



ServiceMaster has a rich heritage, founded in 1929 as a moth proofing company by former minor league baseball player Marion E. Wade.

Today, ServiceMaster Global Holdings, Inc. is a leading provider of residential and commercial services, operating through an extensive network of more than 7,000 company owned, franchised and licensed locations.

In the last 12 months, they served 5 million residential and commercial customers, visiting more than 75,000 homes each day.

Doug Mascari, a franchisee specialising in water and fire damage in Maryland

Project Summary

Company

ServiceMaster Cleaning

Market

Cleaning / Restoration

Location

Maryland & Texas



phone: **0490 039 278**
internet: www.idtracon.com.au
email: sales@idtracon.com.au

idtracon P/L is Australasia's authorised agent for all your **METALcraft** RFID and metal asset identification products

Cleaning up with barcodes

ServiceMaster uses barcodes to track cleaning equipment at work sites.

Opportunity: eliminate loss of mobile cleaning equipment

ServiceMaster expanded to carpet cleaning in 1952, establishing one of America's first franchise businesses. Today, the company operates eight businesses, including over 4,500 ServiceMaster Clean franchises providing cleaning and restoration for homes and businesses.

While each ServiceMaster Clean franchise offers different services to meet their market needs, all deliver services that require a diverse array of mobile equipment like dehumidifiers, ozone generators, water extractors, duct vacuums, etc. that can be misplaced while cleaning sites affected by floods, earthquakes or fire.

"Lost equipment was costing me \$20,000 each year," said Doug Mascari, a franchisee specialising in water and fire damage in Maryland. "Items went from one job to another, wouldn't be inventoried and would get left behind."

Solution: barcodes enabled tracking of cleaning equipment

ServiceMaster developed a proprietary system called Mobile Service Manager (MSM) to accurately inventory and track equipment using barcode labels. The serial number of each asset is tied to a barcode number and the Web hosted system uses handheld computers to scan assets during every phase of a project.

Doug Mascari was among the first franchisees to use barcode tracking as a means of reducing time and money spent on lost equipment.



"We scan equipment repeatedly from our warehouse to the truck to the room and in each room," said Doug Mascari. "Then we reverse the process when leaving."

Chris Smith follows similar protocols and was another early adopter of the system. His growing franchise services the Texas coast, east of Houston. Where restoring hurricane damaged property is part of their business. They even provide pre-emptive board up services in advance of storms.

Doug Mascari and Chris Smith both purchase their barcode nameplates from **METALcraft** at the recommendation of the franchisor.

"METALcraft has the right products for my equipment," said Chris Smith, who has mechanically fastened barcodes to his plastic equipment. "We use rivets to hold some of them in place; it's most definitely worth the effort."

Result: barcodes enable dependable visibility of cleaning equipment

For Chris Smith and Doug Mascari plus other ServiceMaster Clean franchisees the adoption of MSM and use of barcodes has resulted in increased productivity and reduced administrative burdens. Equipment is visible and easy to locate.

"We have 100 percent tracking now," says Chris Smith. **"We know what is where."**

Doug Mascari's use of MSM, supported by a warehouse manager which means his 800 plus assets is easily located. We can now more confidently place equipment on job sites for extended periods, saving money.

"We have minimal equipment losses annually now," Doug Mascari said. **"It's very easy and has been very smooth."**

Contact Peter Laws for more information on idtracon's barcode and RFID custom solutions.