



The DATA CAPTURE Report

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Special SCAN: The DATA CAPTURE Report Reprint

Microscan CEO Scott Summerville Shares Thoughts On Company Direction

Microscan is a global leader in technology for precision data acquisition and control solutions serving a range of automation and OEM applications. Founded in 1982, Microscan has a strong history of technology innovation that it continues today. The company is a technology leader in automatic identification and machine vision with extensive solutions for ID tracking, traceability and inspection ranging from basic bar code reading to complex machine vision inspection, identification, and measurement.

The company recently appointed Scott Summerville as its new president. Here, we catch up with him to find out what he has in store for Microscan.

We understand that you have been leading Microscan for a little more than two months now. Do you feel that you have a grasp on the company and its technologies?

It's obviously very early in my tenure with the company, and I am learning something new about the organization and industry every day. It helps to have an extremely supportive team. There also is a danger in assuming you know things when you really do not. So, I am trying to approach the

situation as a continuous learning experience and journey for me and for the Microscan team.

Can you provide our readers with a brief background of your career experiences and explain how your qualifications make you the best fit for advancing Microscan to the top of its industry?



*Scott Summerville,
president, Microscan.*

I spent the first nine years of my career in the passive electronics components industry with **Murata Mfg.** I managed sales and channel organizations. I then spent the next 20 years of my career with **Allen-Bradley (A-B)**, which later became **Rockwell Automation**. Early on, I was responsible for commercial marketing within the company's government business division.

One of our initiatives was to develop the Auto-ID market in tray mail sorting for the **U.S. Postal Service**. A-B had a line of laser scanners and machine vision solutions at the time.

After that, I became the global industry sales manager for material handling and got involved with many of the leading material handling OEMs and logistics companies such as **FedEx** and **UPS**. It was at this time that I led a multinational project pursuit team to land one of the largest material

handling automation projects to date—the cargo-handling center at the then new **Chek Lap Kok** airport in Hong Kong. Subsequent to this, I led Rockwell's vertical industry teams in Asia and then had the opportunity to become the general manager of the company's business in China for three years where I was based in Beijing. I then had the opportunity for the next four and a half years to become the president of Rockwell's entire business in Asia.

I believe my experience is a good fit for Microscan because of my market-focused approach to business as well as my automation and Auto-ID background. Additionally, my global experience is an asset because much of our future growth will come from emerging and overseas markets.

You have said that your primary goal as president will be growth. Can you share some of your strategies for achieving this?

It is about becoming a more market-focused organization: understanding our customers' industries and applications and developing solutions and support capabilities that they highly value. It also is about becoming more highly disciplined in everything we do to serve the customer, so that we are as efficient as possible. We also will look at inorganic growth opportunities where there are significant synergy opportunities.

Currently, Microscan focuses its technologies on the core markets of electronics, automotive, and life sciences. Do you anticipate any emerging markets? If so, how will Track, Trace, and Control evolve to meet these needs?

These industries are quite broad and inclusive. Within these verticals we do see some emerging sectors such as solar and electric cars. The more important thing may be the trends we see across these verticals. Of course there is the convergence of Auto-ID and Machine Vision as customers want to do more with less hardware. But also the need for smaller and smaller products particularly in machine environments, the need for scalable solutions that provide flexibility and reduce cost, and the need for solutions and software that is intuitive and easy to use. We believe we are delivering industry-leading benefits to our customers that address these trends through our new AutoVISION product suite.

What key benefits do Track, Trace, and Control provide to a company's quality and manufacturing processes?

It is a very transparent and demanding environment these days due to the Internet and viral nature of communication as well as the extrinsic risks that exist in society today. Customers expect virtual perfection when it comes to product quality and safety. And this extends to packaging and labeling. Reputations and brand-equity can be won and lost very easily. The ability to track and trace products through manufacturing and the supply chain, and use technology to

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- Biometrics
- Application software
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ensure product and packaging quality is paramount given the current environment. TTC technology can provide benefits that range from critical, such as making sure the correct product or specimen is in the correct packaging or test tube to the more cosmetic, making sure that a label is oriented correctly on a bottle. Of course cosmetics can do a lot to affect reputation as well.

How important is a global customer base to Microscan? What advantages does this bring customers?

Extremely critical. We deal with many of the largest companies in the world. They all have global operations that are interlinked in terms of decision-making. We need to have a consistent global footprint to be able to support our customers' global decision-making and the execution of their decisions. There's probably nothing more satisfying to a customer than knowing that the way they deal with their key suppliers in one part of the world is similar to how they deal with them in others. It inspires confidence in a supplier.

In terms of the benefit to Microscan, in addition to what I previously mentioned, we need to be able to take advantage of the diversification affect that a globalized business brings. It reduces cyclical business risk and optimizes returns over the long term. We currently do more than 50% of our business outside of North America, and of that roughly 25% is in EMEA and 25 percent is in Asia. I am quite proud of this. Our parent company, Spectris, does one third of their business in Asia. They provide all of their operating companies with an excellent platform for global development and growth.

In today's economy, successful companies have had to change their traditional ways of doing business. What are some examples of how Microscan has had to think smarter to stay ahead of competition?

Quite frankly, it is amazing to me how relatively small companies can participate in the global supply chain today and take advantage of it from a cost and quality perspective. We are no exception. I also am pleased with how our team has embraced the Internet and social media as a means for reaching customers and developing a data-driven marketing capability. Finally, I would go back to our market-focused approach, which helps us ensure that we have value-driven products and solutions.

As a result of this streamlined thinking, has Microscan planned any new product launches for the coming months? If so, can you provide us with details? If not, what will you focus on instead?

Absolutely! We are introducing our new AutoVISION suite of products and software this summer. AutoVISION addresses the TTC trends that I mentioned earlier. Our VisionMINI product is the smallest Machine Vision solution in the world. AutoVISION is a scalable solution with a very intuitive and easy-to-use software GUI. This is a major introduction for Microscan and we believe it will deliver significant value for our customers. There will be several additional product introductions during 2011 that help to fill out our product line.

By the end of 2011, what do you personally hope to accomplish for Microscan?

I plan to implement much of what I mentioned regarding market-focus and discipline; in fact we are well on our way already. The team is excited about this. We also need to make sure that our AutoVISION launch is highly successful. Again, we believe we are well on our way.

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