

## Mobile Barcode Scanning Expands Total Available Market for Data Capture Solutions, According to VDC Research

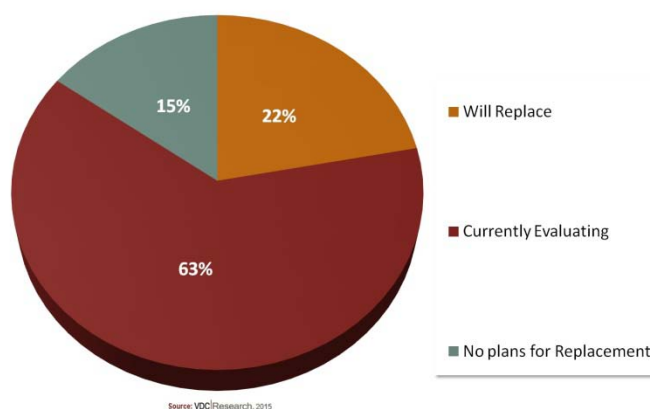
*Handheld barcode scanning no longer restricted to traditional form factors.*

“Vertical specific distribution, development of enterprise ready applications, and R&D will be critical to driving business development in the mobile barcode scanning space.”

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Mobile barcode scanner hardware vendors (for companion scanners and sleds) derive about \$40-\$50 million in overall revenues, according to a new global market analysis by VDC Research (click [here](#) for more info). Today, new and emerging data capture hardware vendors like Infinite Peripherals & Koamtac as well as non-traditional ISV participants like Scandit and Manatee Works (now part of Cognex) are addressing large enterprises' data capture requirements in new ways while also making these solutions accessible to a much broader audience. Mobile scanners such as companion scanners and sleds attach directly to or pair wirelessly with consumer-grade smart devices to enable enterprise-grade scanning applications, while software platforms enable smart devices to use their built-in cameras for enterprise-grade barcode scanning.

Exhibit: Respondents' Plans to Replace Purpose-built Scanners with Mobile Scanning Devices



63% of organizations surveyed are considering replacing their purpose-built scanner investments with mobile scanning solutions such as sleds/sleeves, companion scanners and software platforms for supporting daily operations. End users also reported evaluating the option to deploy mobile scanning solutions because of their lower upfront investment costs and employee familiarity with host devices. VDC's research indicates that point-of-sale applications in retail stores, pallet/case scanning in warehouses/distribution centers, and bedside medication administration in hospitals will drive strongest interest in mobile scanning investments.

“Enhancing workforce productivity will be the most important driver for mobile scanner investment,” said Shahroze Husain, Research Associate at VDC Research. “As the market continues to grow and competition stiffens, vendors must develop their scanning solutions and SDKs to address leading applications across segments and partner with capable distribution partners to offer localized support and service for their products.”

While mobile scanners do make barcode scanning available to a wider audience and broader range of applications, concerns regarding initial investments and deployment costs remain amongst end users. In addition, it is to be noted that there remains a risk of technology obsolescence due to the lack of forward compatibility of products and drastic changes in design of consumer smart devices. In order to sustain long term success in this market, vendors must develop strong application developer networks and also partner with specialized distributors with vertical expertise to engage audiences beyond large enterprises.

**About VDC Research**

Founded in 1971, VDC Research provides in-depth insights to technology vendors, end users, and investors across the globe. As a market research and consulting firm, VDC's coverage of AutoID, enterprise mobility, industrial automation, and IoT and embedded technologies is among the most advanced in the industry, helping our clients make critical decisions with confidence. Offering syndicated reports and custom consultation, our methodologies consistently provide accurate forecasts and unmatched thought leadership for deeply technical markets. Located in Natick, Massachusetts, VDC prides itself on its close personal relationships with clients, delivering an attention to detail and a unique perspective that is second to none.