



The DATA CAPTURE Report

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Special SCAN: The DATA CAPTURE Report Reprint

CognitiveTPG Shows Why It Remains A Strong Contender

Innovative printers, software alliances, and certifications are helping the company capture new printer sales in auto-ID and POS.

In a recent interview with AIDC industry vet Angela Mansfield-Swanson, **CognitiveTPG** director of corporate marketing, we came away with two major themes. First, the printer market is healthy and strong. Second, CognitiveTPG isn't leaving any stone unturned in capturing its share of sales.

Mansfield-Swanson started our conversation by saying she is "very optimistic" about the near and distant future. "When I was at **NRF** this year, everyone was commenting on how great the attendance was. In 2009, the hall was almost empty. This year, it was back to normal."

The merger of Cognitive and TPG resulted in a single company that was equally adept in offering both POS and auto-ID printers. Mansfield-Swanson told *SCAN/DCR*, "The new focus in our sales and marketing is to make sure our partners are aware of both our product lines. We are in the process of having our printers certified with a number of software vendors on both sides of the fence. Customers want a whole solution; they want value. A manufacturer can only go so far. It's the software that really enables users to receive the most value from their hardware purchases."

In mid-March, CognitiveTPG announced that its

A799 thermal receipt printer is now certified to run with **Visual Retail Plus' (VRP)** Point-of-Sale and Inventory Management software. Going on its 20th year in business, VRP offers significant industry experience and a reputable product that is used in retail stores and chain stores throughout the United States and Canada. VRP is a scalable solution for multi-store and multi-register businesses with a fully-integrated or interfaced e-commerce solution. Dry cleaners, jewelry stores, and apparel outlets are prime examples of applications for VRP.



Angela Mansfield-Swanson, director of corporate marketing, CognitiveTPG.

According to Hili Shrem, director of business development at VRP, "The CognitiveTPG A799 receipt printer easily passed our performance and quality testing, including our unique WIL (width, inseam, length) format used for those specialty retail stores." Shrem liked the A799's speed, its steel frame, the built-in spill resistant drainage system, as well as its thermal head, auto-cutter reliability, and four-year warranty. The A799 also features two-color and monochrome printing capabilities and two-column printing, which works well for adding advanced logos, graphics, or coupons on the receipt.

Headquartered in Hackensack, New Jersey, VRP is a scalable Windows POS and inventory management software solution with integrated e-commerce. According to the company's Web

site, VRP was made by retailers for retailers to support many facets of business from inventory and sales, maximizing security and minimizing employee fraud, all while presenting the customer with streamlined, fast checkout. The software packaged was designed to accommodate multi-store/multi-register retail businesses from apparel, pet supplies, sporting goods, to office and computer supplies.

“We’re very selective. We view our relationship with resellers as a partnership in growing the market. The merger has been very positive for us and our channel. We are finally seeing some good results in our branding efforts. POS and auto-ID is a good combination. We can cover both the front and rear end of stores. Our POS offering is also seeing great results in banking, as can be seen by our Androscoggin Bank installation. We are experiencing a stronger market overall.”
Angela Mansfield-Swanson.

A success story in banking

In a recent case study, CognitiveTPG showed how it saved **Androscoggin Bank** 75% on teller receipt printing. When Androscoggin Bank needed to replace its entire line of aging teller receipt printers they put out a request for proposal (RFP). On a basic level, they were looking for a printer that combined thermal and impact printing capabilities. The printer also had to be compatible with its Integrated Teller software from **Fiserv**.

Androscoggin Bank was using an old impact printer with pre-printed receipts with the company logo and contact information. After evaluating about six printers, the CognitiveTPG B780 “was the clearly the frontrunner,” according to Tim Craig, Androscoggin Bank IT/Help Desk. Craig further stated that “it was the only printer with both thermal and impact printing and USB connectivity, a function that was critical to the communication between the printer and the software.”

With over 48 teller stations at the Androscoggin Bank, bankers print an average of three teller tickets per transaction. This equates to over 125 thousand tickets every three months. While the RFP specified basic printing requirements for the application, it did not highlight some of the value adds that CognitiveTPG brought to the table. The hands-on technical support and additional printer functionality led the bank’s staff to see the true value of the CognitiveTPG product.

CognitiveTPG’s Banking Specialist, John James, worked directly with Androscoggin Bank’s IT team on the

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installation of roughly 50 B780 printers. During the process, it was identified that the bank's teller software did not support the printer's knife cut feature, used to mark the end of the receipt transaction. Having this feature was imperative if the bank wanted to take advantage of CognitiveTPG's Receiptware™ software that enabled them to print their logo directly without having to use pre-printed receipts.

In order to enable this functionality, James worked with the bank's IT team to perform a command substitution in the printer's firmware that allowed the printer to recognize a break in the printing command in order to have a stop/end receipt. As a result, the bank was able to use the Receiptware software to print its logo and contact information directly on the receipt and thereby eliminating the need for preprinted receipts. This added functionality saved the bank 75% per quarter.

New developments

These are busy times at CognitiveTPG. Mansfield-Swanson said she is "extremely excited" about what she sees as pent-up demand for technology. She told us that customers can't put off purchases any longer.

The company is also working on "green" initiatives. "The green movement is becoming a big issue with our customers," she told us. "We are working aggressively toward certification with the Star Energy Compliance program. Our goal is to have all our new products certified."

Mansfield-Swanson also talked about recent trends in cloud computing. "Many small- and medium-sized retailers are looking at hosted servers," she stated. "ISVs are helping retailers take advantage of virtual servers and are using CognitiveTPG printers in their solutions."

The CognitiveTPG sales model

CognitiveTPG works with a network of distributors and resellers. In its partner program, it has three categories for preferred partners: Gold, Diamond, and Platinum. The program was launched three years ago.

Mansfield-Swanson said the company is now offering upfront discounts in addition to rebates. "We're very selective," she told us. "We view our relationship with resellers as a partnership in growing the market. The merger has been very positive for us and our channel. We are finally seeing some good results in our branding efforts. POS and auto-ID is a good combination. We can cover both the front and rear end of stores. Our

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Alliance pays off

Recently, CognitiveTPG teamed up with **Digital Check** to develop and launch a combined check scanner and thermal receipt printer, called the TellerScan® TS240TTP (teller transaction printer). The new offering delivers a great solution for bank teller counters and merchant environments where check scanning and receipt printing are required and counter space is limited.

The device combines Digital Check's 5th generation TS240 batch-fed scanner, which scans up to 100 documents per minute with CognitiveTPG's A799 thermal printer with print speeds at 250 mm/sec. The combined development effort grew in response to ongoing feedback from the banking market over the need for enhanced scanning, printing, and space savings. Combining both functions into one unit, one footprint, saves up to 50% of valuable counter space in the teller and retail markets.

An additional feature of the TS240/TTP includes the ability to print branding and promotional messages on each receipt independent of the teller application, similar to the types of transactions customers' value on their ATM receipts.

A new service tool

Earlier this year, CognitiveTPG launched a Web-based "Printer Troubleshooting Guide." This new tool was designed to identify, diagnose, and quickly resolve issues resellers and their customers might encounter when using CognitiveTPG printer products. By understanding the condition and possible cause(s), the tool provides recommended solutions without having to contact a technician...saving time and eliminating possible frustrations. The tool can be accessed on the company's home page: www.cognitivetpg.com. Mansfield-Swanson added that company will continue to strengthen the Guide's functionality.

Final words

Closing, Mansfield-Swanson stated, "I am confident our sales will continue to grow. We're seeing many emerging markets, and the pent-up demand in our core applications is evident by the inquiries we are receiving. 2011 should be an excellent year."

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