

# Solutions

Data

Data Capture/POS

## Resource Guide

# Delivery



**Point-of-sale (POS) and data capture technologies have grown to become significant sources of revenue within the technology industry.**

The Ingram Micro Data Capture/POS Division is among the first to bring you a single source for AIDC, POS, and all other complementary technologies necessary to build your technology business and take advantage of this growth.

#### **Collaborative and Strategic**

Ingram Micro's Data Capture/POS Division enables profitable point-of-sale and auto-ID business for our channel partners. With unmatched product depth, our partners have access to precise logistical support and value-add services. Resellers with a data capture/POS focus, as well as those moving into this growing market, can leverage the division's support to accelerate growth and extend relationships with their clients.

#### **One Source. Complete Solutions.**

With the largest dedicated field-sales force in the market, Ingram Micro's Data Capture/POS Division makes it easier for resellers to extend client relationships and remain profitable.

#### **Depth and Breadth**

The Ingram Micro Data Capture/POS Division maintains one of the deepest and broadest inventories in the AIDC/POS market. This enables us to provide higher fill rates and faster response times for you. Combine that with Ingram Micro's reputation as the largest global wholesale provider of technology products and supply-chain management services, and you're teamed with an unsurpassed industry resource.

#### **Advanced Tools**

The Data Capture/POS Division also offers you industry-leading web resources that work when and how you do. With libraries of information, purchasing histories, access to every Ingram Micro product line, and advanced tools for complete product-purchasing selection, our web site puts powerful business tools right at your fingertips.

In addition, the Data Capture/POS Division provides numerous benefits that help you succeed, including:

- Later cutoff times for shipments
- Multiple stocking locations
- Optimized order-management and freight services
- Many credit and financing options
- Extensive field-sales support
- Configuration services
- Partnering, professional services and lead generation
- RFID and vertical-market information
- Demo programs
- Personalized delivery

#### **Forward Thinking**

With ongoing product development and technology advancements, we continue to create new data capture and POS solutions for a wide variety of customers, including those in transportation, government, health-care, hospitality, manufacturing, retail and warehousing.

Ingram Micro brings it all together — the products, the support and the services — so you can grow your data capture/POS business and broaden your business reach.

# Ingram Micro Contacts and Resources

## INGRAM MICRO CONTACTS AND RESOURCES

Data Capture/POS Division, U.S.

(800) 876-4629

Data Capture/POS Division, Canada

(800) 668-3450, ext. 55211

Financial Services

(877) 877-0035

E-mail: [financialservices@ingrammicro.com](mailto:financialservices@ingrammicro.com)

General Sales

(800) 456-8000

## RESOURCE SITES

Data Capture/POS Division, U.S.

[dcpos.ingrammicro.com](http://dcpos.ingrammicro.com)

Data Capture/POS Division, Canada

[www.ingrammicro.ca](http://www.ingrammicro.ca)

Ingram Micro

[www.ingrammicro.com](http://www.ingrammicro.com)

Events

[www.ingrammicro.com/event](http://www.ingrammicro.com/event)

## TECHNICAL SUPPORT

Ingram Micro Data Capture/POS Division

(800) 876-4629 (Option 2)

Ingram Micro

(800) 445-5066

### Help Desks

Components/System Builder Ext. 76423

Data Capture and POS Ext. 76342

Digital Imaging Ext. 24026

Digital Signage Ext. 76355

High-end Storage Ext. 76429

Mobile Computing Ext. 76144

Network Security Ext. 76102

Network Technology Ext. 76295

Seismic Managed Services Ext. 76236

Virtualization Ext. 76237

Voice Data Convergence Ext. 76101

Wireless Networking Ext. 76152

## ■ Introduction

### Market Opportunity

Many solution providers now view data capture as a very lucrative new market to pursue. Data capture principles and technologies (e.g., RFID and AIDC) are creating new IT opportunities across all business operations that involve identification, tracking and tracing of materials. Profit margins for these technology solutions are significantly higher than traditional technologies.

New technologies have recently been introduced, and have significantly changed the landscape. Many retailers are currently replacing older technologies with new systems that have integrated wireless and AIDC capabilities, making POS a highly competitive marketplace with a growing list of diverse applications. The market also offers plenty of opportunities for solution providers seeking to leverage their expertise in the retail niche.

### Automatic Identification and Data Capture (AIDC)

AIDC is the process of collecting data via automated means, such as bar-code scanning, biometrics, smart cards, optical character recognition (OCR) or magnetic stripes, and subsequently storing that data in a computer. These developing technologies touch us every day and can benefit virtually every sector of industry that must identify, track and trace individuals, materials or equipment accurately and efficiently.

### Point of Sale (POS)

A complete POS solution combines computers, software, networking technology and peripherals to automate retail and hospitality operations, including:

- Sales processing
- Inventory control and management
- Customer database management and analysis
- Central management for multistore operations

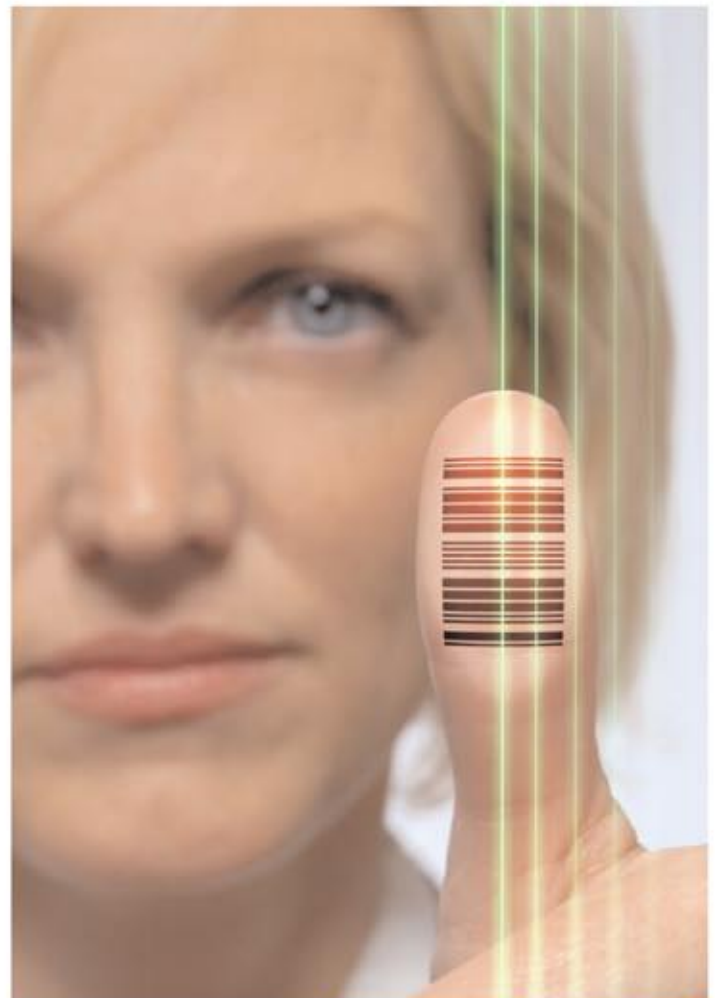
Effective POS systems equip retailers with comprehensive views of their business operations, enabling them to increase efficiency and profitability while making knowledgeable business decisions. POS solutions often include PC-based terminals (sophisticated computer replacements for cash registers), as well as bar-code scanners, receipt printers, cash drawers, touchscreen POS units, pole displays, credit/debit terminals,

magnetic-stripe readers, check readers and software. Ingram Micro offers complete POS solutions, as well as individual POS software and hardware options, to all our customers.

### Radio Frequency Identification (RFID)

RFID is a revolutionary technology that is poised to elevate the usage and visibility of data capture solutions into an unprecedented opportunity for solution providers.

RFID identifies people or objects via a microchip that is attached to an antenna (together called an RFID transponder or RFID tag). The antenna enables the chip to transmit the identification information to a reader, which then converts the radio waves into digital information that can be passed on to computers. This technology is limitless in its potential for accurate identification and tracking of objects of any kind. No direct line of sight (as with bar codes) is needed to identify and track materials.



## ■ Adjacent Technologies Help You Complete the Solution

### Digital Signage

Ingram Micro is the only full-service distribution organization dedicated to helping vendors and resellers grow their business in the digital-signage market. We have the digital-signage products, resources and expertise to power your growth in digital signage with expanded reach and increased profits. Ingram Micro partners can accelerate their sales, enhance profitability and drive innovation in this new technology field.

### Enterprise Mobility

Enterprise mobility extends the boundary of the network to wherever your customers' employees are located. Both POS and AIDC solutions can require an infrastructure to capture, move and manage real-time data across a total wireless network. Field sales, sales-force automation, healthcare and inventory control are a few early adopters of enterprise mobility.



### Mobile Computing

One technology related to AIDC and POS is mobile computing. A handheld wireless solution gives users the ability to remotely and instantly capture data and communicate in real time with the network.

### Network Technology

Whether a network is wired or wireless, new developments in network technology continue to improve the efficiency of AIDC and POS solutions. Some of the latest enhancements include fast 10-GB Ethernet, new wireless standards with improved security, Power over Ethernet, and WiMAX standards.

### Security

AIDC and POS installations require both network and internet security capabilities. Over 30 percent of small businesses and 50 percent of midsize businesses cited improving network security as a priority for IT spending through 2008. In addition, video-surveillance security is becoming an essential component of today's retail operations.

### Storage

With the rise of government standards and the ever-increasing need for data, storage technology is growing. Finding a way to add and streamline storage capabilities is an absolute must for small businesses capturing data through AIDC and POS.



# Solutions

## Marketing Tools and Services

### A Wide Range of Sales Tools

From downloadable sell sheets, presentations and electronic applications to proposal-based, pass-through market development funds for sales and marketing activities, Ingram Micro provides the resources business partners need to proactively drive their businesses.

### Agency Express

Develop fast, affordable and customized marketing campaigns to increase your AIDC and POS sales. Agency Express offers access to media-placement services, HTML templates, mailing services and product images, as well as a database-ordering service to increase the effectiveness of your targeted campaign. Marketing funds are available to qualifying solution providers.

Visit [www.ingrammicro.com/agencyexpress](http://www.ingrammicro.com/agencyexpress) for details.

### Market Development Team

With insight into the specific technologies and vendor programs available for the data capture/POS market, the Ingram Micro Market Development Team is uniquely focused on the tactical issues necessary to help close sales and solve problems for you and your customers. Contact your sales representative for more information.

### Sales Support

Our sales force includes both an inside team to handle your transactions and a field team to help you grow your business. All Data Capture/POS team members are trained in AIDC/POS technologies and will complement your own staff's skills.

## Ingram Micro Services Division

Ingram Micro's Services Division drives a bold vision to support VAR success by enabling growth in high-margin IT professional services — including warranties, contract management, managed services and professional-labor services — enabling VARs to grow their services revenues, increase profitability and sustain a competitive advantage with their customers.

### Ingram Micro Seismic Managed Services

Ingram Micro Seismic represents the industry's best lineup of on-demand applications, including IT and labor-based managed services for MSPs and VARs servicing small and midsize businesses. Seismic partners have unlimited access to a wide variety of managed services education, training and support resources. Backed by Ingram Micro, Seismic sells exclusively to channel partners.

## IMSN

The Ingram Micro Services Network (IMSN) is the power behind a visionary strategy to support solution-provider success by inspiring growth in high-margin IT professional services, including warranty-contract management, managed services and professional-labor services.

## Data Capture/POS Resources

### Preconfigured AIDC and POS Bundles

Quick-start your AIDC or POS solution with preconfigured, tested and supported AIDC and POS bundles. Understand exactly which products and peripherals function together. Then, add additional product for a complete solution — only through Ingram Micro's Data Capture/POS Division. (Bundles are available for POS, inventory control, warehouse management, asset tracking, healthcare and RFID.)

### Vertical Advisor

The Data Capture/POS Division offers a monthly e-newsletter called the *Vertical Advisor*. It highlights vertical-market topics and how they relate to our best-of-breed manufacturer sponsors.

### AIDC/POS Demo Program

At Ingram Micro, we are committed to supporting your marketing and sales objectives. We have an extensive pool of AIDC/POS demo bundles that are available to solution providers. You'll have temporary access to our latest and most popular products for use in sales presentations, proofs-of-concept evaluation and testing, and trade shows.

Contact your Ingram Micro account executive today or call (800) 876-4629 for additional details.

### Data Capture/POS Division Web Site

Search for products, access real-time pricing and availability, and place and track orders at [dcpos.ingrammicro.com](http://dcpos.ingrammicro.com). Our suite of e-tools includes access to order management; vertical-market information; purchase-order applications and transaction tools; and the Electronic Price Guide, an electronic file of our product catalog.



### Financial Services

Win deals of any size with Ingram Micro Financial Services. You can access extended credit, end-user financing, creative leasing options, lending, purchase-order financing and credit card services.

For more information on Ingram Micro Financial Services, visit [www.ingrammicro.com/financialservices](http://www.ingrammicro.com/financialservices).

### Logistics

#### Configuration Capabilities

Ingram Micro can also be your connection to world-class configuration and integration services. The expert technicians at our ISO 9002-certified integration center ensure the quality, performance and compatibility of every system we provide.

#### Customized Shipping Labels

This free program allows you to customize the information on your packing slips, making it a valuable tool to ship orders from Ingram Micro directly to your customer. We can add your logo and name, address and end-user PO, along with many other custom elements.

#### Advanced Logistics Centers

Ingram Micro has three Advanced Logistics Centers (ALCs) across the nation to serve you with a broad inventory of data capture/POS hardware and software solutions.

### Training and Events

#### Ingram Micro Solution Centers

These state-of-the-art facilities are designed to address all your training and customer-demonstration needs. Use them as an extension of your business, and you can increase your productivity and profitability by offering training sessions, seminars, proofs-of-concept and demonstrations to help your customers make confident investments in technology.

Visit [www.ingrammicro.com/solutioncenter](http://www.ingrammicro.com/solutioncenter) for details.

#### Night of Solutions

Night of Solutions provides an opportunity for solution providers to learn about manufacturer offerings and

emerging technologies through live solution demonstrations. The event's format allows solution providers to build on existing relationships and establish new ones.

For more information, visit [www.ingrammicro.com/events](http://www.ingrammicro.com/events).

#### The Ingram Micro Data Capture/POS Division Annual Partner Invitational

This event focuses on technology categories, vertical-market opportunities and business strategies, all in an interactive, multimanufacturer setting. By participating, you will have the opportunity to build your brand and gain valuable mind share. You'll also create and build key relationships with the top solution providers in key technology and vertical categories.

For more information, visit [dcpos.ingrammicro.com](http://dcpos.ingrammicro.com).

#### Data Capture/POS Regional Vertical Events

This one-day interactive seminar focuses on specific vertical markets and highlights current technology. Market experts, manufacturer representatives and complete working solutions are also available at the Solutions Pavilion.

For more information, visit [dcpos.ingrammicro.com](http://dcpos.ingrammicro.com).

#### Partner Connection Summit

Partner Connection Summit is an invitation-only event focused on decision makers and higher-level management. This biannual two-day event provides resellers with a chance to meet and interact with Ingram Micro associates and manufacturer representatives. Attendees can view demonstrations of new technology products, services and solutions from key manufacturers.

To find an event near you, visit [www.ingrammicro.com/events](http://www.ingrammicro.com/events).

#### Pre- and Post-sale Technical Support

Offer the best solutions for your customers by taking advantage of Ingram Micro's world-class technical support team. You'll get direct access to our knowledgeable technicians, all trained on the latest technology products and solutions. Post-sale support includes cost-effective implementation, installation and troubleshooting assistance from 8:30 a.m.–8:30 p.m. Eastern, Monday–Friday. Support is offered for any product available through Ingram Micro.



# Technology Solutions

## Complementary Technologies

While AIDC and POS technologies are used for different purposes, they are often sold together because they cover both the back-end (warehouse) and front-end (retail) operations for a business.\*

## Inventory Management

For example, a building-supply store may use a tracking system (e.g., RFID) to quickly inventory stacks of lumber and automatically reorder stock. Meanwhile, a mobile AIDC system can assist employees in ensuring that actual inventory matches the quantities listed in the database server.

## Sales Analytics

The store will use a POS system to facilitate retail transactions, deducting items from inventory as they are purchased, and assisting managers as they analyze past buying patterns to forecast future business conditions (e.g., seasons and holidays) to help determine reorder amounts.

## Improved Efficiency

End users deploy AIDC and POS technologies in an effort to streamline business transactions, increase supply-chain security and improve efficiency. Implementation of these products is typically part of a broader IT solution that incorporates storage, security and networking.

## Mobility Applications

The wireless network is often designed to support multiple functions concurrently. These may include segmented WLANs that enable customers to access

the internet on a charge or courtesy basis, or encrypted VPN tunnels that enable managers to securely access remote corporate applications from mobile computers, which enables them to spend more time on the sales floor. Plus, increasing traffic from voice-over-IP (VoIP) and IP surveillance equipment drives the need for more robust IT backbones that can accommodate increased bandwidth demands.

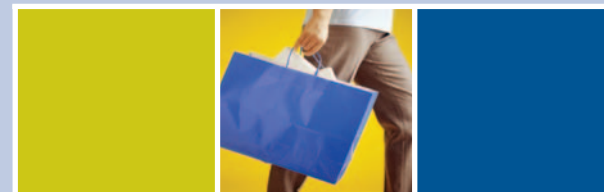
## Complete the Picture

Server farms, network-attached storage (NAS), routers and firewalls are frequently essential pieces to complete the AIDC/POS puzzle. Even independent third-party logistics warehouses and local retail chains require complementary technologies like these to effectively compete with large regional and national enterprises.

## Foundational Technology

Integrating all these disparate and complex technologies into a single IT solution requires a skill set beyond just vertical-market expertise. Increasingly, SMB end users who employ AIDC and/or POS technologies are looking for a single source to design, construct and support their information highways.

*\* Automatic identification and data capture (AIDC) employs a number of different technologies to accomplish the process of automating data capture. AIDC is not separate from POS and, in fact, is often an essential part of POS solutions, usually in the form of bar-code scanners and magnetic-stripe readers. In years to come, RFID will play an increasingly important role in the retail front end. Conversely, AIDC technologies are frequently employed in nonretail environments independent of POS. Examples include patient identification and medication administration in healthcare, as well as evidence storage and retrieval in law enforcement.*



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