

# VSR

**VERTICAL SYSTEMS RESELLER**

CHANNEL STRATEGIES THAT BUILD BUSINESS

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COMMENTARY

## REVIEW & OUTLOOK



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Evolving application requirements and recent business and legislative developments are creating unique opportunities for companies to invest smartly and seize measurable competitive advantages. Solution providers who prepare to capitalize on these developments will be in the optimal position for profitable growth.

In the recent downturn, customers were forced to carefully navigate a widespread economic slump. The first half of 2010 brought some acceleration in activity as buyers sought to replenish depleted inventories. Now cautious optimism appears to be the pervasive sentiment.

At the same time, new technology requirements have emerged in a number of markets that cannot be ignored. Customer engagement and the point of sale are being redefined. In retail, for example, reliable cross-channel fulfillment, next generation POS capability, and a more compelling and efficient in-store experience is necessary to be truly competitive. In B2B there is an equivalent need to deliver enhanced service and better facilitate transactions at the point of contact in the field. The healthcare industry will also undergo substantive change. The mandatory transition to electronic medical records will result in wider use of automation, mobility and self-service technology.

The solutions that tackle these market needs will deliver substantial benefits for the end-user. They also provide powerful internal benefits, such as greater efficiencies, cost reductions, incremental revenue opportunities and strengthened brand loyalty. In some instances, these solutions will be mandatory. In others, they are simply a business imperative. Companies that implement them effectively will create an inflection point in their performance that cannot be matched by competitors who stay put.

Clearly, delivering these solutions requires the right products, services, and application-specific expertise. This underscores the importance of aligning with the right suppliers. For your peripheral needs, look for a manufacturer with a lineup of models that integrate more easily, enhance reliability, accelerate ROI, and help improve the user experience. Equally important, look for suppliers who will be true business partners, that consistently deliver the products, services and world class support your customers demand.