



Scan and buy products from Ex Libris on the go thanks to Scandit



“ Ex Libris intended to develop a mobile application with reliable scan technology and the “Swiss-made” Scandit SDK stood out above the competition. ” -Daniel Roethlin, CEO, Ex Libris Inc.

About Ex Libris

ExLibris.ch is the largest online store for books, music, films, games and electronic devices in Switzerland. Ex Libris leads the Swiss market in media sales, and attributes this success to its multi-channel distribution model. Ex Libris sells and distributes through four different channels: stores, online, mobile and through their call center.

How does the business work?

With the Ex Libris app customers are able to scan product barcodes quickly and easily, gaining immediate access to an online database containing prices, reviews and product review information. With just one click the purchase can be executed, no matter where and when a client decides to buy.

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Starting point

Since the beginning, Ex Libris has acknowledged the huge potential in mobile commerce. As the largest online store for books, music, films, games and electronic devices, Ex Libris has implemented a multi-channel strategy to ensure its position in the marketplace.

Vision: Build the best mobile app for media products

Ex Libris was aware of industry developments and wanted to carry on its market-leading role in the Swiss retail sector. As Ex Libris refined its multi-channel strategy it became apparent to them that considering a mobile solution would be the right course of action. Their vision of creating the best mobile app for media products (books, music, films and games) motivated their team to work on a very reliable and novel solution for the Swiss market.

Ex Libris key facts

- Market leader for media products in Switzerland
- The leading multi-channel retailer in Switzerland
- One of the largest online shops with more than 1 million deliveries/shipments in 2011
- Second biggest supplier in Switzerland of music downloads
- Most concentrated distribution grid in the Swiss-German sector for media

“ Scandit enables fast and accurate product identification for our clients and a direct connection to our latest bargains. Our competitors are not happy with the fact that our app allows consumers to shop on exlibris.ch on the go from anywhere. ”

Juerg Buehler, Manager IT & Business Processes, Ex Libris Inc.

Scandit

Scandit specializes in mobile product interaction. Our mission is to make barcode scanning with mobile phones easy for mobile app users and enable frictionless interaction with everyday objects. Mirasense, the company behind Scandit, was founded in 2009 by a selection of entrepreneurs and former researchers of MIT and ETH Zurich, Europe's leading engineering university.

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The “must-have” features for this app

When Ex Libris was developing the app, they already had a good knowledge of the digital market, therefore the main focus was on integrating a highly reliable and stable barcode scanning technology. They wanted a scanner option that offered a seamless integration into the app on the operation side. The fact that Scandit is a Swiss product was very convincing and emphasized the strong identification of Ex Libris with the Swiss market.

Rationale

Nowadays clients shop wherever they are and whenever they feel like it. This convergence of digital and physical shopping behavior has also influenced retailers. Ex Libris observed these changes and designed their mobile solution so clients are able to quickly and accurately identify products by barcode.

Ex Libris installed the Scandit SDK into their app, enabling barcode scanning of any packaging, for an instant search in the Ex Libris shop. This solution provides a quick and easy way to search and shop for products, saving time for their customers.

Benefits

- Convenient product identification through lightning-fast barcode recognition
- Seamless integration in mobile shopping app
- Support for widest possible range of devices
- Great support by Scandit team

Impact

Today most products are equipped with barcodes that are easily identified. Consumers are able to scan any product with their smartphone devices to search for it on the internet. The Ex Libris team has focused on developing a solution with an integrated barcode scanner from the beginning. The goal was a visual and unique product identification system utilizing superior barcode scanning technology that helps the user to scan in any position, even with blurred and damaged codes, reducing the time it takes to shop. Ex Libris is convinced that the success of this app was dependent on its barcode scanner integration.

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