



Cor.kz: A sommelier in your pocket enhances wine – drinking experience



“ Scandit had the best price/performance offering, and was still independent enough to be able to work with Cor.kz to meet a few special needs. -Brooks Talley, Co-founder, Cor.kz. ”

About Cor.kz

Cor.kz helps people enjoy wine more. From people who are new to wine and who just want to pick a good bottle at the store to collectors with thousands of bottles in their cellars, Cor.kz offers the tools and information that people need to understand wine.

How does the business work?

Cor.kz charges a premium for their apps which allows users to compare wines, track them in their own wine cellars, compare prices, browse by region and by varietal.

Customer Case Study Series #6/2012

Starting point

A bunch of wine aficionados sat around the table and saw the need: there was no good wine-centric application for the iPhone. So they decided to finally build one and help people enjoy wine more.

Vision: create a mobile assistant to help people understand wine better

The Cor.kz founder team knew they wanted Cor.kz to be simple enough for novices, but powerful enough for connoisseurs and collectors. The goal has always been to provide a valuable tool for everyone who loves wine.

The “must-have” features of a scanner for this app

Since barcodes on wine bottles can wear over time, the Cor.kz team was looking for a very accurate barcode scanner for their app. Besides accuracy, the scanner needed to support common wine-related barcode formats including UPC/EAN and ITF.

Cor.kz key facts

- Bootstrapped; no outside funding
- Everyone who works for Cor.kz loves wine
- Experience ranges from Fortune 500 companies to startups with very successful exits
- Featured in *Wall Street Journal*, *Time Magazine*, *New York Times*, and more.

“ We sat around a table and saw there was no wine-centered app, so we built one and thanks to Scandit several features could be improved in the last months. ”

Brooks Talley, Co-founder, Cor.kz

“ One thing we've really liked about Scandit is that we can always reach someone. Times when a new iOS version has raised issues or when we needed improvements in ITF scanning, we've always been able to get someone to work with us quickly and enthusiastically. ”

Brooks Talley, Co-founder, Cor.kz

Rationale

Many wines have long and complex names, and common searches return hundreds of results. Barcode scanning lets users quickly narrow down their search to a particular wine, and sometimes to a particular vintage. It's a timesaver for users.

Solution: Thanks to Scandit wine aficionados benefit from an integrated scanner.

The Cor.kz team found that Scandit had the best price/performance offering, and they recognized that Scandit was still independent enough to be able to work closely with them to meet their special needs.

Benefits

Integrating Scandit in the cor.kz app has the following benefits:

- Avoid typing long wine names
- Easily compare several bottles of wine in a store
- Integration with CellarTracker's wine inventory system via personal barcodes

Impact

Since the launch of the Cor.kz app people interested in wines benefit from a simple tool that helps them enjoy their passion. Whether someone is simply looking for a good bottle of wine in a store or a collector is searching for a rarity, Cor.kz is able to satisfy them all.

Thanks to the integrated Scandit Barcode Scanner the time users traditionally spent typing was eliminated. Further improvements in accuracy and performance demonstrated the barcode scanner's reliability and made it indispensable for wine fans.

Scandit

Scandit is a leading platform to connect consumers with everyday products through mobile phones. With its best-in-class barcode scanning technology, product data and analytics services, Scandit enables developers to build quality mobile commerce, payment and enterprise solutions. Endorsed by the global barcode standardization organization as its preferred technology and used by hundreds of companies worldwide, Scandit is the choice for millions of users around the globe.

Mirasense, the company behind Scandit, was founded in 2009 by entrepreneurs and former researchers at MIT and ETH Zurich. Mirasense is privately funded and has won several national and international entrepreneurship accolades.

Contact us: info@scandit.com, www.scandit.com