



The DATA CAPTURE Report

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Special SCAN: The DATA CAPTURE Report Reprint

Microscan—A Company On The Move

Microscan is a company on the move in more ways than one. On the literal side, the global technology provider of precision data acquisition and control solutions, recently announced an upcoming move to a new, larger corporate headquarters and manufacturing facility. According to the Renton WA-based vendor, the move reflects the company's recent growth, as its technology, patents, products, and solutions offerings have tripled during the past 12 months. Microscan has also been making strides in its marketing and sales.

Microscan President Jeff Timms told *SCAN/DCR*, "We just moved into our new facility last week. We had been moving furniture and equipment for the past month. We believed the move would bring us a 25% increase in space, but through strategic planning, we will actually see a 40% gain."

Timms said the decision to move came in October, last year, shortly after Microscan closed on its acquisition of **Computer Identics** in September. The move to this new larger facility provides a base of operations for Microscan's current corporate and manufacturing staff, while satisfying near-term growth requirements to keep pace with the

company's aggressive global development plan. The new facility combines expanded offices, technology laboratories, customer training and demo rooms, and a state-of-the-art manufacturing production floor.



Jeff Timms,
president
Microscan.

"Microscan is truly a world-class company with many large Global 2000 customers and partners, plus sales and service locations around the world," said Timms. "I am pleased that, in spite of this challenging economy, we have been able to build a top-notch organization and keep our headquarters here in Renton. This new facility will be the ideal venue for showcasing our solutions and growing our business further while hosting customers, prospects and partners in a first-rate setting."

"This new facility is significantly larger and showcases the leading edge of technology throughout," added John Grein, Microscan VP of operations and QA. "It better supports our Focused Factory manufacturing teams, to provide even higher levels of quality and efficiency."

Although the decision to move was made in Oct.,

the final decision on an actual location/building came in January 2009 at the worst point of the recession. Timms said he looked at 3-4 facilities before settling on one.



The new Microscan headquarters offers 40% more room, as well as laboratories, and customer training and demo rooms.

“This has been a challenging year,” said Timms. “During the worst recession of our time, we performed a major acquisition, planned and executed a move to a new facility, and never slipped on our R&D goals. We thought the integration of CI would take 18 months; we completed it in nine.”

An award winning company

Timms also told us about a special award he was proud of. In July, Microscan announced that it had once again achieved recognition as one of “Washington’s 100 Best Companies to Work For 2009.” *Seattle Business* magazine recently completed a nomination and employee survey process to identify and recognize the top companies in Washington State that set the standard for leadership in creating a positive work environment for employees in the areas of benefits, information sharing and training programs, and more.

“The selection process covered extensive criteria,” explained Microscan HR Manager Amy Launiuvao. “It included a lengthy questionnaire, completed by our employees, rating Microscan on everything from benefits and work environment, to company culture and recognition.” Microscan was nominated in the category of medium sized company, and overall placed #29.

Timms noted that, in recent years, Microscan has been recognized for Auto ID technology leadership in Asia, for Quality Leadership in the U.S. by *Quality Magazine*, and has been named in Washington State as a “Best Company” by local publications such as *WA CEO Magazine*, *Seattle Magazine*, and *Seattle Business*.

New partnerships

Like most industry leaders, Timms understands the importance of generating quality partnerships. In July, Microscan announced a new strategic partnership with **Cogiscan Inc.**, a leading track, trace and control solutions provider for the electronics manufacturing industry. The high-level agreement includes a number of different initiatives ranging from joint product development to cross-selling of each company’s products.

Timms stated, “This is a highly strategic partnership for our company that will greatly benefit our customers. Microscan already has a great technology portfolio of bar code and machine vision, which combined with Cogiscan’s patented RFID technology and their complete software platform, provides comprehensive solutions for track, trace and control.

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Cogiscan has unique technology and position within the electronics manufacturing industry. Its modular approach provides short ROI and allows seamless integration with legacy systems, which is exactly what the market needs right now.”

François Monette, Cogiscan co-president stated, “We believe this partnership represents a key turning point for our company. Our vision and our products are perfectly aligned and together we will be able to achieve more, and faster, than working separately. Overnight Microscan will be able to offer a wide range of Cogiscan’s existing products through Microscan’s existing channels and vice-versa. Over the long run we expect even more synergies as we expand our joint product and market development efforts.”

The Microscan market

Timms stressed to us that Microscan will never be all things to all people. However, sometimes one vertical market leads to sales in an adjacent market. For instance, Microscan’s presence in the pharmaceutical sector filtered over into the cosmetics industry.

“Pharma, automotive, and electronics are our major markets,” said Timms. “But, if sales in these verticals filter over into another sector, it’s all the better.

Continuing, Timms told us, “Sales in contract manufacturing are showing signs of recovery, and the electronics industry is actually going strong. Their customers are demanding better track, trace, and control solutions. This has been great for our sales. As a sidenote, both the medical and gambling industries are requiring these solutions, as well.”

The economy

With respect to the economy, Timms believes we’re at “the bottom of the trough.” He told us, “We’re bumping along sideways, but we should see the beginning of a recovery in Q4. Growth in 2010 will be moderate, while 2011 sales should be much more significant. Consumers are still holding back on spending, but, as their electrical items begin to wear out, they’ll have to look for replacements. There will be pent-up demand.”

Last words

Closing, Timms said part of Microscan’s success is because the company always has a contingency plan for whatever happens. He ended, “I believe Microscan has a very bright future.”

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