software updates and upgrades and technical support, giving QuadX Inc. the opportunity to maximize use of the device – worry-free. Moreover, the OPEX pay-per-use approach provides a very cost-efficient strategy that allowed QuadX Inc. to pace its business better and scale as and when it sees fit.

## Results



Within just a few months of using the MC36 and OVS, QuadX Inc. noted improvements in efficiency and productivity. From an initial plan of a hundred devices per month, the company is now using 1,500 devices. QuadX Inc. currently maintains a growing pool of 1,400 riders and processes two million transactions monthly.

“We wouldn’t have been able to scale up very quickly had we stuck with a manual system. We won’t be able to get to the number of riders we have now in such a short period of time without the proper tools, both for us and our riders,” said Mark Dinglasan, QuadX Inc. area manager for XPost.



QuadX Inc., which adopts a sharing economy approach in getting riders, has recently on-boarded 90 riders in Cebu. Reyes said that with the intuitive interface of the MC36, the new riders were able to start using the scanners just a few hours after training.

The company is setting its sights on 3 million monthly transactions and 5,000 to 6,000 riders by end-2018. It also plans to cover more areas outside Metro Manila, even expand into Southeast Asia.

“Growth has indeed been exponential. We look forward to continuously growing our business with Zebra and D Squared. It’s a lot about choosing the right partner, finding a partner with the same vision,” Reyes said.



**NA and Corporate Headquarters**  
+1 800 423 0442  
inquiry4@zebra.com

**Asia-Pacific Headquarters**  
+65 6858 0722  
contact.apac@zebra.com

**EMEA Headquarters**  
zebra.com/locations  
contact.emea@zebra.com

**Latin America Headquarters**  
+1 847 955 2283  
la.contactme@zebra.com