PSQR

OOONO

OOONO
solution by
PSQR

Explore how we enabled full production traceability for Danish safety tech company.

OOONO

About
OOONO

OOONO A/S is a Danish technology company founded in 2017. Their flagship products include the **CO-DRIVER** series, which provides **real-time traffic alerts**, and **Sirène**, a **personal safety alarm**.

Serving over 3 million users across more than 80 countries, OOONO is committed to making daily life safer through community-powered technology.

" *Saga has completely changed how we manage production, giving us real-time insights, better control, and a much clearer view of what's actually happening on the line.*

Problem statement

Manual production tracking

Lack of automation made it difficult to monitor output and efficiency accurately.

Unreliable shipping records

No consistent way to track where items were shipped or to confirm delivery.

No historical records

Lack of traceability meant past production and shipment history couldn't be reviewed or verified.

Missing data insights

Limited data made it hard to evaluate prouction cost, output, and revenue impact.

No error visibility

Errors on the production line couldn't be properly tracked or analyzed.

Disconnected systems

The absence of integration between tools led to inefficiencies and data silos.

Challenges & Pain Points
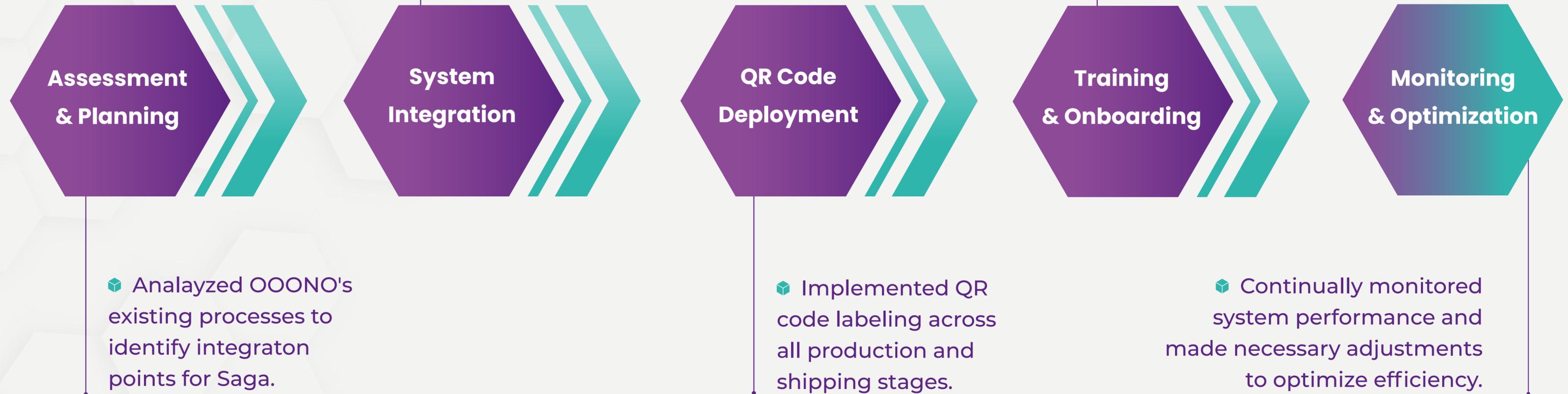
Primary Challenge:

OOONO lacked a **centralized, automated system** to track production and shipments, making it difficult to monitor performance, investigate issues, or rely on accurate data for decision-making.

Impact on Operations & Business:

- **Manual tracking slowed production analysis**: Teams couldn't easily measure output or identify bottlenecks in the workflow.

- **No clear record of where products were shipped**: Shipments couldn't be reliably traced, leading to logistical inefficiencies and potential customer service issue.

- **Errors weren't documented or traceable**: It was nearly impossible to identify the source or frequency of production defects.

- **Disconnected data made reporting difficult**: Gathering and interpreting data required manual effort, often leading to delays and inconsistencies.

How we did it

Integrated Saga with OOONO's existing tracking systems to ensure seamless data flow.

Conducted comprehensive training sessions for staff to ensure smooth adoption of the new system.

Assessment & Planning

System Integration

QR Code Deployment

Training & Onboarding

Monitoring & Optimization

Analayzed OOONO's existing processes to identify integraton points for Saga.

Implemented QR code labeling across all production and shipping stages.

Continually monitored system performance and made necessary adjustments to optimize efficiency.

Implementation Process:

To transition OOONO from manual operations to a fully trackable system, we executed a focused implementation plan designed for speed, clarity, and minimal disruption.

The project was structured into four key milestones:

1 **Process Assessment & Planning**:

Mapped existing workflows and identified key points for integration and automation.

2 **System Customization & Setup**:

Configured Saga to align with OOONO's production steps, including label structures and data capture logic.

3 **QR Code Rollout & Staff Training**:

Deployed the new labeling system across all production stages and trained staff to use it confidently.

4 **Testing, Launch & Optimization**:

Piloted the system in a live environment, made real-time improvements, and ensured reliable performance post-launch.
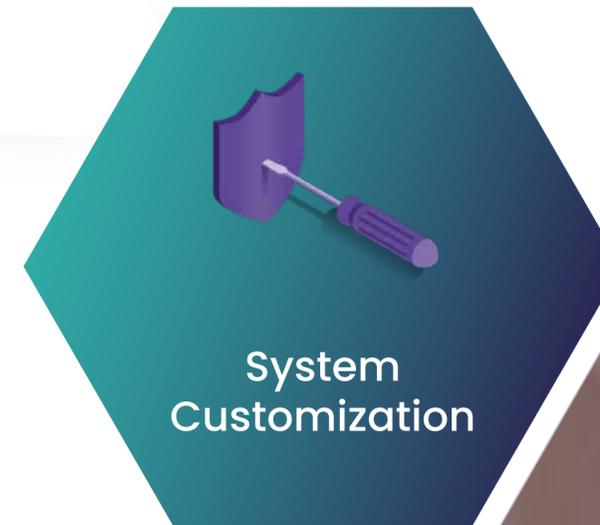
From Planning to Performance:
How the Process Came to Life

Each phase of the implementation was carefully executed to ensure seamless integration and minimal disruption to ongoing operations.

By combining detailed planning with hands-on collaboration, the OOONO and PSQR teams achieved a rapid and effective transformation from manual tracking to full digital traceability.

" This structured rollout approach ensured every step was measurable, transparent, and supported by data.

System Customization

QR Codes

Solution Testing & Optimization

The Solution

By introducing a structured, data-driven tracking system, OOONO could move from fragmented manual workflows to a unified platform that captures every detail of their production and logistics, delivering real-time visibility and actionable insights.

◆ QR Code Integration:

Each device, individual box, shipping box, and pallet is assigned a **unique ID** as a **QR code** and **Data Matrix**. These codes are scanned at every stage, production, packaging, and shipping, ensuring real-time tracking.

◆ Detailed Tracking:

Saga records critical information such as production time, responsible personnel, and any errors encountered, allowing for a complete history of each item.

◆ Custom Reports and Dashboards:

Tailored reports and dashboards provide OOONO with clear insights into production metrics, shipping statuses, and error rates, facilitating informed decision-making.

Gift box ID

Shell ID

Battery ID

Bluetooth MAC ID

Results

The implementation of Saga yielded significant improvements for OOONO:

◆ **Enhanced Production Oversight**:
Real-time tracking provided clear visibility into production volumes and timelines.

◆ **Improved Shipping Accuracy**:
Accurate tracking of shipments reduced errors and improved customer satisfaction.

◆ **Effective Error Management**:
Detailed error tracking enabled quicker identification and resolution of production issues.

◆ **Data-Driven Decisions**:
Access to comprehensive data allowed for more informed decisions regarding production planning and cost management.

What made **PSQR's approach unique**?

Through close collaboration, we shaped a solution that reflected OOONO's real operational needs, combining their deep product knowledge with our technical expertise to create something both scalable and easy to use.

1 | Customization
Saga was adapted to integrate seamlessly with OOONO's existing systems and processes.
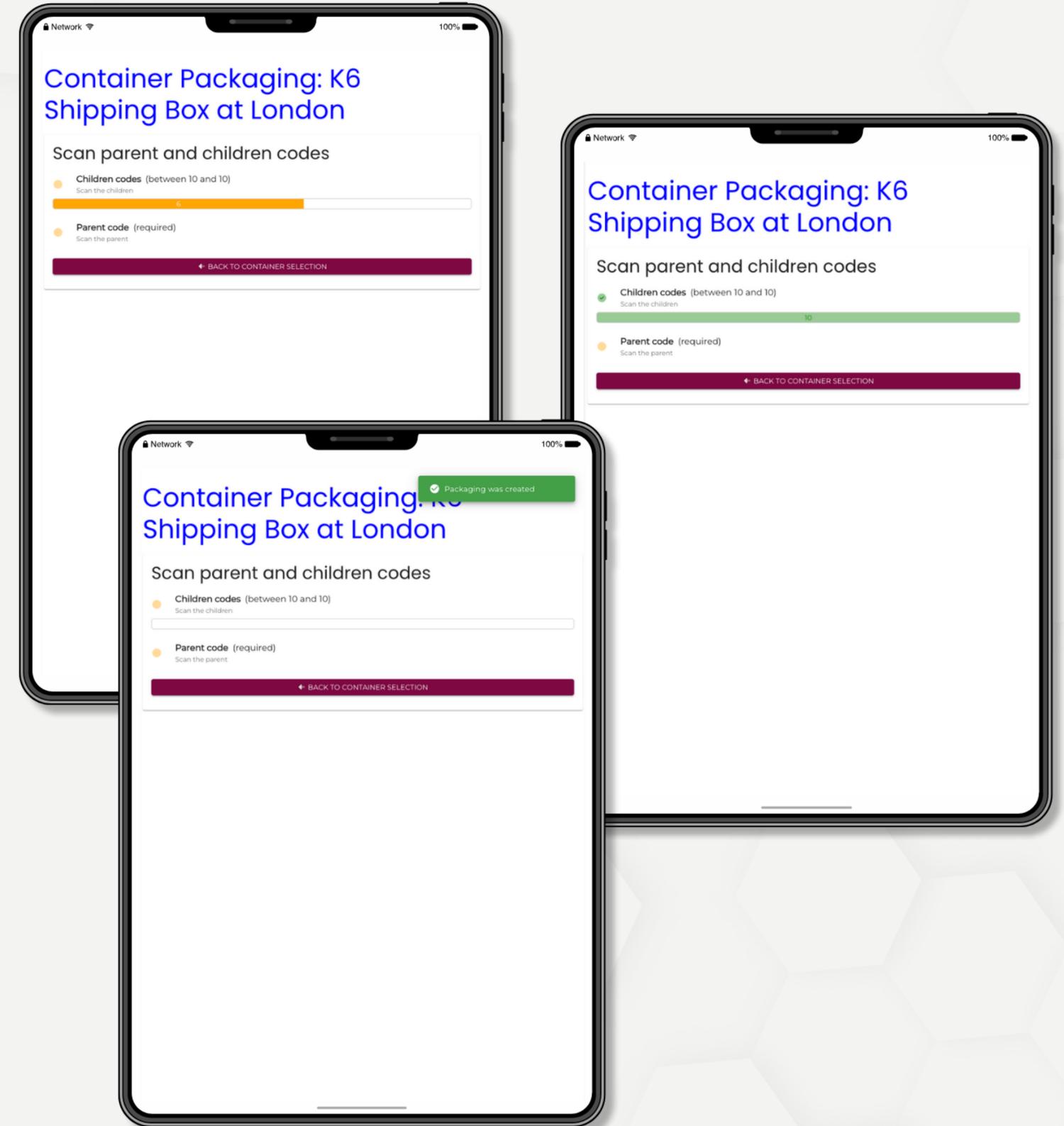
2 | Scalability
The solution was designed to accommodate OOONO's growth and evolving requirements.

3 | User-Friendly Interface
Intuitive dashboards and reports made it easy for staff at all levels to access and interpret data.

Before implementing Saga, our production process lacked visibility and relied entirely on manual tracking. This made it difficult to monitor output, trace shipments, and understand where errors were happening. We didn't have the data we needed to make informed decisions or improve efficiency.

Working with your team to implement Saga was a major step forward. The collaboration felt like a true partnership, the PSQR team took the time to understand our needs and adapted the system to fit seamlessly into our workflow. The onboarding was smooth, and the support throughout the process was excellent.

With Saga, we now have real-time tracking, detailed reporting, and full traceability from production through to shipping. This has dramatically improved our ability to manage operations, resolve issues quickly, and plan more effectively. It's made a real difference across the entire team, and we're now in a much better position to scale and evolve our processes. We wouldn't hesitate to recommend it to others in our industry.

Lars Park Bjørnskov

Head of Supply Chain

About **PSQR**

PSQR is a Danish software vendor providing **specialized industrial software** for Supply Chain Digitisation and Traceability related to compliance and business excellence.

The company partners with track and trace software integrators, solutions providers, consultancies and industry bodies to bring best-of-breed IT solutions to the world of traceability.

PSQR's mission is to empower manufacturers, corporations and governments across the globe with digital track and trace capabilities and the ability to tell the true story of the origin, journey, whereabouts, and consumption of products and resources across the supply chain.

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