

*Market Research Proposal*

# GLOBAL BARCODE INDUSTRY BUSINESS PLANNING

*2010 MARKET INTELLIGENCE SERVICE*

*Auto ID & Transaction Automation Practice*

August 2010

**VDC Market Brief:****Global Barcode Industry Planning  
2010 Market Intelligence Service**

Ask most bar code equipment suppliers and their resellers partners about the impact of the recession on their markets, and you will get a few different answers about when overall growth will return: this segment sooner, that segment later.

But, ask about when margins will return to their pre-recession levels, or near-pre-recession levels, and you will get a thousand different answers.

The recession did not drive a new reality in the AutoID market – it is driving a number of new realities because the reactions to the recession varied materially across regional, technical, vertical and stakeholder segments.

So it isn't exactly business as usual for suppliers of core AIDC solution components (scanners, printers and consumables) who are struggling to maintain profitability at a time when the market has never been more challenged. Now more than ever, these suppliers, need a reliable source of market intelligence that is comprehensive in scope and supported by broader technology coverage, to ensure that market plans and sales targets are realistic and optimized.

VDC's response to these challenges is our Global Barcode Planning 2010 Market Intelligence Service. This service is comprised of a series of research studies designed to provide answers to the questions suppliers are asking with feedback provided by the supplier community, their channel partners and perhaps most importantly the enterprises deploying AIDC solutions.

Collectively, the information and perspective contained within each volume will enable hardware and consumables vendors to adjust to changing market conditions in a quicker and more decisive manner by identifying and quantifying growth opportunities worthy of investment consideration. The *2010 Global Barcode Industry Planning Service* provides the market intelligence required to support the development of informed strategies and decision making, enabling suppliers to plan for profitable revenue growth.

## RESEARCH SUMMARY

- In-depth analysis of global market opportunity for handheld and stationary barcode scanners, barcode printers and printer consumables, with detailed market definitions and segmentations including: core technology, application, vertical markets, etc;
- Market penetration scenarios, estimates and forecasts for barcode scanners, printers and consumables;
- Users' technical and commercial requirements and preferences, including end-user investment drivers and applications, system integrator/OEM selection criteria, and distribution channel capabilities;
- Analysis of the structure of the barcode scanner, printer and consumables supplier communities, including market share estimates of leading and emerging suppliers and information regarding key leading and emerging supplier's relative strengths and weaknesses as well as the opportunities and threats facing them going forward.
- Discussion of key issues, forces and trends driving and restraining market growth and development, including exploration of opportunities and requirements for suppliers to grow share and profitability.

## RESEARCH SCOPE

### MARKET COVERAGE

The 2010 Global Barcode Planning Service is comprised of five (5) distinct service volumes. In Volumes 1-4, VDC will provide a supply-side analysis for each of the following technology offering segments across geographic regions, vertical markets, and user environments. Volume 5 will provide analyses of customer requirements across all product types.

### PRODUCT COVERAGE

#### SCANNERS AND SCAN ENGINES TECHNOLOGIES

- Handheld Scanners:
  - Laser scanners
  - Linear imagers
  - 2D imagers
  - Pen/wand scanners
- Stationary Scanners
  - Industrial laser
  - Industrial imager
  - POS
  - Barcode verifier

#### BARCODE PRINTING TECHNOLOGIES

- Thermal Printers
  - Thermal transfer
  - Direct thermal
  - Portable thermal
- Laser
- Impact
- Inkjet

#### BARCODE PRINTER CONSUMABLES

- Labels
- Forms
- Tags/tickets
- Thermal ribbons
- Toner/drums
- Printheads

### GEOGRAPHICAL REGIONS COVERAGE

AMERICAS (NORTH AND SOUTH AMERICA)

EMEA (EUROPE, MIDDLE EAST, AND AFRICA)

ASIA-PACIFIC

### VERTICAL MARKETS

INDUSTRIAL/MANUFACTURING

TRANSPORTATION/LOGISTICS

GOVERNMENT

RETAIL

HEALTH CARE

COMMERCIAL SERVICES

### USER ENVIRONMENTS

MANUFACTURING SHOP FLOOR

WAREHOUSE/DISTRIBUTION CENTER

RETAIL IN-STORE

FIELD SERVICES/SALES

OFFICE

HEALTH CARE FACILITIES

## RESEARCH CONTENTS

A summary of each volume's coverage is listed below.

VOLUME 1: Handheld Scanners, Offering Segment Analysis

VOLUME 2: Stationary Scanners, Offering Segment Analysis

VOLUME 3: Barcode Printers, Offering Segment Analysis

VOLUME 4: Barcode Printer Consumables, Offering Segment Analysis

VOLUME 5: Customer Requirements (across all product types)

## OFFERING SEGMENT ANALYSES

Volumes 1-4 will provide detailed market definitions and segmentations, estimates and forecasts, and market share estimates for barcode scanner, printer and consumables suppliers respectively, along with in-depth profiles of share leaders within each product category. Each Offering Segment Analysis will be provided in PowerPoint with accompanying estimates and forecasts in Excel. Below is an outline of the PowerPoint.

### *EXECUTIVE SUMMARY*

### *SCOPE AND METHODOLOGY*

### *MARKET ESTIMATES AND FORECASTS*

- Base year/forecast period:
  - 2009 Estimated Revenue, Units and AFSPs
  - 2010-2014 forecasted Supplier Revenue, Unit and AFSPs
  - Market estimates and forecasts [revenues] segmented (where appropriate) by product types, geographic region, vertical markets, user environments, and distribution channels (Note: Unit and AFSP estimates and forecasts will not be provided for consumables)

### *COMPETITIVE LANDSCAPE*

- Global 2009 market share estimates by product category with additional segmentation by region.
- Market trends driving opportunities and differentiation
- Profiles of key share leaders and emerging suppliers. Vendor profiles include revenue segmented by product segment, geographic region, vertical markets, and distribution channels, as well as a SWOT analysis. The profiles are included with each Offering Segment Analysis.

### *SUMMARY OBSERVATIONS AND RECOMMENDATIONS (KEY SUCCESS REQUIREMENTS)*

Each Offering Segment Analysis volume will include Summary Observations and Recommendations in which VDC explores the implications of its analysis, highlighting growth opportunities for suppliers to consider. Examples might include:

- Emerging product requirements (desired features, and capabilities)
- Industry and application markets to target
- Go to market strategies
- Tactics to maximize profitable revenue growth

## DISTRIBUTION CHANNEL ANALYSES

Volumes 1-4 will be accompanied by in-depth analyses of channel partner requirements for AIDC suppliers across all technologies including barcode scanners, printers and consumables. These analyses will highlight trends in product coverage, margin expectations, supplier selection considerations, and the channels' perception of suppliers' performance against these considerations.

- Direct-to-end user
- Direct-to-OEM
- Value-added reseller (VAR)/System integrators (SI)
- Dealer/distributor
- Value-added distributors
- Emerging channels including on-line resellers and retail outlets

## CUSTOMER REQUIREMENTS ANALYSES

Volume 5 focuses on critical issues facing enterprises deploying AIDC technologies. This analysis will explore how changing technical and commercial requirements are will likely impact demand for barcode scanners, printers and consumables.

### *MARKET DEFINITION AND SEGMENTATION*

### *DEMOGRAPHICS OF END-USER RESPONDENTS*

### *TECHNOLOGY USAGE TRENDS*

- Use Requirements and sat with currently deployed solutions
- Installation trends
- Emerging technology receptivity and adoption plans
- ROI requirements
- Growth drivers and threats
- Technology replacement cycles
- Solution Proliferation

### *CURRENT AND PLANNED EQUIPMENT EXPENDITURES*

- Vendor and product selection criteria
- Supplier evaluation and satisfaction
- Purchasing Trends
  - Current and planned expenditures by product type
  - Budget allocation by product type
  - Location and title of primary decision maker
  - Sources of information referenced

## RESEARCH SCHEDULE AND DELIVERABLES

VOLUME 1: Handheld Scanners, Offering Segment Analysis..... Available Now  
 VOLUME 2: Stationary Scanners, Offering Segment Analysis..... Available Now  
 VOLUME 3: Barcode Printers, Offering Segment Analysis.....September 2010  
 VOLUME 4: Barcode Printer Consumables, Offering Segment Analysis .....September 2010  
 VOLUME 5: Customer Requirements Analysis (across all product types) ..... October 2010  
 Vendor Profiles ..... Delivered as part of the Offering Segment Analysis  
 Distribution Analysis ..... Delivered as part of the Offering Segment Analysis

STUDY PUBLICATION DATE	ACTUAL MARKET SIZE/SUPPLIER SHARE	FORECAST MARKET SIZE
Service Year 2010	2009	2010-2014

Monthly status reports ..... Begin March 2010  
 Interim findings by volume ..... One month prior to publication of each Offering Segment Analysis volume

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## PROCESS AND METHODOLOGY

VDC Research strives to create valid and accurate primary market research using a structured approach, analytic tools, and proven analytic methods reinforced by information from secondary sources when appropriate.

### METHODOLOGY

The rigor of VDC's research methodology yields data we translate into information and knowledge to create insights that lead to innovation and business results for our clients. This market research service includes a number of data collection and analytic methods:

### ANALYSIS METHODS

- **Market Segmentation and Definition:** Definition of market segments, target customers, and competing solutions are critical to building accurate: sizing estimates, forecasts, supplier position and shares, and customer requirements.
- **Market Sizing and Forecasts:** Models based on supplier shipments, user budget analysis, recent installations, and future purchasing plans. Other key inputs include supplier forecasts of future growth rates, historical data, and economic outlook data.
- **Supplier Share and Position:** Derived directly from structured, in-depth interviews of leading and emerging suppliers, with specific emphasis placed on current and projected shipments in combination with VDC's data repository.
- **Customer and Channel Requirements and Preferences:** Focus on customer and channel partner priorities driving consideration. Topics include a range of product and supplier selection criteria. We will explore current and future preferences for various technologies, feature sets, suppliers and sources of supply.
- **Data Verification:** Primary and secondary research on target communities and companies is used to validate our results and includes conducting supplemental interviews at target firms, crosschecking with channel partners, estimates from competing firms and checking historical performance.

### STRUCTURED APPROACH AND TOOLS

- **Segmentation and Models:** Detailed analysis of market segments, customer class communities, products and technologies, and channels that comprise market opportunities.
- **Technical Solution Value Chain:** Definition of the hardware, software, and services that constitute the technical value-chain
- **Commercial Value Chain:** Analysis of the relationships between suppliers, integrators, channel partners, and enterprise customers that participate in a specific market.
- **Data Collection Tools:** Include, but are not limited to in-depth telephone interviews, on-site interviews, and Web-based studies of manufacturers, channel participants, and customers.
- **Research Databases:** Include VDC proprietary sources, research program sponsors, and industry-specific third parties (e.g., trade publications, Web sites, and conferences).

## PRIMARY RESEARCH

	Target Communities	Approximate Sample Size
Phone Interviews	Handheld Barcode Scanner Suppliers	15
	Stationary Barcode Scanner Suppliers	10
	Barcode Printer Suppliers	20
	Barcode Printer Consumables Suppliers	20
	Distributors, resellers, VARs/SIs	25
Web-based Interviews	End users, distributors, resellers, VARs/SIs	Target N > 500

## SECONDARY RESEARCH

- **Financial Reports:** Analysis of AIDC supplier financial reports (e.g., 10Ks, 10Qs, annual reports, etc.) from public and private financial databases
- **Due Diligence Searches:** Gather corporate background information on suppliers and resellers, core offering specifications, target market case studies, technical and commercial partnerships, and examine applicable periodicals
- **Associations and Government Policies:** Analyze trends based on relevant industry association news, standards bodies, independent consultancies, academic institutions, government agencies, and consortia
- **Proprietary Databases:** Use of VDC proprietary databases covering the markets related to the market under study

## RESEARCH TEAM

Auto ID & Transaction Automation Practice ([View Team Bios](#))

- **Thomas S. Wimmer**, *Practice Director, Auto ID and Transaction Automation*
- **Drew Nathanson**, *Director of Research Operations*
- **Rory Gardner**, *Analyst*
- **Christopher J. Rezendes**, *Executive Vice President* ([View Bio](#))

## ADDITIONAL SERVICE BENEFITS

- **Market Updates:** VDC may provide periodic coverage of critical trends and market events for clients during the subscription year. These updates may include (but are not limited to): emerging technologies and applications, event-driven market news, notable case studies, analysis of mergers, acquisitions, strategic partnerships and changes in the competitive landscape.
- **Analyst Access:** For no additional fee, VDC analysts answer questions on terms, definitions or methodologies; and engage in discussions about drivers of our findings and implications for our clients.
- **VDC Retainer Accounts:** Pre-established retainer accounts are especially valuable for time-sensitive projects. Retainer accounts allow both the client and VDC to expedite processing time spent on approval cycles. This commitment also enables VDC to efficiently prioritize and dedicate resources for retainer clients.

[\(View Additional Service Benefits' Details\)](#)



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## ORDER FORM

BARCODE GLOBAL INDUSTRY PLANNING 2010 MARKET INTELLIGENCE SERVICE	STANDARD PUBLICATION FEE (TEAM LICENSE, 1-5 USERS)	TOTAL
Volume 1: Handheld Scanners, Offering Segment Analysis	\$17,500	
Volume 2: Stationary Scanners, Offering Segment Analysis	\$17,500	
Volume 3: Barcode Printers, Offering Segment Analysis	\$17,500	
Volume 4: Barcode Printer Consumables Offering Segment Analysis	\$9,500	
Volume 5: Customer Requirements Analysis (across all product types)	\$12,500	
Package pricing available.	Please call for details.	
<b>Enterprise License</b> – Provides the right to post purchased research on portal/corporate network for sharing within organization.	25% of research fees	
<b>Custom Data Cuts/ Retainer Account</b> (Negotiated per client need)		
<i>All reports delivered as PDF and Excel files by E-Mail or via Executive Briefcase.</i>		
	<b>Subtotal</b>	
	<b>MA Companies add 6.25% tax</b>	
	<b>TOTAL</b>	

I want to purchase the *Barcode Global Industry Planning: 2009 Market Intelligence Service*. I have read the Contractual Provisions (which can be found [here](#)) of this proposal and agree to its terms.

Authorized Signature: \_\_\_\_\_

Name: _____ Title: _____ Company: _____ Street: _____ City: _____ State _____ Zip: _____ Country: _____ E-mail: _____ Telephone: _____ Fax: _____	<input type="checkbox"/> Check Enclosed Amount: _____ <input type="checkbox"/> Purchase Order Enclosed PO Number: _____ <input type="checkbox"/> VISA <input type="checkbox"/> Master Card <input type="checkbox"/> American Express Account Number: _____ Expiration Date: _____ Name on Card: _____ <input type="checkbox"/> Bill my company without a purchase order, but with my consent. Signature: _____
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