



The DATA CAPTURE Report

Since 1977, the premier management & marketing newsletter of automatic data capture: Bar Coding, RF and related technologies.

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Special *SCAN: The DATA CAPTURE Report* Reprint

AIM NA Reaches Out To Reps With Legislative Fly-In

All signs indicate the UID (unique identification) market is going to be huge. But, the government program— which calls for attaching unique identifiers on items being shipped to the various military organizations—has been slow to take hold. With a war going on, our military branches have had too much on their plates to actively push adoption of the mandate.

In an effort to show legislators how UID could save money, as well as assure the military it is getting the correct goods to the correct place on time, **AIM NA's** recently formed UID Supplier Alliance held a *Legislative Fly-In* on Feb. 25 and 26 in Washington D.C. Alliance member Peter Ginkel (**ID Integration**) told *SCAN/DCR*, "We believe by strategically targeting members of Congress who wield the proper clout, we may be able to jump-start activity surrounding UID.

"When it comes to choosing legislators, we picked states where UID companies had legislative representatives on key Congressional committees. We were aided in our efforts by Greg Redick of



Former Lt. Col. Greg Redick, now with V-Stax, has been a great help to AIM NA's UID Supplier Alliance.

V-Stax. Greg was a Lt. Colonel in the U.S. Air Force and worked on projects concerning military procurement. He was and continues to be a valuable asset to our organization."

Ginkel said the trip to Washington was a first for virtually all members of the UID committee. But, he added, "Those who attended are all seasoned sales people who are experienced at reading their customers. We didn't actually speak with the legislators, but we met with their staffs and were well-received. Not all of the groups we spoke with were familiar with UID, but most of them had liaisons from the military. The liaisons knew exactly what we were talking about. We have another Fly-In scheduled for the end of April that will coincide with **AIM Global's** annual Leadership Summit."

About the policy

Ginkel said the group employed PowerPoint presentations to help get their message across. In the display they showed how the **DoD's** UID

A BRIEF HISTORY AND TIMELINE FOR UID

In 1988, a U.S. government **GAO (General Accounting Office)** audit cited poor **DoD** inventory management controls saying the DoD had lots of spare parts...but few of the right parts. Two years later, in 1990, the Chief Financial Officer's Act required clean audit opinions and claimed that identifying the value of items in the DoD's inventory was and still is difficult to assess.

In 2003, the UID Policy was released. It was the beginning of efforts to address deficiencies identified by GAO and CFO Act mandates. The policy requires bar codes with unique identifiers for every item the DoD acquires over \$5000 in value; embedded items, components, or sub-assemblies serially managed by the DoD; and critical items and items repaired by the DoD.

UID applies across the entire DOD supply chain management system—from acquisition and logistics—to financial, maintenance and disposal.

The UID registry at **Defense Logistics Information Service (DLIS)** provides accurate and accessible information to make acquisition, repair, and deployment of items faster and more efficient. **SCAN**

policy was designed to help the defense community:

- Save taxpayer dollars by reducing workforce burden through increased productivity and efficiency
- Provide improved item intelligence for the war fighter for operational planning
- Lower the total life-cycle costs of items acquired and managed
- Provide item visibility, regardless of the weapon system or who owned the item
- Supply item data needed for top-level logistics and engineering analysis
- Facilitate issuance of a clean audit opinion as required by the 1990 Chief Financial Officers' Act by providing an accurate data source for determining value and accountability of property and equipment
- Improve access to historical item data across the life cycle from system design to disposal.

As more and more items enter the DoD's inventory, UID policy provides a direct approach to automated data capture and a means for traceability throughout the life of an item. As UID data is captured and linked to existing data sources, access to a broad range of reliable data will improve valuation, engineering analysis, logistical, and

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- Magnetic stripe
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- Voice recognition systems
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- EDI
- Smart cards
- Biometrics
- Application software
- Peripherals or supplies for the above

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AIM NA UID SUPPLIER ALLIANCE LEGISLATIVE MEETING SCHEDULE

The following is a list of congressmen and senators visited by **AIM NA's** UID Supplier Alliance. Peter Ginkel of **ID Integration** said the *Legislative Fly-In* was a rousing success.

Monday, February 25, 2008

Representative Michael Turner-Ohio
Appointment with: Adam Murka, Legislative Assistant
Committee Participants: Chuck Evanhoe & Don Sennott

Member Companies Represented: Evanhoe & Associates, Horizons, Inc., Infosight, and Monode
1740 Longworth House Office Building

Representative Norm Dicks-Washington
Appointment with: Andy DeMott (Legislative Assistant) and possibly George Behan (Chief of Staff)
Committee Participants: Pete Ginkel and David Rau
Member Companies Represented: ID Integration and Seagull Scientific
2467 Rayburn House Office Building

Representative Tom Davis-Virginia
Appointment with: Jim Decker, Legislative Counsel
Committee Participants: Greg Redick and John O'Brien
Member Companies Represented: The Danby Group, SIEMENS, Lockheed Martin, and V-Stax
2348 Rayburn House Office Building

Senator Saxby Chambliss-Georgia
Appointment with: Robert Bovard
Committee Participants: Pete Ginkel
Member Companies Represented: ID Integration and SEIMENS
416 Russell Senate Office Building

Tuesday, February 26, 2008

Senator Jack Reed-Rhode Island
Appointment with: Elizabeth King
Committee Participants: Pete Collins
Member Companies Represented: A2B Tracking Solutions
728 Hart Senate Office Building

Senator George Voinovich-Ohio
Appointment with: Derrick Landwehr-Brown, Legislative Assistant
Committee Participants: Chuck Evanhoe, Don Sennott, and Bob Crazythunder
Member Companies Represented: Evanhoe & Associates, Horizons, Inc., Infosight, and Monode
524 Hart Senate Office Building **SCAN**

even operational decision making.

An important point

Ginkel said Alliance reps told the various staff members that they were not looking for money. "This is an important point," said Ginkel, "because these people are always being hounded for money. All laws concerning UID are in place. We just need to overcome the inertia within the government. Some of them came back at us with comments such as: But we must get 'beans and bullets' to the front line. We told them we agreed and that we can help make that happen more efficiently.

"Congressman Edward Markey has been quoted as saying UID is a big deal," Ginkel continued. "We all know the benefits of AIDC achieved by **Home Depot, Wal-Mart, Target**, and other giant retailers. It's inconceivable that a business the size of the DoD does not have better tracking. That said, we shouldn't be discouraged about the progress of UID. It took 20+ years for UPC to become ubiquitous."

About the alliance

The UID Supplier Alliance currently has around 28 members, but Ginkel would like to see that number jump to the 40-50 range. Membership does require an investment of \$2,000, but as Ginkel pointed out...it's an investment in new business.

"We all have success stories to share, and we're all tax payers," Ginkel told SCAN/DCR. "So whether you're interested in growing the market or just concerned that your tax dollars are being spent wisely, there's good reason to join. If the U.S. Government invested approximately \$20 million over the next 10 years, we could probably have 95% compliance for UID. But, it's not just the government spending we're interested in; we're banking on sales to its suppliers to really grow the market.

"Experts have said we can't afford the military we have," Ginkel continued. "With the rising costs of other government programs, the military isn't going to get more money. So, it must become more efficient with the money it has. It is also important to note that, in the past, we've had entire fleets of helicopters grounded because of quality concerns. If we could have identified the two or three that had defective gear, we could have saved a lot of money and avoided putting ourselves at jeopardy. We must always be ready for whatever comes our way."

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