



Association for Automatic Identification and Mobility

# The Competitive Edge

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October 2007

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—Secure Relationships with Retailers by Helping with PCI Compliance**

*By Paul Vogt, Zebra Technologies*

The PCI (Payment Card Industry) Security Standards Council sets standards that all retailers and other organizations that accept credit cards from American Express, Discover, MasterCard, Visa and other PCI members must adhere to. Retailers can lose their card processing privileges if they don’t comply with PCI standards for data protection and transaction security. Because of new wireless security requirements, many companies are out of compliance – and could use help from experienced wireless integrators to secure their systems.

**AIM NA Members: [Login](#) to learn how you can take advantage of this unique opportunity.**

*Paul Vogt is Retail Practice Leader at Zebra Technologies, a leading provider of on-demand specialty printing solutions for business and process improvement. For more information, Paul can be reached at [pvogt@zebra.com](mailto:pvogt@zebra.com).*

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## **Channel Bytes—Online Lead Generation**

*By Michelle Kabele, Zebra Technologies*

Over the last decade, the issue of online lead generation has become such an important topic that it deserves an in-depth discussion. Using the Internet as a research tool you can supplement or even build highly effective lead and contact lists from scratch and then leverage them for your direct mail and sales campaigns. The following quick guide from Zebra Technologies will help you get started.

**AIM NA Members: [Login](#) to access this quick guide.**

*Michelle Kabele leads the teams responsible for managing Zebra Technologies' innovative and highly successful channel marketing and product marketing strategies. She currently serves on the AIM NA board of directors and membership committee, and has an MBA from the J.L. Kellogg Graduate School of Management (Evanston, Ill.) and an undergraduate degree from Northwestern University (Evanston, Ill.). For further information, Michelle can be reached at [Mkabele@zebra.com](mailto:Mkabele@zebra.com).*

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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## **AIM North America Adopts New Membership Categories**

*Categories offer more personalized service to members.*

“The decision to segment the categories of membership into more specific groupings are reflective of where our membership is today,” said Donna Lee, chairwoman of AIM NA’s Membership Committee. “In order to evolve the Association, we must know who our members are, their level of engagement, and how to deliver relevant education, services, and products that will help grow their businesses.”

The new dues structure provides organizations of all types and sizes the opportunity to get involved. Resellers, integrators, software developers, distributors, manufacturers, and consultants are provided marketing tools, resources to generate leads, and educational opportunities with the goal of increasing sales and maximizing profits. [Learn more](#).

**AIM North America Adopts New Membership Categories—[Learn more](#).**

*UID Journal*

October 2007

**AIM NA Launches New Membership Categories—[Learn more](#).**

*Scan: The Data Capture Report*

October 12, 2007



AIM members receive 10% off their subscription to *Scan: The Data Capture Report*. Members can [login](#) to receive the discount code.

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## **RFID Update—California**

The CA Research Bureau is collecting written testimony for consideration as they produce recommendations and a final report early next year about the use of RFID in state identification

documents such as driver's licenses. Comments deadline is October 21. Please direct your comments to Chairman Chris Marxen at email address is: [cmarxen@library.ca.gov](mailto:cmarxen@library.ca.gov).

Questions? Please contact Linda Young at 724-934-4470.

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## New Members

### Intelligentz Corporation

Join Date: 8/13/2007

Intelligentz provides not only a cutting-edge RFID solution, but the software to make it work. [Learn more.](#)



### Synnex Corporation

Join Date: 8/21/2007

SYNNEX Corporation is a leading global IT supply chain services company. SYNNEX distributes technology products from more than 160 world-leading. . . [Learn more.](#)

### XIO Strategies

Join Date: 10/02/2007

XIO Strategies (XIO) is a Management Consulting Services organization specializing in end-to-end supply chain optimization . . . [Learn more.](#)

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## Recent AIM RFP Postings

- We need a system to track laptops and other mobile equipment from theft or general Asset Tracking.
- We need RFID technology to address timber theft.
- Interested in a basic tracking system for home office. Samples are received from vendors. Annual volume of about 10,000 units. Basic need is to ensure samples are secure and not being removed from home office.
- We are interested in using RFID technology to interact with the current database. The function of the RFID would be to recognize our dry cleaning customers while they are pulling into the parking lot. The RFID would communicate with the in store computer and start the process of pulling the customers clothing to the front of the store.
- I am working with a pharmaceutical wholesaler trying to implement the capability for item level tracking through the application of RFID technology.

For complete details and how to respond to these and other recent RFPs, members can [login](#)

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## AIM Events

### Five Strategies for Success in China - Webinar

October 30, 2007

12:00 pm-1:30 pm EDT

Web conference – Registration Required

KRM Roundtable sponsored by Kiplinger Washington Editors and AIM Global

This audio conference will provide invaluable guidance to help you successfully navigate the numerous unfamiliar and challenging situations you'll face throughout the process of conducting business in China. For details and to register, visit <http://www.aimglobal.org/Calendar/>

## 2008 AIM Technology Leadership Summit

April 27-29, 2008

Capital Hilton, Washington, DC, USA

An unparalleled educational and interactive executive event characterized by the leaders in the automatic identification industry delivering the most current technical and market perspectives. For more information and a look at the draft program, please visit <http://www.aim-na.org/TLS.php?>.

## Webinars Now Available for Download

Our two most recent AIM NA webinars—*Trends and Attitudes in the Barcode and Mobile Computing Industry* and *2D Bar Code - Taking the Air Force to New Heights of Efficiency*—are now available for download. Members can download the audio recorded session and accompanying PowerPoint presentation by visiting [AIM Member Services](#).

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## Members in the News

Honeywell Announces Agreement to Acquire Hand Held Products—[Learn more](#).

IBM Advances Open Standards in RFID Solutions—[Learn more](#).

ScanSource Launches Redesigned Websites—[Learn more](#).

Lowry Computer Products to Deliver Durable High Performance Data Matrix Bar Code—[Learn more](#).

RFID Networking in Montreal Above All Expectations—[Learn more](#).

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*.

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## Industry Events



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

Oct 30

Doing Business in China Webinar



[http://online.krm.com/iebms/reg/reg\\_p1\\_form.aspx?oc=10&ct=0245591&eventid=13115](http://online.krm.com/iebms/reg/reg_p1_form.aspx?oc=10&ct=0245591&eventid=13115)

Nov 10 – 13

IH/M&RS

New York, NY

<http://www.ihmrs.com/>

Nov 12 – 13

**IMPACT NOW**



Orlando, FL

<http://www.impactnoworlando.com/>

Nov 26 – 28

**RFID Journal Live Canada**

Toronto, Canada

<http://www.rfidjournalevents.com/livecanada/>

Dec 5 – 6

**Active RFID & RTLS Summit**



Dallas, TX

<http://rfid.idtechex.com/activerfidsummit07/en/index.asp>

Jan 22 – 23

**Asset Management Conf & Expo**



Atlanta, GA

<http://www.assetexpo.com/>

Jan 29 – 30

**WestPack**

Anaheim, CA

<http://www.devicelink.com/expo/wpack08/>

Feb 26 – 27

**DoD RFID Summit**

Arlington, VA

<http://www.dodrfidsummit.com/>

Feb 24 – 28

**HIMSS Annual Conference & Exposition**

Orlando, FL

<http://www.himssconference.org/?src=hwebcal>

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

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**THE FINE PRINT**

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