



# The DATA CAPTURE Report

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## Special *SCAN: The DATA CAPTURE Report* Reprint

### Datamax-O'Neil And Honeywell Partner On Mobile Printer [12/16/11]

Last week, **Datamax-O'Neil** announced the launch of the company's new PrintPAD 99EX, which combines its PrintPAD integrated printing solution with **Honeywell's** Dolphin™ 99EX mobile handheld computer. The two AIDC vendors have been working together since May to create a mobile printing device that offers the necessary ruggedability to meet the demanding requirements of route accounting, direct store delivery (DSD), and field service applications. According to Datamax-O'Neil Senior Product Manager, Paul Weslake, the goal is to provide the convenience of a "carry, charge, and communicate" solution.

Weslake told *SCAN/DCR*, "The PrintPAD 99EX is mostly a customer-driven product. That said, we had already been reaching out to Honeywell. We like to ensure that our mobile printers are a good fit with the major handheld computers in the commercial market. Our PrintPAD line is very durable and everybody knows how great the Honeywell Dolphin product has done in the market. We like to capitalize

on every niche market we can."

Datamax-O'Neil works with most of the ruggedized terminal manufacturers in the AIDC industry. Before launching any new product, the bar code/receipt printer manufacturer has its customers test the device. "We've tested the PrintPAD 99EX in two fairly sizeable installs," said Weslake.



*Paul Weslake, senior product manager, Datamax-O'Neil.*

One of the features that both companies are particularly proud of is the Datamax-O'Neil PrintPAD cradle. It charges both the printing unit and the Dolphin™ 99EX simultaneously, eliminating the need for multiple A.C. and D.C. adaptors and chargers. The unit can even be truck-mounted and charged between service appointments via a vehicle cigarette lighter adapter. In addition, the

PrintPAD 99EX provides reliable communication between the handheld and the printer.

"This feature really reduces ownership costs for users," said Weslake. "Obviously, initial costs are less

because you only have to purchase a single device. It also increases the ease-of-use and maintenance because one cradle does everything.”

Weslake added that the company has made some significant upgrades to the PrintPAD, including making it easier to separate the devices. Also, an optional built-in magnetic stripe card reader allows the easy collection of credit or debit card payments, which makes it ideal for point-of-sale applications.

Users can quickly determine the printer’s Bluetooth, charging, and power status with the PrintPAD’s external LEDs. The PrintPAD offers intelligent power management and a programmable sleep mode that provides extended battery life. For DSD applications, optional DEX capabilities are available, allowing communication via DEX connections with no special software or mechanical switches.

The PrintPAD and Dolphin™ 99EX have been tested to successfully survive multiple six-foot drops to concrete. In the often rough-and-tumble mobile work environment, the durability of the PrintPAD 99EX solution has become a solid requirement for both indoor and outdoor mobile applications, according to Weslake.

Commenting on the announcement, Taylor Smith, director of product management for Honeywell Scanning & Mobility, stated, “Honeywell Scanning & Mobility is focused on helping enterprises improve productivity. The Dolphin 99EX, paired with the Datamax-O’Neil PrintPAD, is a powerful solution for mobile workers who need computing and printing capabilities on the go.”

*Comment: We expect to see these types of business relationships take hold in a big way. Field service-related apps are going to provide huge sales opportunities for AIDC vendors, but to successfully meet the demands of these verticals, vendors are going to have to rely on one another to pool their areas of expertise and provide solutions that don’t fail.*

For more information: **Datamax-O’Neil**, Orlando, FL, PH (949) 458-0500 ext. 17211,  
Email: PWeslake@datamax-oneil.com; **Honeywell Scanning & Mobility**, Skaneateles Falls, NY,  
PH (636) 394-4725,  
Email: Stephanie.Holm@Honeywell.com. **SCAN**

## Datamax-O’Neil Fine Tunes Management Team [9/30/11]

**New president and regional GM for North America bring fresh ideas to the table for continuing Datamax-O’Neil’s global success.**

In early September, **Datamax-O’Neil (D-O)** announced that Paul Sindoni has been named president, effective

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**Editor:** Rick Morgan  
PH (814) 866-1146  
rickm@scandcr.com



**Founding Editor:**  
George Goldberg

**Publisher:**  
RMG Enterprises, Inc.  
4003 Wood St.  
Erie, PA 16509  
PH (814) 866-1146  
rickm@scandcr.com

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immediately. Sindoni most recently served as executive vice president of **Hill PHOENIX**, also a **Dover** company, where he was instrumental in developing the company's global strategy. During his 14-year tenure at Hill PHOENIX, he held a variety of leadership positions in operations, sales, and general management, including serving as the vice president/general manager of Hill PHOENIX's Systems division. Prior to his positions at Dover, Sindoni worked at **General Electric** in a variety of management roles. According to the company, Sindoni will lead the company's global operations and focus on strategic relationship building, as well as regional growth.



*Paul Sindoni,  
president, Datamax-  
O'Neil.*

This announcement followed a mid-August release that D-O has promoted Carter Williams, an 18-year veteran at the company, to regional general manager for North America. Williams will lead the North American sales team, which has been reorganized to generate more customer focus for D-O. He will be responsible for driving revenue growth and leading a restructured sales organization that further strengthens the company's focus to build the most rewarding partner and customer relationships. Williams replaces Mike Allocco who previously announced his plans to retire at the end of 2011.

Williams, most recently the director of sales for D-O, has served in multiple positions and offers significant experience across a broad number of business functions with an emphasis on business strategy and understanding customer needs. "D-O, with one of the industry's largest product portfolios and a strong partner community, is a premium supplier in North America with a rich history of providing exceptional value to its partners," said Williams. "I look forward to leading our sales team as we drive market share growth with a customer-centric approach that is supported by all of the functions within D-O. We are looking to become the most compelling supplier in the market by aligning our company efforts more directly with the needs of our customers."

### ***Sindoni offers success strategies***

"Paul Sindoni comes to D-O with an impressive background in successfully executing strategic programs that contributed to Hill PHOENIX becoming the leader in its market," said John Hartner, executive vice president of **Dover Engineered Systems**. "I am confident Paul's experience, leadership and energy will help drive D-O to achieve new levels of performance and

position the company for strong growth."

Sindoni wanted to have a little time at D-O under his belt before we actually spoke, but promised us an interview in the near future. However, he offered this comment. "I am impressed with D-O's highly competitive product portfolio, its large and dedicated global partner community, and the company vision to be the best in their market. I look forward to being a part of the next chapter in D-O's history."

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**"With his broad and results-driven experience, I'm confident Carter Williams will drive his team to achieve our business goals as we become a company more focused than ever on our customers and their requirements. Carter and his team will implement strategies and tactics that position us for strength through our customer relationships."**

**Paul Sindoni, president,  
Datamax-O'Neil.**

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### ***Williams receives accolades from the top***

Commenting on the Williams promotion, Sindoni stated, "With his broad and results-driven experience, I'm confident Carter Williams will drive his team to achieve our business goals as we become a company more focused than ever on our customers and their requirements. Carter and his team will implement strategies and tactics that position us for strength through our customer relationships."

### ***A brief Q&A***

Williams, who already is familiar with most aspects of the D-O business plan, offered *SCAN/DCR* a glimpse of how he views the company's sales plans.

*SCAN/DCR*: What do managed partners get (and perform)?

**Williams**: D-O views managed partners, who prominently feature our products and commit significant resources and effort, as a direct extension of our selling efforts. We support managed partners with "high touch" channel account managers who work closely with them to understand their business and how we can help them drive growth. These efforts include a broad range of activities from joint marketing efforts to technical and sales training, to joint sales calls on major end users. In short, managed partners have access to the full set of

resources that D-O has to offer. In return, we look to managed partners for a commitment of resources and effort in order to account for a significant level of growth with D-O products and services.

SCAN/DCR: What do channel partners get (and perform)?

**Williams:** Channel partners are either registered Valued Partners or occasional resellers that do not care to join our partner program. They have access to the same service, technical support and products as managed partners, but our products generally comprise a much lower percentage of their sales and we support them more on an “as needed” basis. We communicate to channel partners regularly to ensure they are well-informed on our products and activities, and we are open to reviewing our relationship if there is an expressed interest to work with us more closely.

SCAN/DCR: How does this restructuring affect existing D-O partners?

**Williams:** Our existing partners should expect to see a more focused approach from D-O that is more sensitive to their specific needs. We’ve gone through great lengths to segment our partners according to their business models and commitment to D-O to ensure that we’ve defined the right set of activities to support them.

SCAN/DCR: How does this restructuring affect your sales through distribution?

**Williams:** This restructuring has no impact on our sales through distribution. We are very pleased with our distributor partners and the value they offer the channel. Our partners will continue to purchase from distributors as members of our Valued Partner Program. As a reminder, this program defines discounts according to a partner’s business model which is independent of whether we work with them as a managed partner or a channel partner.

*Comment: We look forward to a more comprehensive interview with Sindoni and hope to bring the story to our readers soon. His credentials seem to speak for themselves, but we would like to hear what new ideas he has for steering the company forward.*

For more information: **Datamax-O’Neil**, Orlando, FL, PH (407) 523-5562, Email: [cglisson@datamax-oneil.com](mailto:cglisson@datamax-oneil.com). **SCAN**



**Carter Williams,**  
regional general  
manager for North  
America, **Datamax-  
Oneil.**

## New Datamax-O’Neil Sales Exec Optimistic [7/15/11]

Three months ago, **Datamax-O’Neil (DO)** hired a new director of sales for key accounts. Today, with some time under his belt in understanding the company infrastructure, Michael Lowey is speaking out on his view of the printer market and his goals at DO.

Lowey joined DO from **Fujitsu America Inc.**, where he had been the global client executive assigned to the **Staples** account since 2009. Prior to that, Lowey spent 10 years at **Comtec**, then **Zebra**, the last seven years as sales director and then sales VP of national strategic accounts. He has extensive experience in mobility applications, printers, and the market ecosystems. In his new position, he will focus on the growth of DO’s project business in mobility and desktop in key target accounts in key verticals.



**Mike Lowey,**  
director of sales for  
key accounts,  
**Datamax-O’Neil.**

According to the company, Lowey is filling a newly created position. When asked what his goals are in his new job, Lowey told SCAN/DCR, “It’s kind of like the physician’s oath—first do no harm. DO is a successful company. I don’t want to mess with it. My goal is to blend the company’s strengths with my own experience and mold a plan. Mobile printing will be a big focus.”

### **The market**

The mass media leaves people wondering if we are still in a state of recovery or on the verge of a major setback. But, our industry provides efficiency-improving technology, so we aren’t usually hit as hard. We asked Lowey if he is concerned about the economy and what he sees happening with respect to the bar code printer market.

“Everyone is concerned about the economy,” he replied. “But, there is a lot of pent-up demand in our niche. Companies held off on purchases during the 2009 recession, but reinvestment can’t be put off forever. It’s a must. Money is not so tight, and we are seeing some really great sales opportunities. As long as we continue to provide solutions that lower operating costs and increase accuracy for our customers, we should continue to do well in the market. DO is well positioned with a strong product portfolio.”

### **A change in strategy**

Sometimes, even the best of companies have to re-

evaluate their thinking. Lowey told us, “DO has largely been a product-centric company. The thought has always been that, if you build great products, sales will come. Although that may be partially true, it isn’t necessarily the best way to go.

“Today, we changing to a customer-centric philosophy,” he continued. “We need to go out and create demand for our products. DO will not compete with its VARs. Rather, we intend to show them ways to generate new sales opportunities. We will provide incentives and programs to help them with the process. Much of the new business will come in the mobile sector. Mobile workers in a variety of fields are in need of technology to improve how they do their jobs.”

Part of the company’s new strategy is to aggressively research its markets. For instance, in retail, they will talk to the top 100 players and try to determine their current and future needs. “It doesn’t matter if they are our customers or not,” Lowey explained. “We need to create a dialogue to make sure our new product plans are in tune with what the market wants.”

### **The future**

When asked to use his crystal ball to predict the future, Lowey said he/DO is taking a bullish view of the market. “We have the right team, the right internal infrastructure, and the energy and willingness to succeed. We also have a great product line. I think we’ll do very well in the last half of this year and throughout 2012.”

### **Background**

As we noted earlier, Lowey has a substantial background in the bar code printer market. He has worked for some of the key players in the industry. Lowey said his familiarity with the industry’s vendors and its ecosystem will be a big plus in his new position.

“This is an industry that demands a strong knowledge of the products on the market—your company’s and your competitors,” he stated. “The competition is greater than ever before. Standardization has played a huge part in this. New standards are making it difficult to differentiate your products from your competitor’s. Proprietary solutions are a thing of the past. Everyone is working to [IEEE] 802.11. Your products must provide some special value that your competitor’s do not. DO excels in this area.”

### **Company support**

Lowey has a team of 10 people who report to him. In addition, he said having the support of parent company, **Dover**, is a real strength.

“In the relatively short time I have been with the company, I have been amazed at how Dover and its various divisions cooperate with each other,” Lowey told *SCAN/DCR*. “I am already involved in several joint projects. It’s a real plus to be able to tag in on the other technology strengths under the Dover umbrella.”

### **Closing**

Before we concluded our interview, Lowey said he is thrilled with his new position at DO. He added, “The key to success is to be responsive and nimble. You have to be to reap the full benefits of the market. That will remain a key part of our growth plans for the future.”

For more information: **Datamax-O’Neil**, Orlando, FL, PH (40) 523-5562,  
Email: [cglisson@datamax-oneil.com](mailto:cglisson@datamax-oneil.com),  
Web site: [www.datamax-oneil.com](http://www.datamax-oneil.com). **SCAN**

## **Datamax-O’Neil Cites 2010 As A Year Of Positioning [3/25/11]**

***Company President Christian Lefort readies the company for global growth.***

The mark of a good leader is to always be looking ahead, while at the same time, making sure the strategic plan of the moment is being executed properly. This seems to be the philosophy adopted by **Datamax-O’Neil (DO)** President Christian Lefort. The tough part of this is to adhere to that theory during the aftermath of a global recession.

DO always seems to be on the move, whether it be in increasing its global outreach, developing new partnerships, or engineering products to meet the needs of a rapidly changing market. Because of this, we recently reached out to Lefort to get a feel for how he manages the company. The first question we asked was: “What is your biggest concern when you walk into work?”

Lefort replied, “I always try to make sure all our plans are progressing as intended. Internally, I look at how we are executing our strategies and try to identify areas where something could go wrong. Beyond our four walls, I try to evaluate how our customers view us. If customers aren’t happy, we must turn them around. It’s all about problem solving.”

In addition to evaluating how things are going, Lefort said he tries to look at what is coming in the future. Last year, DO used the slow times, while the recovery was kicking into gear, to make some big changes at the company.

“Overall, 2010 turned out to be a fairly good year...especially the second half,” said Lefort. “While the economy was picking up steam, we used the time to prepare for the growth we were anticipating in 2011. Our goal was to make sure we had local representation across our entire global reach. I call it ‘glocalization.’ In my opinion, no plan can work without this. Customers want to know they have someone close by who can help them solve a problem.



*Christian Lefort,  
president, Datamax-  
O'Neil.*

“In addition, we laid out a four-part plan that we thought would give us an edge in the market,” he continued. “First, we completed our integration of **Extech**—its customers, its partners, and its employees. The human component is very important. Second, we rolled out our valued partner program across all the regions. Everything we do...everything we build will focus on providing extra value to our partners. Third, we strengthened our European activities. We’ve added some manufacturing activities in Europe and increased our supplies business. Four, we were vigilant in our branding efforts. Branding is a very critical part of any business and a differentiator for us in our marketplace. In 2011, we expect to continue our branding efforts and also to expand our geographic footprint. We are very well positioned.”

While all these changes were occurring, DO managed to develop two completely new products—the RL4 rugged label printer and the E-Class Mark III [see *SCAN/DCR* 2/25/2011]. Lefort cited the new offerings as “a significant enhancement to the company’s product portfolio.”

With respect to the new E-Class Mark III line, Lefort said the company did a “lot of investment” when we engineered this product family. It was based on our years of experience. We spoke with our sales people, our resellers, our partners, and our customers to determine precisely what was needed in the market. Basically, we listened, learned, and reacted. When prospective customers look at us, we want them to say: “It

just makes sense to do business with Datamax-O’Neil.”

Everything Lefort does is designed to position DO to grow more quickly. He cited the following list as an itinerary of sorts for what to look for in 2011:

- We continue to invest in our service portfolio.
- We are expanding our supplies business—especially in Europe and Latin America.
- We are beefing up our sales investment in Latin America and the Asia/Pacific regions.
- We are strengthening our position as a manufacturer channel partner and building on our successful channel program.
- We are capitalizing on the capabilities we received in the Extech acquisition and pushing the Datamax-O’Neil name in the channel. We’re letting customers know that this is who we are—a vendor you want to do business with.
- Throughout 2011, we are working on this very aggressive plan. We want to be a great partner. We want to be a comprehensive partner.

A part of **Dover Corporation's** Product ID Group, Datamax-O’Neil is lucky to have the strength of the public giant behind its efforts. Lefort can rely on the talent of over 5,000 people. The DO component is the auto-ID platform and it is very important to Dover's overall plans.

Over the years, Datamax-O’Neil has developed a great reputation with resellers. When asked why the company places so much emphasis on its channel, Lefort replied, “These are our customers. We’re not here to compete with them; we’re here to complement each other. This is more than a business decision; it’s a company philosophy.”

Closing, Lefort told *SCAN/DCR*, “This is an exciting industry. We anticipate strong growth in the U.S. and even stronger growth abroad. That is one reason we are investing so heavily in regional development....offering local representation. There are still some major opportunities in bar coding that have not even been touched.”

For more information: **Datamax-O’Neil**, Orlando, FL, PH (407) 523-5562, Email: [cglisson@datamax-oneil.com](mailto:cglisson@datamax-oneil.com), Web site: [www.datamax-oneil.com](http://www.datamax-oneil.com). **SCAN**

# Datamax-O'Neil Launches New E-Class Mark III Printer Family [2/25/11]

**Four distinct models allow users to buy exactly what's needed for printing applications.**

On March 1, **Datamax-O'Neil (DO)** will launch a totally new thermal desktop printer family that expands on the company's successful E-Class product brand. According to DO, the 4-inch label printer family combines value with features and options typically offered in more expensive printers. Available in four distinct models, the E-Class Mark III has been designed to meet a wide range of customer requirements and applications, including those in transportation, logistics, manufacturing, retail, healthcare, government, and postal service.

"We've had our E-Class products for almost 13 years now," said Raul Palacios, DO senior product manager, "but we've taken a whole new approach with the Mark III line. It is entirely new, even though it is built on legacy technology. We're taking a hard look at value—not just pricing. There are a number of features that clearly demonstrate ways to save money on printing functions.

"All of four of the new models come with direct thermal technology," Palacios continued. "Thermal transfer is offered as an option. This type of printing is very reliable and normally less expensive to use than inkjet and laser printers. Thermal printing has a low-price entry point; it's easy to use and economical to operate."

The E-Class Mark III reduces daily operational costs by minimizing power consumption with its stationary printhead design. The printer uses larger, more



**Raul Palacios, senior product manager, Datamax-O'Neil.**

economical 300-meter ribbons that lower materials costs, and because the E-Class Mark III allows users to print only the number of labels that are required, there is no wasted media as experienced with laser or ink jet printers. "Laser printers have lots of waste," said Palacios. "On average, there is a threshold of about 400 prints per day before you see a failure. The average cost of 1,000 labels using our new printers is only \$2.75."

Palacios also said that, with laser models, users may often print an entire page of labels when perhaps only three are needed. "I've personally been in grocery stores and seen whole garbage bags filled with have used sheets of laser-printed labels," he stated.

With respect to direct thermal versus thermal transfer, Palacios said the choice is usually an easy one. "Thermal transfer is more durable and also looks better," he explained. "You either need it or you don't."

The printer comes equipped with numerous language emulations and a selection of connectivity options to make replacement of existing printers or installation of new printers an easy process. In addition, an intuitive LCD screen and quick loading of media and ribbons makes it simple for users to maintain.

The four printer models include: Basic, Advanced, Professional, and Professional Plus. The base list price is \$495, and according to Palacios, is \$100 less than its nearest competitor. He added that the Basic model is the most popular.

Datamax-O'Neil is currently rolling out the new printers to its distributors to ensure they are up to speed with product data and that they can determine discounts. For its channel and global customers, the company has created a 3-D video about the product to coincide with its marketing that focuses on the "three dimensions of value."

For more information: **Datamax-O'Neil**, Boca Raton, FL, PH (407) 523-5562, Email: [cglisson@datamax-oneil.com](mailto:cglisson@datamax-oneil.com). **SCAN**