



Association for Automatic  
Identification and Mobility

# *The Competitive Edge*

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June 2008

*The Competitive Edge* is AIM North America's monthly, quick-read e-newsletter. Our purpose, as the title suggests, is to help you maintain your competitive edge and grow your business by putting you in touch with key information. Inside you'll find highlights on current reseller, integrator, distributor, or manufacturer issues and market trends (a feature titled *Headline AIM*), along with member-specific news and information. As good as *The Competitive Edge* is, we're open to new ways of making it even better, so your comments and suggestions are welcomed.

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### ***Headline AIM*— Medicine, Ammunition and Milk (Vertical Industry Focus)**

*by Bert Moore, President, IDAT Consulting and editor of AIM Connections and RFID Connections*

Automatic identification technology solutions span a huge range of vertical markets. A panel discussion focusing on emerging vertical market opportunities was conducted at the recent AIM Technology Leadership. A panel of experts from the healthcare, government and retail sectors discussed current and future Auto ID opportunities.

Participants included Peter Collins, *A2B Tracking* (Moderator); Paula Rosenblum, *Retail Systems Research* (Retail); Jeff Fountaine, *Zebra Technologies* (Healthcare); and Mark Reboulet, *US Air Force* (Government).

A summation of those discussions is now available. You will learn:

- What are the "top three things to know" vendors should understand about your sector?
- What value or benefits are, or have been, delivered by AIDC?
- What are the economic drivers; business opportunities; obstacles to the technologies?
- What (or where) is the greatest value of RFID over the next five years?
- What standards or policies do you see potentially affecting your sector?
- Where do you see the biggest "bang for the buck"?

AIM NA Members: [Login](#) to read the full article.

Non-Members: [Join now](#) for as little as \$495!

To learn more about the sessions conducted at the 2008 AIM Technology Leadership Summit, members can [login](#).

*Bert Moore is a 20-plus year veteran of the Automatic Identification and Data Collection (AIDC) industry with over 600 by-lined articles, columns and professional presentations to his credit. Moore currently serves as the Director of Communications and Media Relations for AIM Global. He is also the Director of IDAT Consulting & Education (<http://www.idat.com/>), a vendor-independent consulting firm. In that capacity, he is a contributing editor for Material Handling Management and a frequent contributor to other publications. He serves on the ANSI Data Identifier maintenance committee, the AIM RFID Emblem maintenance committee, AIM's RFID Experts Group (REG), and chairs the CompTIA RFID+ Certification cornerstone committee. Moore was a 1992 recipient of the AIM USA Industry Service Award and was selected as a charter member of the AIDC 100. Bert can be reached at [bmoore@idat.com](mailto:bmoore@idat.com).*

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## **Channel Bytes—Why Channel Companies Should Market with White Papers and How They Can**

*by John Burnell, Principal, Burnell Reports*

In the 18 years I've been preparing educational and marketing materials aimed at AIDC buyers I've seen tremendous evolution in the technologies. The proprietary mobile computer operating systems and "handheld" bar code scanners only slightly smaller than a pickaxe that once defined the industry have given way to the sleeker, standardized and much more powerful products of today. However, one thing hasn't changed: AIDC VARs, systems integrators and other channel companies think they're too small or resource-strapped to market their businesses through white papers and related content.

AIM NA Members: [Login](#) to read the full article.

Non-Members: [Join now](#) for as little as \$495!



*John Burnell is principal of Burnell Reports, which develops customer education and marketing communication materials for technology companies. Burnell Reports has published more than 90 white papers and won numerous writing awards. Contact John at [john@burnell.com](mailto:john@burnell.com) or 216.571.2319, or visit [www.BurnellReports.com](http://www.BurnellReports.com) for more information.*

The tools and products listed in this article are for reference purposes only and should be not taken as an endorsement.

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## **UID Supplier Alliance Committee Update**

The AIM North America UID Supplier Alliance (USA) committee formally assembled in November 2007. The committee observed its 6-month milestone with a Strategic Meeting on May 9<sup>th</sup> in Pittsburgh, PA. The committee reviewed its progress and status to date and sought to capitalize on activities to date by refining the overall strategy and defining a "go-forward" plan.



### **USA Committee's Six Month Accomplishments include**

The committee's success to date can hardly be overstated. In a mere six months this grass roots organization of competing vendors has been able to substantively and productively engage the senior staffs of a numerous elected officials. In every case the response has been supportive and in many cases enthusiastically so. The chief of staff of one Congressman went so far as to state the effort is every bit as professional as seen from high priced Washington DC lobbying firms only much better received since the effort is grass roots in nature. The highlights:

- Two successful rounds of Hill visits to targeted legislators; enthusiastic response highlighted by a committed willingness to assist in future efforts including future legislative reporting language and requests of GAO and DoD leadership
- Development of USA information and promotional literature to include tri-fold brochure and briefing materials designed aimed at specific senators and representatives
- Crafted presentation for Sacramento UID & e-Business Forum including formulation: *Questions for UID Vendors* designed to ensure conference attendees have as productive an experience as possible
- Revised and updated UID/IUID definition in *Wikipedia*

### **Ongoing Strategies include**

The USA Committee's efforts are anything but complete. Future efforts will target getting legislative reporting language into the next round of legislation later in the year. In the meantime the committee will be focusing on a number of initiatives to include:

#### **Improve UID Implementation**

- Seek to ensure the DFARs UID clause requirement is included in all solicitations, RFPs and contracts written by the Services. The desire is to push for contract writing software used across DoD be modified to automatically include DFAR 252.211-7003.
- Continue building support for future legislative reporting language and craft correspondence to promote this agenda
- Look to influence the Services directly where possible and other areas of government such as DHS, FDA, et cetera where it make sense
- Continue seeking quality examples of UID policy implementation where benefits and return on investment has been demonstrated in a compelling manner

#### **Communication Outreach Strategies**

- Develop executive summaries, media kits, white papers and articles to organizations and publications as needed to promote the UID initiative with a specific focus on addressing current concerns

#### **Targeted Outreach and Communication Efforts**

- Seek to improve Defense Contract Management Agency (DCMA) support
- Prepare briefing awareness packages to educate future political appointees as they enter the Senate confirmation process
- Seek to influence the populations of other DoD stakeholder communities such as with DoD contracting officers by reaching out to professional groups such as the National Contract Management Association (NCMA)
- Solicit maintenance/logistics leadership to create a need for adoption and show support for DoD maintenance community Serialized Item Management (SIM) efforts

- Link UID implementation to stakeholder best practices i.e., Lean Six Sigma

**Meet the Committee**

The committee will be on hand at next week’s UID & e-Business Forum in Sacramento, CA. Be sure to visit us at one of the following sessions.

**Know What Questions to Ask to Select Your UID Suppliers**

Tuesday, June 17; 3:15 – 3:45 p.m.  
Convention Center, Hall E

**USA Recruitment Social**

Wednesday, June 18; 9:00 – 10:00 a.m.  
Convention Center, Room 102

For more information or to join our efforts, visit [www.aim-na.org/uid.php](http://www.aim-na.org/uid.php) or contact one of our member companies below.

**USA Member List**

<u>Company Name</u>	<u>Company Website</u>
A2B Tracking Solutions	<a href="http://www.uidsolutions.com">www.uidsolutions.com</a>
Evanhoe & Associates, Inc.	<a href="http://www.evanhoe.com">www.evanhoe.com</a>
Horizons Incorporated	<a href="http://www.horizonsisq.com">www.horizonsisq.com</a>
ID Integration, Inc	<a href="http://www.id-integration.com">www.id-integration.com</a>
INFOSIGHT Corporation	<a href="http://www.infosight.com">www.infosight.com</a>
Lockheed Martin, I-GUIDES®	<a href="http://www.i-guides.com">www.i-guides.com</a>
Lowry Computer Products	<a href="http://www.lowrycomputer.com">www.lowrycomputer.com</a>
MetalCraft Inc.	<a href="http://www.idplate.com">www.idplate.com</a>
Monode Pryor Traceability, LLC	<a href="http://www.monode.com">www.monode.com</a>
Seagull Scientific, Inc.	<a href="http://www.seagullscientific.com">www.seagullscientific.com</a>
SIEMENS Energy & Automation	<a href="http://www.uidsupport.com">www.uidsupport.com</a>
The Danby Group, LLP	<a href="http://www.danbygroup.com">www.danbygroup.com</a>
The Clarion Group	<a href="http://www.clariongroupinc.com">www.clariongroupinc.com</a>
UID Journal	<a href="http://www.uidjournal.com">www.uidjournal.com</a>
Potomac Redan Associates LLC	
WEBSCAN, Inc.	<a href="http://www.webscaninc.com">www.webscaninc.com</a>



**UID Journal Workbook, Volume 1**

**Executive Summary:** Foreward by recognized industry expert on challenges of implementation and cost analysis of benefits. Introduction of UID policy ramp-up with current and future requirements. Twenty-two chapters including UID for Newbies, Scanners 101, 2-D Data Matrix specifications, Build (and grading) a direct part mark, de-coding the data, Reporting the Data, Effects of UID Implementation on WIP, How RFID and UID work together as data carriers, Flawless Medical Asset Tracking, Considerations on selecting an Integration Firm, Ask Dr. UID and Index of Solutions Providers. To learn more or to purchase, visit

<https://www.aimglobal.org/estore/ProductDetails.aspx?ProductID=600>.

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## For Members Only—The AIM NA Advantage

### Hiring in 2008 and Beyond...Webinar Slated for June 24



Considered to be one of the most unique generations that our country has ever seen, the Millennial Generation (a.k.a. Generation Y) is now entering the workforce and they're considered a hot commodity. They are well-educated, optimistic, talented, open-minded, achievement oriented, and technologically savvy. *However, they have one simple work philosophy: It's all about me.* So whether you are resellers, system integrators, manufacturers, or distributors, get ready because this wave will affect you. This webinar is hosted by [Direct Recruiters, Inc.](#)



Members participate FREE and can [login now](#) to access the members-only registration link. Non-members are assessed a \$59.95 fee and may register at <http://events.meetingbridge.com/Info/?05123429697>.

Members can also download the audio recorded session and accompanying PowerPoint presentation of past AIM NA Webinars by visiting [AIM Member Services](#).

### Evolution of an RFID Revolution Set for October 15. AIM Members Receive 50% discount!



The AIDC 100 cordially invites AIM members and their guests to attend "**Evolution of an RFID Revolution**" that will be held October 15th at Merrimack College in North Andover, MA.

This event will be an exciting professional and educational forum focused on RFID and other automatic identification and data capture (AIDC) technologies. It will feature a balanced message from users, technology providers, analysts and academia. For those interested in learning how CEOs, CFOs, CIO's, operations directors, system engineers, designers and business managers view the potential of RFID and its benefits and future enterprises, this conference will be both enlightening and educational.



In cooperation with the AIDC 100, a very special registration cost is available for AIM members and their guests. For more information, visit <http://aidc100.org/08meeting.htm>

### AIM Members Receive 30% off JS Group's Social Networking Program.



The **JS Group** offers a proven on-line action-packed 60-day socialized networking learning program. At **\$495 a person (AIM NA members receive an additional 30% off)** your return on your investment will be near-immediate, offset by the first incremental sale you make. You will gain access to all ingredients required to increase sales leads by the percentage quotes in the first bullet above. That includes the requisite socialized networking knowledge, planning tools, and actionable tactics.

AIM NA members, [login](#) now to receive your discount code (a 30% savings!) prior to registering.

Get started today by registering at [www.thejsgroup.com](http://www.thejsgroup.com).

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### **RFP Service Gets a Makeover – AIM Members Take Note**

Is your company looking for business? Do you have a team of employees dedicated to researching new business opportunities? If the answer is yes, then your job, and theirs, has just gotten easier!

Just in time for Q3, AIM has revamped its industry-leading sales database, known as the **RFP Service**, to allow **direct email notification to AIM members of new sales leads** in real time – as they are approved!

#### **What's in it for Me?**

Currently, sales leads are available to Members once he/she logs into the AIM Global member section of the website. On the left navigation, there is a link to all the RFPs currently available.

With the updated service, the RFPs will be pushed out, by email, to member delegates and any company sales contacts they've identified, according to company technology areas of interest, so that these contacts receive only the requests that fit company expertise.

#### **Questions? Feedback?**

Please contact Manuel Redman, IT director, AIM Global at [m.redman@aimglobal.org](mailto:m.redman@aimglobal.org) with questions and feedback. Ongoing development will provide additional functionality, so please stay tuned for updates.

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### **Member News**

Have a news item you'd like to share? Submit your news release to [AIM NA](#) and we'll feature it on the AIM NA website as well as in a future issue of *The Competitive Edge*.

**Traveling Time. Accu-Time. VSR.** [Learn more.](#)

**AFS Technologies Introduces the First Independent Order Management System for the Food and Beverage Industry.** [Learn more.](#)

**EASYLABEL® 5 Terminal Server Labeling Software.** Tharo Systems. [Learn more.](#)

**RFID Global Solution Implements Asset Tracking System at Kennedy Space Center.** [Learn more.](#)

**Things to Consider before Choosing a UID labels service Provider.** ID Integration. [Learn more.](#)

**GS1 Publishes European EPC/RFID Guide For Retailers, Suppliers.** *RFID Journal*. [Learn more.](#)

**RF Technologies Assists Healthcare Providers in Avoiding Preventable Injury Conditions to be Denied Reimbursement by Medicare.** [Learn more.](#)

**Questions to Explore with the UID Forum Vendors.** AIM NA UID Supplier Alliance. *UID Journal*. [Learn more](#).

**A New Breed of AIDC Companies?** Zebra Technologies. *Business Solutions*. [Learn more](#).

**Honeywell and Iomedex Team To Provide Emergency Management Solution to Washington Hospitals, Fire And Police Departments.** *Data Collection Online*. [Learn more](#).

**Two Paths to Supply Chain Success.** ScanSource. *Business Solutions*. [Learn more](#).

**METRO Group Using Avery Dennison RFID Inlay for Meat Tagging.** *Converting Magazine*. [Learn more](#).




**Mobile Computers Help Minimize Medication Errors, Increase Patient Safety.** Honeywell Imaging & Mobility. *Wireless Workforce Online*. [Learn more](#).


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## Industry Events



AIM members receive reduced rates at all listed events with the "AIM Member Discount" logo. [Learn more](#)

June 24	<b>Hiring in 2008 and Beyond. . .</b>		<b>AIM Webinar</b> <a href="http://events.meetingbridge.com/Info/?05123429697">http://events.meetingbridge.com/Info/?05123429697</a>
Jun 17 – 18	<b>UID &amp; e-Business Forum</b> <a href="http://www.uidforum.com/">http://www.uidforum.com/</a>		Sacramento, CA
June 18	<b>ScanSource on the Road</b> <a href="http://www.scansource.com/Conferences/scansourceontheroad/index.html">http://www.scansource.com/Conferences/scansourceontheroad/index.html</a>		Denver, CO
Jun 23 – 27	<b>Mobile Commerce Summit</b> <a href="http://www.sourcemediaconferences.com/MCS08/">http://www.sourcemediaconferences.com/MCS08/</a>		Las Vegas
July 9	<b>Ingram Micro's Retail Market Seminar</b> <a href="https://www.meetingmakers.com/ingrammicro3720/index.cfm?EventCode=State039D">https://www.meetingmakers.com/ingrammicro3720/index.cfm?EventCode=State039D</a>		Atlanta, GA
July 12 – 17	<b>Retail Now</b> <a href="http://www.gorspa.org">www.gorspa.org</a>		Las Vegas
July 20 – 25	<b>AIDC Technical Institute</b>		Athens, OH <a href="http://www.ohio.edu/industrialtech/aidc/aidcti/index.cfm">http://www.ohio.edu/industrialtech/aidc/aidcti/index.cfm</a>
Sept 8 – 10	<b>RFID World</b>		Las Vegas

- Chicago  
Sept 11 – 12 <http://www.cmp-egevents.com/web/rfid/home>  
**Product Authentication and Brand Security Conference** Chicago  
<http://www.awa-bv.com/?c=event>
- Sept 15 – 17 **VARTECH** Orlando, FL  
<http://www.bluestarvartech.com/>
- Oct 15 **Evolution of an RFID Revolution** Andover, MA  
<http://www.aidc100.org/08meeting.htm> 
- Nov 10 – 11 **IMPACT NOW** Orlando, FL  
<http://www.impactnoworlando.com/>

Submit your events to [AIM NA](#). Include your contact information, event name, dates, location, and website.

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