

Fact Sheet

Company



Wasp Barcode Technologies provides barcode, data capture and tracking solutions designed specifically for small businesses. During its 13 years in business, Wasp has established itself as the market leader helping small businesses improve productivity and profitability. Based in Plano, Texas, Wasp sells its products in North America, Europe and Australia through leading retail stores, direct catalog retailers and a network of value-added resellers. The company employs 50.

Revenue

Wasp reached \$20 million in sales in 2007. The company has exhibited strong, consistent growth over time and has been profitable since its inception.

Market need

Small businesses are the engine driving the U.S. economy. According to U.S. Census Bureau, there are 5.8 million companies in the United States that employ workers, with 99.7 percent of these having fewer than 500 people. Wasp is uniquely focused on the core of this target: the 2.1 million small businesses that employ between 5 and 99.



In today's hyper-competitive business environment, small businesses need the same high levels of automation, functionality and accountability as their larger counterparts, but cannot tolerate painful implementation or disruptions during installation. Unfortunately, the vast majority of highly functional business software tools were created for the enterprise market. While some software firms have attempted to sell scaled-down versions of these tools to small businesses, these makeshift solutions still cost too much, are too complex, and fail to meet small business needs. Recognizing this challenge, Wasp leverages proven technologies to solve the immediate problems of small businesses. The company creates solutions that are:

- ▶ ready to use right out of the box
- ▶ affordable for small business
- ▶ backed by Wasp's free tech support

Headquarters



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Leadership

The Wasp management team features broad and deep experience including product development, marketing, distribution, finance and more. The team also has direct experience starting and managing small businesses, granting great insight into the needs of customers. The company is headed up by:

- ▶ Tom O'Shea, general manager
- ▶ Grant Wickes, vice president of marketing
- ▶ Jeff Schmeling, vice president of development
- ▶ Bryan Keepers, director of sales

Customers

Most of Wasp's 250,000 customers are small and mid-sized businesses that generate less than \$25 million in annual revenue and have fewer than 250 employees. Other customers include departments within larger corporations and government agencies. Wasp solutions have been implemented across multiple industries including manufacturing/warehouse, transportation, education, government, health care and retail. Notable customers include:

- ▶ Air Liquide
- ▶ Baylor Healthcare
- ▶ Community Coffee
- ▶ FannieMae
- ▶ Fossil
- ▶ Gaylord Texas Resort
- ▶ Healthsouth
- ▶ Home Depot
- ▶ Ladies Professional Golf Association
- ▶ Miami Dolphins
- ▶ Port Authority of New York & New Jersey
- ▶ Seagate
- ▶ Six Flags
- ▶ Stanford University

Resellers

Wasp sells its products to distributors (TechData, Ingram Micro, Synnex), who in turn sell to multiple channels, including direct marketing resellers, online merchants, computer retailers, office superstores and value-added resellers. Key channel partners include:

- ▶ Amazon.com
- ▶ Fry's Electronics
- ▶ Micro Center
- ▶ SystemID Warehouse
- ▶ Buy.com
- ▶ Insight
- ▶ Misco UK
- ▶ TigerDirect
- ▶ CDW
- ▶ PC Connection
- ▶ Staples
- ▶ VikingDirect UK



❖ Products

Barcode scanners – both CCD- and laser-based barcode scanners including omni-directional and wireless products.

Barcode printers – direct thermal transfer printers for printing barcode labels.

Asset tracking solutions – Wasp MobileAsset software with a range of mobile devices.

Inventory control solutions – Wasp MobileInventory software with various mobile devices.

Time and attendance – WaspTime software with time clocks, including options for readers that are biometric, RFID, barcode or magnetic stripe.

Point-Of-Sale – Wasp QuickStore software with POS hardware.

Other software products – barcode labeling software and barcode creation software

Other solutions - QuickBooks inventory counting, job tracking, portable data collectors, and WaspNest, an entry-level barcoding suite.

❖ Ownership

Wasp was founded as part of Informatics, Inc. In 2005, Datalogic SpA purchased Informatics, making Wasp a business unit of Datalogic Business Development.

❖ Contact

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