Barcode OCR

My Problem: Lots of Barcodes on My Products

I run a business that involves receiving items from wholesalers and selling them at a mark-up to consumers through an Internet storefront. It's great, and I don't regret doing it for an instant, but one thing that I've found is that some of the logistical operations take a lot more time than I'd expected them to. One thing in particular that was sucking up all my productivity before I heard about barcode OCR was the fact that I had to manually type in every single barcode I received before I could put things on the site to sell them.

The Solution: Barcode OCR

I talked to one of my friends about this problem and he told me I should try using something called Optical Character Recognition, or OCR for short. There was even a specific kind of software for my situation: barcode OCR. OCR in general is a program that can turn images of text, such as scanned in barcodes, into the actual text and read and understand it. Obviously the benefits of barcode OCR are great; I spend a lot less time typing things in now that I have a program that just scans in each item and enters it into my inventorying system.

Now I Can Use All that Time on More Important Projects

Now that I have installed this barcode OCR, I find that I have a lot

more free time to devote to other aspects of my business. I used to have to really hustle to place all the orders and fix website problems, because I was juggling that with inventory management (my business is small, so I can't quite yet afford help). But now I actually have free time. Even better, since my turnaround on receiving and selling items is much less now, I'm selling more items. Soon, I hope to be able to expand my business. Maybe then I'll be able to delegate the barcode OCR to somebody else, too!