



Association for Automatic Identification and Mobility

The Competitive Edge

AIM NA • 125 Warrendale-Bayne Road, Ste 100, Warrendale, PA 15086 • www.aim-na.org • +1 724 934 5688

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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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The Field Service Field is Open for Focused VARs

By John Burnell, Burnell Reports

Who knew your local plumber was part of a \$3.8 billion market opportunity for mobile automation? That's how much will be spent on mobile applications this year, with small businesses projected to be the biggest buyers, accounting for 38% of the market according to Compass Intelligence. The consulting firm predicts the mobile application market will grow between 20% and 37% annually through 2011, when it will be worth \$9 billion.

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

John Burnell is principal of Burnell Reports, which develops market education, research and marketing material for the AIDC, mobile computing and other technology industries. He has written extensively on field service automation and collaborated on Venture Development Corp.'s 2007 research on TCO for mobile computers. Contact him at john@burnell.com or 216.571.2319.

Channel Bytes—Nanosecond Technology and “Don’t Blink” Marketing

By Michelle Kabele, Zebra Technologies

Did you ever hear the comment, “don’t blink or you’ll miss it”? In today’s rapid-fire marketplace, the phrase is truer than ever. Technology and all of its “rewards” have us moving at blazing speed. Here in the 21st century, we’re living in a nanosecond culture. We need the fastest Internet access possible. We work wirelessly to keep mobile. We want 24/7 access and if we have to get in the car, we slip on a Bluetooth so we don’t have to miss a beat. We don’t want to waste time on the phone or wait for a call back so we text or instant message. We shop online to find even the most obscure products at any hour and then want them shipped overnight (preferably free) because time is precious.

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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.

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

RFID Update—California

Thank you to the companies that took the time to prepare and send comments to the chairman of the CA Research Bureau’s advisory committee. AIM Global also submitted comments which members can view in pdf format by visiting <http://www.aimglobal.org/members/>.

If your company has a significant presence in California and would like additional information or wants to get involved, please contact Linda Young, 724-934-4470, x106 or l.young@aimglobal.org.

Every Vote Counts. Here is One Way You Can Effect Change

Ballots for the AIM North America Board of Directors were e-mailed to member delegates on Thursday, October 25. You may return your ballots by mail, fax, or e-mail. **Deadline for receipt of all ballots is Friday, November 30, 2007 at 5:00 p.m. EDT.**

Don’t miss your chance to make a difference. Vote today!

Questions? Contact the AIM NA at info@aim-na.org or +1 724.934.5688.

New Members

BlueStar

Join Date: 10/18/2007

BlueStar promotes AIDC and RFID by providing product availability, product technical support, sales leads, and credit lines for Value Added Resellers. [Learn more.](#)



RFID Global Solution

Join Date: 10/25/2007

RFID Global Solution was founded by a team of some of the most experienced RFID engineers in the industry representing more than 140 years` combined experience.

[Learn more.](#)

Recent AIM RFP Postings

- Building content asset management system for large California government agency - wireless bar code data collection terminals & asset management software package. Considering migration to RFID for some assets as Phase 2.
- We have recently opened a new branch dealing with retail security and are looking for a supplier.
- I have received an inquiry for animal tagging. 1 Million tags for inserting in the ear of cows, buffalos, sheep and goats. Need injecting equipment and reader as well.
- We are interested in equipment that reads RSS code and/or pharmacode.
- I am self-publishing my book and need a barcode to accompany ISBN for sale purposes.
- We need a system to track laptops and other mobile equipment from theft or for general asset tracking.
- We need RFID technology to address timber theft.
- Interested in a basic tracking system for a 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 the home office.

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

Members in the News

UID Data Management White Paper Published by A2B Tracking. [Learn more.](#)

ScanSource Stresses the Importance of Partnerships. *Business Solutions*, November 2007. [Learn more.](#)

BlueStar, Oracle Sign Distribution Agreement. *RFIDNews*, November 2, 2007. [Learn more.](#)

Datamax DMXWare XML Achieves “Certified for SAP NetWeaver® Status. *CnnMoney.com*, October 29, 2007. [Learn more.](#)

Hear and Know—Understanding RFID Middleware. *Evanhoe & Associates, RFID Connections*, October 25, 2007. [Learn more.](#)

AIM Global Announces Development of Royalty-Free Dot Code Symbology. [Learn more.](#)

Islands of Automation: Hawaii Sponsors RFID Trial. Lowry Computer Products, *RFID Update*, October 19, 2007. [Learn more.](#)

RFID Global Solution Receives Boeing Silver Eagle Award. [Learn more.](#)

Intermec First to Commit Support for Microsoft's New Device and Security Management Server. [Learn more.](#)

Zebra Technologies to Acquire Navis. [Learn more.](#)






BlueStar VARTECH 2007 Huge Success. *SCAN: The Data Capture Report*. October 12, 2007. [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*.

Industry Events



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

April 27 – 29	AIM Technology Leadership Summit http://www.aim-na.org/summit.php?	 Washington, DC
Nov 10 – 13	IH/M&RS http://www.ihmrs.com/	New York, NY
Nov 12 – 13	IMPACT NOW  http://www.impactnoworlando.com/	Orlando, FL
Nov 26 – 28	RFID Journal Live Canada http://www.rfidjournalevents.com/livecanada/	Toronto, Canada
Dec 5 – 6	Active RFID & RTLS Summit  http://rfid.idtechex.com/activerfidsummit07/en/index.asp	Dallas, TX
Jan 22 – 23	Asset Management Conf & Expo  http://www.assetexpo.com/	Atlanta, GA
Jan 29 – 30	WestPack http://www.device-link.com/expo/wpac08/	Anaheim, CA
Feb 26 – 27	DoD RFID Summit  http://www.dodrfidsummit.com/	Arlington, VA
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.

Get Your Products Front and Center in the Eyes of Your Customers

AIM North America's electronic marketing platform will help you gain visibility among your customers. Both website and electronic newsletter advertising customized to fit your marketing budget are included, utilizing the following communication vehicles:

- *The Competitive Edge* newsletter
- AIM NA home page
- AIM Buyers Guide (for AIM NA members only)

Special member pricing is available. For more information, visit the [AIM NA website](#) or contact [AIM North America](#) today!

Not a member? For the cost of a mere cup of coffee per day, your company can access information and cutting-edge solutions to grow your business. Resellers, integrators, distributors, and manufacturers are provided marketing tools, resources to generate leads, and educational opportunities with the goal of increasing sales and maximizing profits. Improve your competitive edge with membership in AIM North America. [Learn more](#).

THE FINE PRINT

This e-newsletter is brought to you by the
AIM North America

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