

Symbol Uncovers Value with Arrow's Programming Services

For Symbol Technologies, flexibility is the name of the game, and Arrow's programming services provide that and much more.

By James Rana

Over the last 26 years, Symbol Technologies has grown to be the leader in the design and manufacture of bar code scanning, hand-held computing, and data collection devices. For the last four of those years, Symbol has had Arrow by its side while providing innovative solutions based on wireless local area networking for data and voice, application-specific mobile computing, and bar code data capture. "Our requirements were so volatile that we didn't have any lead time to give Arrow on an order. In those cases, Arrow has gone the extra mile and delivered parts to us in time so that we did not have to put a line down," said Frank Cerullo, Symbol's Commodity Manager.

"The most beneficial aspect of Arrow's programming services has been the flexibility they have allowed Symbol to achieve on our factory floor," said Frank. "We have so many different configurations and programs to run on the factory floor, usually in small lot sizes, that setup time to change from one to the other becomes a key measurement for us," continued Frank. "Arrow's service more than makes up for it by having the right product at the right place at the right time."

Increasing Efficiencies and Flexibility
Symbol's products are used in almost every industry segment including manufacturing, retail, and transportation. Manufacturing and designing products for these segments has helped the

company grow more than 20 percent annually over the last several years. "Arrow's programming services have played a significant role in that annual growth by providing on-time delivery and, again, flexibility," said Frank.

"Efficiencies on the factory floor are only one part of it. The ability to purchase large volumes of blank parts, and have Arrow program specific codes later after a specific customer requirement is in hand, has also allowed us to get volume pricing from chip manufacturers," added Frank. "That gives us the



The Symbol and Arrow team discuss programming strategies at Symbol's Long Island, New York, headquarters.

flexibility and savings we need. Without the programming services at Arrow, our ability to place large-volume orders of blanks would be reduced."

Arrow's efficient turnaround time on order processing is another important consideration for Symbol. "Arrow's programming services have often surpassed expectations in the past. Arrow has been able to deliver to us in one

day. An Arrow representative could take a component, give a PO for a volume order in the morning, and have it delivered in the afternoon," attested Frank.

Arrow has also continually made investments in its tape and reel equipment and vision systems to ensure that the mechanical integrity and label and device orientation are maintained throughout the production process. These investments are easily recognized by Frank. "I always use and depend on Arrow's tape and reel service as well as marking and labeling for most programming orders"

Arrow's programming services, and other supply chain solutions, have had a significant and positive impact on Symbol's time to market and its bottom line. "I define value as getting more than what was expected for a particular price, and Arrow has lived up to that standard every time," concluded Frank.

Symbol is just one of thousands of companies that have turned to Arrow to solve all its programming needs. Whether customers require flexibility, fast turnaround, or on-time delivery, Arrow is committed to providing companies like Symbol with leading-edge programming solutions.

For more information on Arrow's programming services, check Reader Service No. 15.

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