

## Developer of Data Capture Devices Enhances Focus and Reach

Cisco Developer Network helps Intermec Technologies accelerate delivery of validated mobile solutions.

EXECUTIVE SUMMARY
<b>Intermec Technologies Corporation</b> <ul style="list-style-type: none"> <li>• Everett, Washington, United States</li> </ul>
<b>CHALLENGE</b> <ul style="list-style-type: none"> <li>• Expand access to Cisco technology information</li> <li>• Meet customers' needs for tightly integrated solutions</li> <li>• Increase development efficiency</li> </ul>
<b>SOLUTION</b> <ul style="list-style-type: none"> <li>• Cisco Developer Network</li> </ul>
<b>RESULTS</b> <ul style="list-style-type: none"> <li>• Accelerating delivery of thoroughly tested solutions with consistent architectures</li> <li>• Leveraging Cisco marketing and sales assistance</li> <li>• Saving development time and maximizing finite development resources</li> </ul>

### Challenge

The ability to deliver combined voice, data, video, presence, and other capabilities to mobile devices creates myriad opportunities for improving business operations and productivity. Intermec Inc. develops and integrates products, services, and technologies that identify, track, and manage supply chain assets and information. With more than 17,500 warehouse solutions and more than 250,000 in-vehicle solutions installed worldwide, few companies can match Intermec's extensive experience in solving real-world, mission-critical business problems in the broad range of supply chain applications.

In 1999, Intermec delivered a complete wireless LAN solution incorporating the 802.11 standard, and in 2004 Intermec began its focus on delivering wireless data collection solutions. These developments in WLAN technology complemented the company's extensive product line of rugged mobile computing, bar code printers,

label media, and radio-frequency identification systems. Looking ahead at the evolution of WLAN networking, Intermec made the decision to become a Cisco Technology Developer Program Partner and a reseller, and shifted its focus exclusively to data collection devices that integrate with the Cisco® Unified Wireless Network.

Today, wireless technology is essential to many business' operations, and customers increasingly need integrated solutions. Retailers, manufacturers, logistics companies, and field service providers need high-performing devices that provide intelligent, secure operations, and mobile devices that extend visibility and improve decision making at the edge of the network. However, in the current economic climate, customers across every industry are evaluating new technologies to help maximize efficiencies, improve operations, increase collaboration among employees, and trim costs. Customers want to achieve short-term return on any new technology investments, and they also want assurance that their technology choices will not jeopardize their long-term positioning.

For Intermec, these factors spell opportunity. At the same time, the company recognized that it needed to expand its access to Cisco expertise so that it could develop its solutions to incorporate new technologies, in addition to wireless. Cisco's next-generation developer program, the Cisco Developer Network, offered a great opportunity.

### Solution

Based on a history of collaboration with the Cisco Wireless Networking Business Unit, Intermec was invited to join the Cisco Developer Network as a top-tier Preferred Solution Developer. The Preferred Solution Developer tier represents a strategic joint engagement, with access to technical, marketing, and sales support, as well as strategic engagement with the Cisco sales and channel ecosystem. Underneath the Preferred Solution Developer tier are Solution Developers, who participate in solution-level programs, and Registered Developers, who receive access to support, testing lab, and logo usage. The Cisco Developer Network provides a programmatic framework for Intermec to develop new solutions and includes opportunities to take advantage of pre-release software, testing, and validation

of its solutions across Cisco architectures. Intermec can also use Cisco technical, marketing, and sales resources for strategically aligning its direction with Cisco.

"Our collaboration with Cisco has made Intermec a key partner for all types of mobile environments, especially for mission-critical operations where speed, accuracy and durability are critical," says Dan Albaum, senior director of strategic marketing for Intermec. "Through the Cisco Developer Network, our view of the world from the active edge integrates with Cisco's network-centric view of the world to offer customers and partners an unmatched, rich mobility solution."

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—Dan Albaum, Senior Director Strategic Marketing, Intermec Technologies

## Results

Access to pre-release software, documentation, and roadmaps simplifies development, and Intermec now can test its new features and solutions as elements of Cisco architectures and validated designs. When tested using Cisco architectures, Intermec solutions are validated in environments typical of those used by customers, which also include other partners' solutions. Collaboration between Cisco and Intermec during testing accelerates delivery of thoroughly tested solutions and results in consistent architectures and products for customers.

Intermec's validated solutions also leverage the power of the Network as a Platform for delivering new communication capabilities and timely information to workers at the point of use. Additional features, such as those that provide context and presence, can add richness to new solutions and give customers higher return on their investments for the short term while supporting customers' longer-term future goals.

"The Cisco Developer Network allows us to create new solutions that support customers' need for interoperability across applications, networks, and devices," says Mike Hansen, lead designer for Intermec. "With finite development resources, we can efficiently achieve our product vision and meet customers' needs faster than in the past."

Another benefit of becoming part of the Cisco Developer Network is being able to test with the most current firmware and develop in parallel with Cisco. Now Intermec can accelerate time to market and deliver relevant new solutions to customers as Cisco introduces new capabilities. This arrangement also benefits customers because, as network advances are introduced, network-based products are available at the same time, ready to go to work. Large customers can come to Cisco or Intermec with a specific challenge and have confidence that the right solution can be created efficiently.

"The Cisco Developer Network helps us achieve technology and integration synergy," says Hank Stephens, wireless product manager for Intermec. "We can get to market faster and with deeper insight into our mutual customers' specific needs."

Forging new relationships through access to Cisco marketing and sales teams will also help Intermec extend its reach to customers and channel partners in more vertical markets around the world. Intermec can be included in the Cisco Technology Partner Catalog, showcase solutions at Cisco-hosted trade shows, and use Cisco-provided collateral templates to promote its offerings. Intermec also gains access to deal tracking and customer reference reporting tools, as well as an assigned partner manager from Cisco.

"The program enhances our legitimacy with potential customers who do not already know us and provides us with more marketing and sale opportunities" says Albaum.

### Next Steps

Intermec and Cisco are now sharing roadmaps for developing wireless standard 802.11n architectures. Through the Cisco Developer Network's portal, teams can easily share ideas, blog about the latest set of Cisco API's, or download the latest technical documentation.

### For More Information

To find out more about the Cisco Developer Network Program, visit: <http://www.cisco.com/go/cdn>.

To learn more about Intermec Technologies, visit <http://www.intermec.com>.

This customer story is based on information provided by Intermec Technologies Corporation, and describes how that particular organization benefits from the deployment of Cisco products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

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