LOWRY SOLUTIONS, INC.

LOWRY SOLUTIONS, INC.

A LEADER IN ENTERPRISE MOBILITY SOLUTIONS

Headquartered in Brighton, Michigan, Lowry Solutions provides enterprise mobility solutions and Automatic Identification and Data Capture (AIDC) technology—such as Radio Frequency Identification (RFID), barcode, and wireless networking services—for diverse application challenges in a wide range of industries. Enterprise mobility is the set of people, processes, and technology focused on managing mobile devices, wireless networks, and other mobile computing services in a business context. Its goal is to determine if and how available mobile Information Technology (IT) should be integrated with work processes and objectives, and how to support workers when they are using these devices in the workplaces.

The company, originally called Lowry and Associates, was founded in 1974 by Richard Lowry as a manufacturer's rep firm selling Intel products—such as single-board computers, memory cards, power supplies, and microprocessor development sys-

LOWRY SOLUTIONS, INC.

> "Over the last ten to twelve years, the company has been much more focused in being a turnkey solutions provider. Not just providing that hardware and/or break-fix service, but actually expanding more into software solutions, professional services, and engineering, as well ..."
>
> **SEAN LOWRY**
> CURRENT PRESIDENT AND GRANDSON OF FOUNDER

MIKE LOWRY

tems—that were used, in those days, for test and measurement applications in research and development (R&D) and manufacturing environments. "As part of the evolution of the business, along with the computers, we began providing computer peripheral equipment, including impact and line printers," says Sean Lowry, current Vice President of the company and grandson of its founder.

"One of our customers in the grocery industry in the early '80s asked if we could help them print barcodes with those printers," Lowry continues. "And, as the story goes, we said, 'Sure. What's a barcode?' And that was our first introduction into this AIDC industry." A barcode is an optical, machine-readable representation of data. The first commercial appearance of a Universal Product Code (UPC), a barcode symbology, took place in 1974 at Marsh's Supermarket in Troy, Ohio, on a 10-pack of Wrigley's Juicy Fruit gum. Today, barcodes have become ubiquitous in stores around the world.

"As barcode standards and requirements became more and more prevalent, my father, who had taken over the business, slowly and surely migrated our full attention to the AIDC business, and we established ourselves as a nationwide reseller of all the predominant barcode equipment and manufacturers," says Lowry. "Today, all those barcode manufacturers have essentially consolidated into Zebra Technologies or a division of Honeywell, and we are global partners with them."

Over the last four decades, the
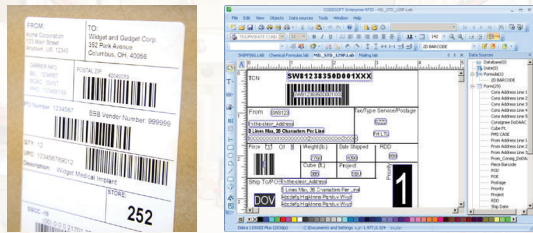
company continued to evolve, and eventually changed its name from Lowry and Associates to Lowry Computer Products, and finally to Lowry Solutions, Inc., in 2014. In addition to reselling hardware, the company's network of technicians provides nationwide services and ongoing support for the hardware it sells and installs.

"Over the last 10 to 12 years, the company has been much more focused on being a turnkey solutions provider," Lowry declares. "Not just providing that hardware and/or break-fix service, but actually expanding more into software solutions, professional services, and engineering, as well—asset tracking, work-in-process visibility, upfront planning from a design perspective, system architecture services, repair services, technical support services, post-implementation, quality control, operational workflow consulting—a total, turnkey solutions provider."

Today, the company's customers include manufacturing firms with their associated warehouse and distribution units, transportation and logistics enterprises, and government. "Mostly the Department of Defense," Lowry says. "The remainder of our business is in the healthcare and retail sector."

Lowry Solutions has approximately 110 employees. It serves
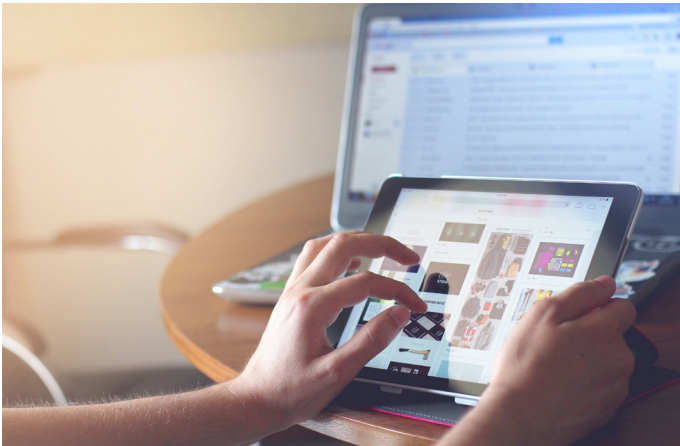
clients throughout the U.S. and Canada, and hopes to extend its network of global distribution and service. "We work with many Fortune 100 customers, and they want consistency," says Lowry. "They don't want to deal with five or 10 or 15 different Zebra barcode partners around the globe; they want to work with one that has proven itself to have a scalable model and the ability to provide things like an online portal for business intelligence."

Lowry says that the company is investing heavily in a customer-facing online portal that is new to the industry. "Within that portal, we're tying together all of our services. As one of our customers put it, they want the 'Amazon experience.' So we're trying to create that through technology and online platforms. We also have a small handful of customers that are approaching us to alter our model to more of the traditional IT model that the HPs and IBMs of the world provide in things like devices and service. That model is starting, just barely, to parade its way into our AIDC space, and as we see that, we're trying to make sure we're at the forefront of that movement.

We're beginning to transition to more and more of a managed services provider whenever we see that it's right for our customers' business."

"We are in what is now a mature industry," Lowry states. "Many companies use our technology today in their supply chains. In both the technology and the services we offer—in North America, and global regions, too—we are continuing to drive future innovation."

PREFERRED VENDORS

■ **TEKLYNX**
www.teklynx.com

■ **Printronix**
www.printronix.com

www.lowrysolutions.com