

POWER IN CONSOLIDATION - IT RESELLER SPOKE WITH BILL PARNELL, CEO OF NEWLY FORMED DATALOGIC ADC, ABOUT THE CONSOLIDATED COMPANY

In late 2011 Datalogic SpA, announced that its separate businesses, Datalogic Scanning, Datalogic Mobile, Enterprise Business Solutions and Evolution Robotics Retail, would become integrated to form Datalogic ADC (Automatic Data Capture) as of the beginning of 2012. This recent move is a major component in Datalogic Group's strategy for growth and in its plans to further bolster its competitiveness in two key markets: Automatic Data Capture (ADC) and Industrial Automation (IA). "Previously, we were in effect four separate businesses," explained Datalogic ADC's CEO, Bill Parnell, "and each had its own dedicated sales staff. We therefore had multiple sales people who often found themselves serving the same customers as other companies within our Group; particularly in retail. Therefore one of the main driving forces behind the decision to form Datalogic ADC was to offer one-stop shopping to all of our customers; not just in retail but throughout the ADC marketplace."

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