

DATALOGIC UNDER THE MAGNIFYING GLASS OF THE SURVEY CARRIED OUT BY SDA BOCCONI AND ORGANIZED BY IBM: A SIGNIFICANT BUSINESS CASE WHICH, THANKS TO THE CONTRIBUTION OF INTEGRATED INFORMATION TECHNOLOGIES HAS ACHIEVED MAJOR BENEFITS, ALSO IN MANAGING THE WORLDWIDE ECONOMIC CRISIS

Bologna, April 15th, 2010 - **"Managing complexity in the medium-sized enterprise: the contribution of integrated Information Technologies. A managerial prospect"**. This is the title of the survey carried out by **SDA Bocconi**, the worldwide renown School of Management based in Milan, and organised by **IBM**, presented on **April 15th** in Bologna and in which Datalogic was the leading business case studied.

A research project, by Severino Meregalli and Gianluca Salviotti from SDA Bocconi, that studied **Datalogic Group** for approximately a year (July 2009 - April 2010), as a **significant business case which, thanks to the contribution of integrated Information Technologies achieved major benefits**, also in managing the worldwide economic crisis.

It's not by mere chance that the mission of Datalogic Group pivots around information and communication technologies, focusing on products, services and solutions that "make the bond between the physical world of tangible objects and the virtual world of information correlated to them possible, in order to convert physical data into digital data". ICT (Information & Communication Technology) thus has two roles for Datalogic: on one hand, it is a productive factor in what the Group has to offer and on the other it represents a supporting factor of the main processes of the enterprise.

Specifically speaking, the survey highlighted how since 2000, in line with its expansion, Datalogic chose a new ERP system that is able to manage complexity very appropriately. The system chosen was **SAP - IBM**, which has produced qualitative and quantitative benefits in terms of efficiency, effectiveness and operational reliability, as **Mr. Paolo Baldissara** explained, Vice President of Datalogic ICT, who spoke at the meeting.

"SAP has enabled us to recover efficiency margins - Mr. Baldissara said - and to monitor business performance rapidly and promptly. All the companies of Datalogic Group do indeed exploit the same information system and avail of an ample and flexible model and just one database that is updated in real time. SAP guarantees mutual group procedures that offer greater visibility of the operations and optimisation of resources using the best systems possible in terms of effectiveness and efficiency (best practices), thanks to integration and consequent reduction in data processing times".

Also in the sphere of managing the recent economic crisis, SAP has held a strategic role for Datalogic. "The benefits deriving from the use of the new ERP system - Mr. Baldissara continued - are many, for both the Group as a whole and for each individual company area. For example, SAP made it possible to increase efficiency in decisional processes right from the very beginning of the crisis, to activate a cost reduction plan worldwide in real time and to manage a new complex organisational model". Hence, the new ERP system has brought about benefits that can be summarised with concepts of control, efficiency, rapidity and flexibility in managing business complexity, especially in times of

crisis.

A topic that involves medium-sized enterprises in particular and in which the CEO's of numerous companies attending the event showed great interest and consequently it will be discussed again during another meeting that will be held in Padua on May 13th.