



## AUTHORIZED LINX SYSTEM SOLUTION PROVIDER

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### ABOUT OCR CANADA LTD.

We have over 25 years of experience, and have been recognized as a pioneer in the field for the development and deployment of barcode scanning and related solutions. We are 100% Canadian owned and operated. We are truly a homegrown success story and our solutions and products span across the globe with a number of high profile Fortune 100 companies. Our people are truly our greatest assets, and we continually invest in training programs to ensure that our resources have all the necessary information and tools to succeed. What you can expect from our people is honesty, integrity, loyalty, experience and a hardworking intelligent group that will earn your respect each and everyday. Come see our web site at <http://www.ocr.ca/>

We are a LINX certified solutions provider for their products. Our success with LINX has been derived from the ground up. We are proud, and privileged, to be associated with LINX and providing our customers with their high quality products. Our job is to ensure that end users have all the valued added services to enhance and protect their investment when choosing LINX and OCR.

We have an install base of over \$180 million of related ID solutions throughout the globe. Today, a number of leading manufacturers including LINX have embraced and recognized our company and business model to the extent of providing us with 57 Achievement Awards.

### WHY CHOOSE OCR VERSUS THE COMPETITION

The difference in dealing with OCR versus some others in the field is that we are focused directly at the end-user customer. We are not selling just boxes or scanners; we are selling working solutions that incorporate scanners and we are flexible and responsive 24/7 to meet the needs of our customers.

Our company has a field proven business model that is proactive and responsive to the needs of our customers. Over 25 years in the same field in which we started the business tells you a little a bit about our character and ability to understand our industry. This is not only a testament to our abilities in keeping our existing customers, but increasing our market through our reputation of providing value and working solutions in specific, focused vertical markets. Our customers have the added protection of our reputation and long-term stability in this field and market. When you consider that we spend millions of dollars yearly with these manufacturers we have a lot of leverage that can be applied on behalf of our customers. Below we have listed some of our capabilities.

## Hardware Division

Our expertise in the area of providing hardware is our integration and our ability to understand the business process and end users. As opposed to dealing on the Internet or with the manufacturers directly we have developed a program that provides a host of value added initiatives that provide faster (ROI) return on investment.

- Canadian sales and service people
- 1-800-853-SCAN Toll free telephone support for the life of the product
- No charge 24 Hour 7 days a week, after hour emergency telephone support
- On-site service and support, available as needed and requested
- Hot Service Spares available same day shipping
- Service Certified trained technicians
- Contingencies with our Manufacturers service offices (Symbol)
- Parts inventory exceeding 1 million dollars
- We are stocking Systems partner with inventory exceeding 1 million dollars

## Service and Support Division

This area has been sighted by a number of customers as the backbone of our organization. These men and woman provide on going service and support initiatives for our customers, keeping total cost of ownership to a minimum, while maintaining a trouble free operation. Often overlooked by many companies in their evaluation process, this area time and time again is recognized by our customers as a real asset and strength of our organization.

- Integration team experienced in training and on-going support
- Certified trained Technicians
- Depot Service Backup (Toronto, Montreal, and USA)
- Hot Spares programs
- Initial Warranty Programs
- Extended Warranty Programs
- 1-800 toll free support
- 24 Hour/7 days
- Automated Parts and Service System
- Automated monthly spread sheet on historical repairs by site
- No charge Estimate for repair

OCR maintains equipment for our customers in-house. We have factory trained technicians to provide repairs, equipment staging to prevent defective equipment deliveries and post sales technical assistance as required from time to time by our customers.

Our technical staff is capable of conducting site surveys to configure wireless networks to provide full coverage in a cost effective design. We also provide consulting assistance with network configuration. Our full range of technical services from feasibility studies to post sale assistance enhances return on your hardware investment.

Many of our customers select OCR as their choice of repair facility following expiry of the equipment warranty. We offer this service as an alternative for companies who choose not to accept the manufacturers extended service contracts. We also have an online RMA tracking website so that our customers can track the state of any products sent in for service. See: <https://support.ocr.ca/rma>

## **Software Division**

Our software division was set up in 1985. Its primary goal is to complement our hardware solutions that we have in the field. As such, depending on the amount of hardware involved, we leveraged our software side to provide aggressive pricing for a turnkey solution. Today, we have successfully installed hundreds of projects relating to 5 million dollars of programming solutions for our customers. Depending on the application we strongly advise management and users to consider the benefits of dealing with one company for both areas. There is no doubt that this decision is subjective, depending on a number of factors. Alternatively, at the request of our customers we have helped and worked with independent contractors from time to time.

The area of ID Solutions, and specifically with today's Windows CE and Pocket PC operating systems, should not be treated as normal workstation applications. There are a number of factors and differences that come into play when considering the development of these applications including; screen size, bar coding, keypad, flash memory, speed, battery management, memory, touch screen, signature capture, harsh environments etc. There is no doubt experienced, qualified developers are of high importance to the success in developing a working solution. We can provide you a number of customer references in this area.

## **STRATEGIC DIRECTION**

OCR has and remains committed to exploring and implementing new technologies to provide our customers with the most technologically advanced solutions to their business problems. OCR has been RFID certified by Intermec and have implemented Intermec fixed and mobile products. Intermec is the leading RFID supplier and holder of numerous RFID patents.

OCR is continuously researching the market place for lower cost, reliable, data collection manufacturers whose products represent exceptional value. Several suppliers routinely preview their new product introductions to us, to obtain valued feedback on the design and potential markets for these new products.

## **SOFTWARE**

Because every customer has unique requirements, our method is to draw upon core libraries and competencies, combined with detailed process reviews, to build applications tailored to the customer's requirements. We draw upon our experience implementing systems for hundreds of clients to build effective solutions that meet and exceed the requirements of your business.

The applications are largely built on the .NET Framework. The only exceptions are the text-based application for the batch PDT, and our BlackBerry applications. The application architecture is constructed with a variety of application components, including windows applications, web applications, and web services.

Our solutions are designed with minimal support requirements. We have designed solutions for many organizations that operate on a 7/24 basis. In such organizations, systems need to run reliably, with minimal intervention and down-time.

Because our client base is geographically wide-spread, with very few exceptions, clients grant us remote access (typically via VPN, pcAnywhere, RDP, or Citrix) in order to provide timely response should support or updates be required. We can very effectively support both hardware and software in this manner.