

DATALOGIC INTRODUCES ITS ENHANCED PARTNER ADVANTAGE PROGRAM

Datalogic is proud to announce its Enhanced Partner Advantage Program, which offers a simplified structure that makes doing business with Datalogic easier, rewards channel commitment and performance. Datalogic Partners are recognized for providing unique business value and points of strength to complement our technology offerings. Ensuring the success of these partners across industries, through consistent pricing, channel integrity and unquestioned commitment are keys to delivering value to our partners.

A successful Partnership has only one unit of measure; the growth of each Partner's business. To stimulate this growth, partners in the Datalogic Channel Program receive dedicated resources directly from Datalogic, providing marketing assistance and technical support for any partner needs. Advanced marketing tools, such as a dedicated website, training materials and custom programs keep the partners up-to-date with all the latest news, products and solutions offered by Datalogic. Exclusive programs are also available only to partners. An example is the Loyalty League, a marketing incentive program in which partners can claim sales of Datalogic products and services and receive prizes/gifts.

There are several levels of membership to accommodate all types of businesses. Each level offers different benefits and goals. From Silver to Diamond, the partner can choose the level that is the perfect fit from year to year. Datalogic's Group Channel Marketing Senior Manager, Hilde De Bisschop, elaborates "Datalogic values its partners. The Enhanced Partner Advantage Program has been specially designed to highlight each partner's strengths and provide all the support necessary to help business flourish for all across all industries, but also, more importantly, to develop a long-lasting relationship based on mutual trust and success."

Datalogic implements this Enhanced Partner Advantage Program worldwide.

For more information, please contact hilde.debisschop@datalogic.com or visit our website www.datalogic.com – www.datalogic-loyalty-league.com