

TUXEN & ASSOCIATES CASE STUDY

Background

Tuxen & Associates is an International Business Development agency specializing in customer centric sales channel development in numerous international markets. For almost 20 years, Tuxen has been the agent for Nedap Identification Systems in the Americas. Nedap Identification provides various long-range vehicle and driver identification solutions primarily used in the security and parking industries. These industry leading solutions, both active and passive, help integrators solve for a multitude of customer needs. The active, Transit, product line is typically used in city and industrial applications while the passive, uPASS, products have grown heavily in the parking and residential industries. This increase in the parking and residential industry was the catalyst for expanding their relationship with Weldon, Williams and Lick, Inc. (WW&L).

Obstacle

Through Tuxen's customer focused approach to the market, and constant pursuit of additional value for their clients, they came across WW&L. They discovered a common theme, two great products being used together on several sites, Nedap readers and WW&L custom hangtags. The installer and end-user feedback for these sites came back as very positive. However, these projects often required custom integration and programming on site, thus causing technicians to have to spend additional time during the install which wasn't optimal.

Tuxen had experience working with WW&L, a manufacturer of custom printed security tags, as both companies also worked with T2 Systems, another parking management system utilized by many large universities. At that time, WW&L provided fulfillment services, including permit encoding, for several universities.

"At that time, WW&L's system worked to meet the hangtag needs of other clients, so we believed we could partner with them to develop an even better, more streamlined solution for our Nedap readers," explained Nate Leech, head of NA Region & Commercial Strategy for Tuxen & Associates.

Solution

Given these market observations, combined with a passion for innovative customer-based technology, a new firmware was developed by Nedap so that it would be a seamless integration with WW&L's hangtags. In order to ensure a great experience throughout the whole process, Tuxen sent readers directly to WW&L's technical team for testing and then trained their technicians on the new system.

This partnership enabled Tuxen & Associates to provide a complete hangtag solution—from the Nedap reader to the WW&L hangtag printing and fulfillment. Integrators and installers now had a full solution with a simple, seamless integration. Benefits to clients included faster turnaround times, more cost-effective logistics and packaging, and reliable fulfillment.

Tuxen & Associates

Location:

Branson, MO

Challenge:

- Custom integration and on-site programming
- Long lead times
- Complex logistics

Key Results:

- Faster production and lead times
- Optimized customer experience with a complete solution
- Opened doors to new opportunities

Universities, companies, and organizations also wanted custom artwork, to provide enhanced branding and color-coding options for the hangtags. WW&L provided all the customization, enhancements, and security features to meet those needs

Outcomes

Integrators and end-users have capitalized on the Tuxen team using WW&L as their custom hangtag fulfillment partner, and have observed several positive outcomes as a result of this partnership.

Faster Hangtag Production and Lead Times

Because the WW&L sales staff and technicians are trained on Nedap technology, lead times and production times are significantly reduced. The WW&L team is solid with its production commitments and can cover the entire fulfillment process. Their in-depth understanding of RFID hangtags, and Nedap reader technology creates confidence within the market.

Hassle-Free Installation for Integrators

Having this end-to-end solution simplifies the reader equipment installation for integrators. This is now a seamless process for all parties involved. No more frustrations or errors to slow down installation. The integrators are able to get in and get out and move on to the next project quickly.

Optimized Overall Customer Experience

“We knew we needed a partner who could not only produce the hangtags but also would give our customers the level of service they deserve,” said Leech. “The level of service from WW&L is a true differentiator. Obviously, manufacturing is a strong suit as they consistently strive for shorter production lead times but it’s the service that really matters. WW&L makes you feel like part of their family—they take really good care of their customers, it’s the foundation of everything they do.”

Opened Doors to New Projects

The ability to now pair custom print WW&L hangtags with a proven industry leading Nedap RFID reader has changed the game. Customers and integrators in the parking and security markets are gaining more business and opening more doors to opportunities due to the improved experience for the end users.

“The conversations with our customers have been even more rewarding, being able to provide additional value for them in ways not possible in the past, that’s how WW&L has been a catalyst for our business,” added Leech.

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Nate Leech, Head of North American Region & Commercial Strategy

Weldon, Williams & Lick, Inc.

Location:

Fort Smith, AR

Parking Solutions:

- High-security parking lot access and control systems
- RFID Technology
- UHF Technology
- RFID tags, decals fulfillment
- Custom artwork available
- Parking Accessories

