

Liaison Software Corporation

Product Feature Whitepaper

QR Codes

02-10-2020

1. Introduction

Since 1993, Liaison Software Corporation has operated as an independent software vendor developing CRM, document delivery and workflow automation solutions for popular ERP and Accounting systems such as; Microsoft Dynamics, Sage Software, Acumatica, NetSuite, Key2Act to name a few.

2. Purpose

This Product Feature Whitepaper describes the technical aspects of QR codes and how Liaison Software Corporation has implemented this technology into their products. The goal of this Whitepaper aims to inform and promote awareness to Value Added Resellers, IT personnel, and/or decisionmakers who may be involved with the installation, configuration, maintenance and operation of our software.

This Product Feature Whitepaper contains all of the following:

- General information regarding QR codes and how they are used.
- Benefits of using QR codes for business purpose.
- Introduction to how our software implements QR code technology.

Scan-or-Click Below



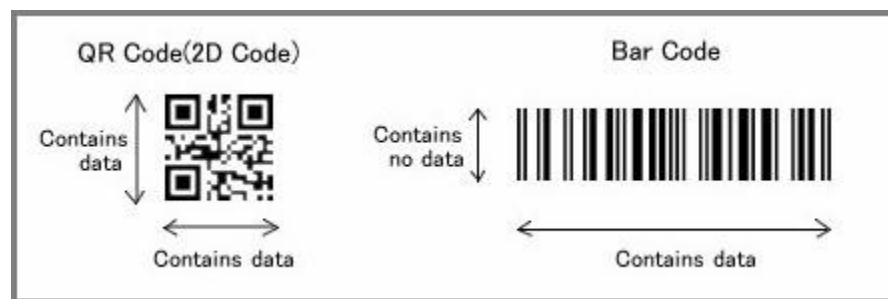
Overview

WHAT ARE THEY?

To summarize, QR codes (abbreviated from Quick Response code) are a modern variation of a matrix barcode. QR codes have gained popularity due to their fast readability and greater storage capacity compared to traditional barcodes. Application of QR codes are found in product tracking, item identification, time tracking, document management, and general marketing. QR codes are generated, scanned and converted to provide consumers much quicker access to:

- URLs
- Virtual stores
- Payment options
- Mobile operating systems
- Website login
- Wi-Fi network login

What makes QR codes better than traditional barcodes? Traditional barcodes are one dimensional and must be scanned in a line. QR codes (matrix barcodes) are two dimensional which allow for high fault tolerance and faster readability. This means they can store more data per unit area and they are public domain/free to use.



WHY DO WE NEED THEM?

QR Codes have become increasingly popular due to their ability to boost consumer engagement and allow for quicker access to more information. According to a study conducted in June 2011, 14 million Americans scanned QR and bar codes with their mobile devices [1]. More and more people are using their mobile devices to supplement their daily routines whether its business related or personal. Businesses both big and small across the world are adopting QR code technology to effectively improve their day to day operations. QR codes are often found on:

- Business cards
- Point-of-sale receipts
- Ticket stubs
- Invoices
- Product packaging
- Brochures / pamphlets

HOW WE IMPLEMENT THEM.

Liaison Software Corporation has developed a Scan-or-Click QR code feature in their latest update for Liaison Messenger EDD PLUS.

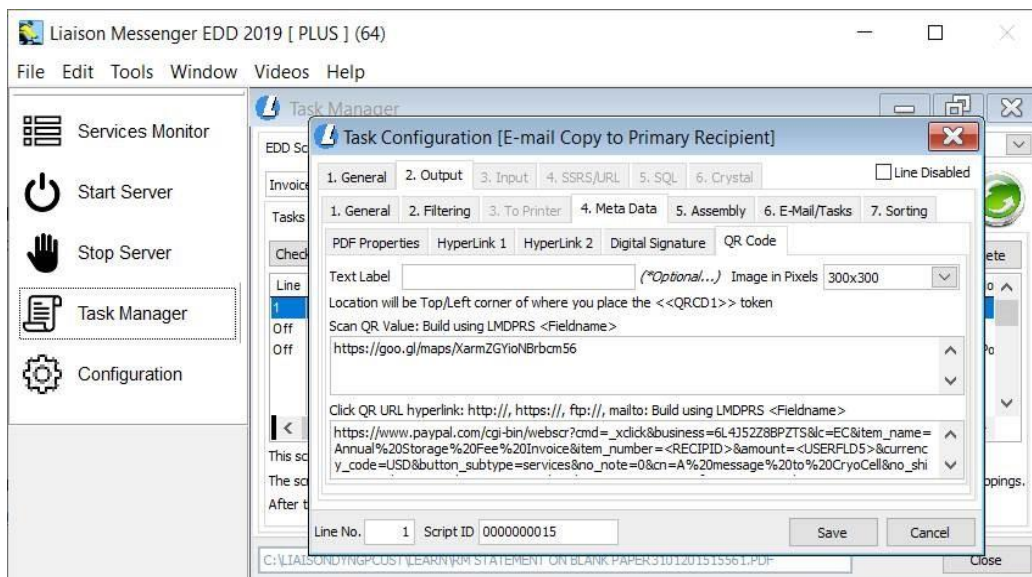
With this new feature, you will easily be able add unique QR codes containing values/data (that you've specified) captured from the documents you are printing. This new ability in our PLUS edition creates a "launch pad" for IT personnel and/or developers to create custom scanning or reading capabilities specific to the customer and document.

Allow the recipient to download large or related documents instead of attaching them on emails. Direct them to your websites or portals for Payment Processing, marketing literature, MSDS, Certificates.

When we were developing this new feature, we realized some people would be receiving these QR encoded documents, already, on their Smart Device. That is why we introduced "Scan-or-Click" QR Codes. If the recipient received a QR encoded on a physical document; they can simply scan with the phone's camera/reader. However, if they received the QR encoded document on their smart device, they just have to "click" with their thumb...


By using Scan-or-Click QR codes the recipients have the option to access information on digital devices or printed forms, effectively reducing theft, missing funds, and late payments. Additionally, you can have one responsive action for a "Scan" and another responsive action for a "Click".

In the picture below, the "Scan" of the QR Code will enable a google location URL with directions to a location on their telephone launching the "Map" with directions app. When the recipient receives the "Click-or-Scan" encoded QR PDF document their experience will be two-fold.



Here's an example of a QR Code embedded on an invoice.

Fabrikam, Inc. 4277 West Oak Parkway Chicago IL 60601-4277		<table border="1"> <tr> <td>Invoice</td> <td>STDINV2255</td> </tr> <tr> <td>Date</td> <td>5/23/2027</td> </tr> <tr> <td>Page</td> <td>1</td> </tr> </table>		Invoice	STDINV2255	Date	5/23/2027	Page	1
Invoice	STDINV2255								
Date	5/23/2027								
Page	1								
Bill To: <div> Laser Messenger Service 98765 Crossway Park Dr Bloomington MN 55304-9840 </div>		Ship To: <div> Laser Messenger Service 11041 Crossway Park Dr Bloomington MN 55304-9840 </div>							
Purchase Order No.	Customer ID	Salesperson ID	Shipping Method	Payment Terms	Req Ship Date	Master No.			
	LASERMES0001	SANDRA M.	GROUND	Net 30	5/23/2027	315			
Ordered	Shipped	B/O	Item Number	Description	Discount	Unit Price	Ext. Price		
1	1	0	ACCS-HDS-1EAR	Headset-Single Ear	\$0.00	\$79.95	\$79.95		
1	1	0	CBA100	Circuit Board Assembly	\$0.00	\$29.95	\$29.95		
			00010	1					
						Subtotal	\$109.90		
						Misc	\$0.00		
						Tax	\$5.60		
						Freight	\$0.00		
						Trade Discount	\$0.00		
						Total	\$115.50		



Simply scan or click the QR code shown on the invoice above to be directed to a payment portal or download related documents.

[1] <https://web.archive.org/web/20160405065521/http://internetretailing.net/2011/08/14m-americans-scanned-qr-and-bar-codes-with-their-mobiles-in-june-2011/>