

## DATALOGIC IS RECOGNIZED AS A BEST CHANNEL VENDOR FOR 2013



Bologna, March 20, 2013 – Datalogic, global leader in Automatic Data Capture and Industrial Automation, is pleased to announce that it has been recognized as one of the Business Solutions Magazine (BSM) Best Channel Vendors in the Automatic ID Data Capture (AIDC) Industry for 2013.

During the period from September to mid- October 2012 BSM VARs were asked to rate their vendor partners in seven categories, through an independent survey monitored by Penn State University. Datalogic placed at the top in two of the surveyed categories: Channel Program and Channel Friendliness.

Over the past years, Datalogic frequently has been noted as a Channel Vendor Leader in the BSM annual survey. Datalogic is dedicated to providing partners with quality products, services and support tools to assist their efforts in marketing Datalogic's products. Their EASEOFBIZ Channel Program is aimed at the partner's top and bottom line, aimed at increasing business opportunities, increasing success rates in negotiations, smooth operations and reducing the cost of transaction and cost of relationship with Datalogic. Datalogic wants its partners to win more customers and be more profitable while working together in the AIDC marketplace.

"We are deeply honored to be named one of BSM's Best Channel Vendors for 2013", stated Bill Parnell, CEO of Datalogic ADC. "Datalogic's partners will always be our highest priority. Our belief that strong relationships with partners are the key to our mutual success in the marketplace is the backbone of our EASEOFBIZ Channel Program. Our channel program recognizes the uniqueness and points of strength of our partners, helping Datalogic to work towards jointly designing a journey to success with our partners. We look forward to a strong and successful 2013 together."