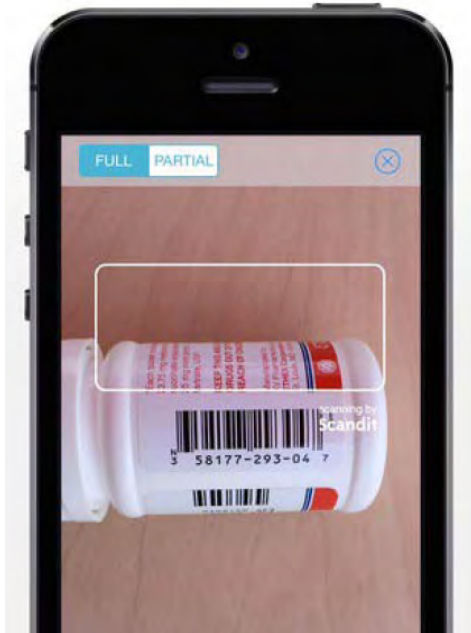# Cardinal Health

Company Facts

Cardinal Health is a leading health care services company headquartered in Dublin, Ohio. The company employs 36,000 people worldwide and generated $102.5B in revenues in FY2015. It specializes in wholesale distribution of pharmaceuticals and medical products, serving more than 100,000 locations including pharmacies, hospitals, ambulatory surgery centers, clinical laboratories, and physician offices. Cardinal Health provides medical products to more than 75% of hospitals in the US.

Data Capture Solution Use

Cardinal Health's pharmacy distribution division caters to the needs of hospitals and pharmacies, enabling online ordering via its Order Express portal for various types of pharmacy products (including prescription and over-the-counter medications). Cardinal used to provide its pharmacy customers with a device with an embedded laser or LED scan engine to help facilitate and ease the pharmacy product ordering process by decoding a wide range of barcodes. These devices had scan accuracy rates of around 70%, which prompted the company to look at alternatives that would in turn help lower costs and minimize errors for customers. Cardinal tried leasing purpose-built scanner hardware to its customers, but then decided to test a more cost-efficient option with consumer device apps. It tested native scanning functionality on consumer devices and found those to be severely lacking in speed and overall scan performance. It then tested Scandit's Barcode Scanner SDK along with some others and found Scandit's solution to be best-suited for its requirements in terms of accuracy, speed, and ease of use. The company launched its Order Express app (on iOS and Android devices) built by a third-party vendor but now managed by Cardinal's internal IT team in summer 2015 and now has 2,300 downloads with about 1,500 active users. The company encourages its customers to use their own smart devices to download this free app and ease the overall order entry process, with scan accuracy now standing at more than 95%. This app works offline and has the ability to be completely disconnected. Cardinal's intention is to have its customers use it as a building tool (adding products to shopping cart) and then using the desktop website to place the final order. While the company is experiencing challenges in getting its large customer base to consider using their own devices for the order entry process, it has received extremely positive feedback and glowing testimonials from those who have.

Relationship with Scandit

Cardinal Health has seen cost savings from its move to a Scandit-powered app when compared to its investments in purpose-built barcode scanners. The company is pleased with the app's scan performance and its ability to decode a wide range of barcode symbologies—everything from linear to 2D. Cardinal is especially happy with Scandit's responsiveness to feedback and new feature requirements and updates to continually improve overall performance.

> "Cardinal Health is pleased with how much better, faster, and easier order entry has become for its customers since the launch of the Scandit-powered Order Express app. Glowing customer testimonials are a testament to overall process improvement."
> – Brendan Gardner,
> Product/Market Manager Mobile

What Lies Ahead for Cardinal Health

Cardinal Health will continue to recommend its customers to switch to the mobile Order Express app. The company sees its relationship with Scandit expanding with new software versions, features, and updates coming up.

VDC Research

About the Author

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

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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