



Global bar code scanning specialist  
Datalogic, uses Businessmagnet to  
deliver new business referrals



[www.businessmagnet.co.uk](http://www.businessmagnet.co.uk)  
The UK's leading online Business to Business directory



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**"In terms of the return on our annual spend and for the kind of traffic we receive, we are very happy with Businessmagnet's performance"**

**Charlie Trumpess**  
Marketing Manager  
at Datalogic Scanning

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[www.scanning.datalogic.com](http://www.scanning.datalogic.com)

The World's leading bar code scanning specialist, with a group turnover of €460m and over 1900 employees.

**The Beep Heard Around the World**

On June 26, 1974 at a Marsh Supermarket in Troy, Ohio, a clerk passed the UPC bar code on a 10 Pack of Wrigley's chewing gum over the scan window of a Datalogic Magellan Model A bar code scanner and made history.

This event signalled the beginning of the automatic data capture industry. Today the AIDC industry is fast-paced, dynamic and requires a company to be committed, innovative and respectful of the rapidly changing needs of business. Datalogic Scanning is that company. Completely dedicated to Auto ID, Datalogic has established itself as a unique world leader by providing the widest range of multi-platform product solutions available.

The Datalogic Group is structured into three autonomous companies, aligned by specific products and markets: Datalogic Scanning, Datalogic Mobile and Datalogic Automation. Datalogic Scanning is the number 1 in Stationary Scanners for Retail applications worldwide and number 2 worldwide in Hand-Held Scanners. Datalogic Mobile has a complete line of rugged mobile computing products for warehouse management, field force automation and retail environments and Datalogic Automation completes the product portfolio with high quality unattended scanning systems.

Datalogic Scanning is the recognised leader in high-performance fixed position retail point-of-sale scanners and the number 1 provider of handheld scanners in EMEA (Europe, Middle East and Africa), with the most complete line of general purpose and ruggedized handheld scanners available today.

The Datalogic Scanning division of the group has a direct presence in 18 countries and has over 1,000 business partners worldwide.

Charlie Trumpess, Datalogic Scanning's Marketing Manager said "In the UK, Morrisons uses fixed position retail scanners manufactured by us, which you may see branded by one of the companies the group acquired recently, we also supply solutions to ASDA, Waitrose, Somerfield / Coop and Marks and Spencer".

"Our primary target audiences are manufacturing & logistics, warehousing, retail, office automation - which encompasses banking and finance library and education services, utility companies, local and national government and healthcare - we also include the pharmaceutical sector and laboratory services within the healthcare category". Trumpess added.

**Delivering Solutions**

Trumpess says "Our markets are driven by solutions and applications, so we are finding new ones all the time - in healthcare for instance, more and



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more parts of the NHS are using bar code scanning for positive patient identification, keeping patients records against their printed wristbands to ensure they have the right patient and the right patient notes, also ensuring that information matches the individual's treatment plan to guarantee the patient is given the correct treatment". He added "This has been a big issue for the NHS in the past where thousands of patients have either been given the wrong treatment or the wrong dosage. Each year this issue costs the NHS a fortune in additional bed days or where they have to compensate a patient. We are aware of a situation where there were two patients with the same surname and each got the others operation - this is not an urban myth". "Patient tracking is a great application for bar code technology, it provides significant benefits to the NHS and reduces the likelihood of medical errors". Says Trumpess.

"We use Businessmagnet to deliver a broad message about what the company does and the range of products we offer, we have also used the directory to highlight new products using additional banners for products like our PowerScan range for industry and our entry level retail scanner range". Trumpess said.

#### **Tailoring activity with Businessmagnet - two tactics in one campaign**

Commencing activity in early 2006, Businessmagnet proposed that Datalogic Scanning should utilise two Businessmagnet products within their campaign:

#### **ADVERTISING WITH BUSINESSMAGNET**

Businessmagnet is one of the largest Business Directories in the UK. We achieve over 3.5million page views per month and are viewed by many as the only directory solution to use. Our SME customers range from small one-man companies to some of the largest and best known organisations in the world.

Businessmagnet offers various advertising packages to suit both budget and desired level of coverage.

Whichever solution you choose, you can be sure to receive our full commitment to providing you with the best possible return on your investment.

- **An Enhanced Listing Plus**

A cost-effective solution which boosts the position of the listing to 'recommended' status and includes a mini client defined description in each product and service category the company is listed in.

- **Magnet Links**

Targeting certain keywords or phrases - Magnet Links are unique to Businessmagnet, guarantee a minimum of 50,000 impressions per month and are key to a successful search engine optimisation strategy.



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**Reacting to challenges**

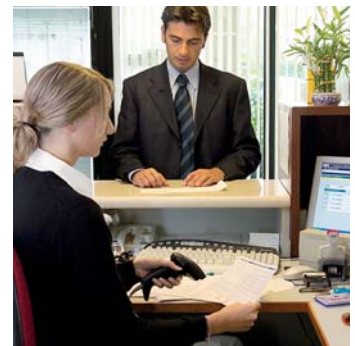
“We put a lot of emphasis on our corporate website which has evolved and improved steadily since it was created. Businessmagnet has played a significant supporting role in helping ensure UK based potential customers are able to find the site in organic search results”. Said Trumpess.

“We have used and still use some other directories in the UK, but Businessmagnet in terms of referrals is in the top 20 Worldwide - which is pretty good. In terms of the return on our annual spend and for the kind of traffic we receive, we are very happy with Businessmagnet’s performance”. Trumpess added.

Trumpess said “Our activity works - in terms of creating awareness on the web and providing an easy way of finding out about Datalogic and our products, especially in the UK - we are receiving steady traffic. Due to budget limitations, we haven't been able to carry-out as much activity as I would like to - one of our priorities in 2009, with limited budget, will be to spend more online, because it's more measurable and also more cost effective than other more traditional methods of advertising.

Trumpess concluded by saying “In terms of the service we get from Businessmagnet, we are happy with the overall exposure we receive and in terms of customer service, our relationship with Businessmagnet is very good - overall it's been a good, very positive experience. When we come to renew our annual activity, we will focus on how we can do more with you and further maximise the return we get from our activity”.

For more information, click [www.businessmagnet.co.uk/advertise](http://www.businessmagnet.co.uk/advertise)



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