



# The DATA CAPTURE Report

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## Special SCAN: The DATA CAPTURE Report Reprint

### Datalogic Still Bracing For A Tough Road Ahead

From time to time, we do a periodic check to get a feel for what's happening on the other side of the Atlantic. We often use **Datalogic** as a source, since it is the largest AIDC vendor in Europe. The last time we checked in with them was Fall 2008. Following is what they have to say today.

Gian Paolo Fedrigo, CEO, Datalogic Mobile Worldwide, told us, "Business has been moving slowly. The global economic situation hasn't changed much since our talks in Oct. The main word is still 'unpredictability.' There is general lack of confidence in the marketplace and many customers are putting orders on hold. This seems to be a global trend. On a bright side, none of our resellers or end user customers have gone bankrupt, yet. This is a positive."



*Gian Paolo Fedrigo,  
CEO, Datalogic  
Mobile Worldwide.*

Fedrigo went on to say that there are still some good business opportunities available, but you really have to work hard for them. And, he stressed the importance of continued innovation.

"Datalogic's R&D dollars in 2009 will be much higher than either 2007 or 2008," he told SCAN/DCR. "We are moving closer to our customers....determining their needs. Our efforts

include 24/7 Web services and much more contact, whether by phone or face-to-face. We try to visit our customers' facilities, and have periodic seminars/meetings."

#### **No predictions**

Although some industry leaders are willing to go out on a limb with predictions about the economy [see cover story on **ScanSource**], our friends from Italy were not about to do so. "Like most people, we cannot predict when things will turnaround," said Fedrigo. "What we do know is that customers who postponed their purchases will soon have to decide if they are going to move forward or make the decision to drop their orders permanently. We'll just have to wait a few months to see what happens."

"When the turnaround does come, those [AIDC] manufacturers who worked to position themselves in the market will be the winners. Now is the time to focus on business fundamentals. You must keep revenue coming in and stay profitable. Keep R&D going strong, or you'll be left behind when things finally change for the better. You must keep product development on the front burner."

#### **Last words**

Closing, Fedrigo confided, "There is simply too much uncertainty to make any huge plans for the near future. We are literally taking things day to day."

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