

# Bluebird: Total Mobility Solution Provider for Smart Manufacturing

**A** top three global manufacturer of high-end industrial mobile computers, the sole provider of integrated AIDC and payment solutions, over two decades of market experience, and more than 3000 satisfied customers. These facts mirror the journey and the present representation of what Seoul-based Bluebird is. With a unique and wide range of mobile solutions, since 1995 Bluebird has been aiding industry giants including leading

manufacturers such as Samsung Heavy Industries across the globe to improve the way they work.

“In the manufacturing sector, defects are bound to occur; and having no tool to track defects not only impedes revenue generation but also damages hard earned reputation as a manufacturer,” CEO of Bluebird, Jang Won Lee notes. Lee also believes that maintaining the quality standards of merchandisers should stand as the utmost priority for any manufacturer. And, to ensure not only the quality level, but also real-time visibility and brand loyalty in various industries, Bluebird has developed a wide solutions portfolio spanning from secure mobile payments to workforce automation and customer engagement. Apart from equipping employees with information whenever and wherever they need, Bluebird’s solutions for manufacturing provide control and traceability of components and ingredients in order to validate that the finished product meets quality specifications.

In addition, Bluebird’s tablets or mobile computers help employees ensure that workers do not leave any room for errors pertaining to the production quantity & quality standards of merchandise orders. The firm does so by making their solutions and mobile devices capable of directly monitoring production processes and machinery performance. The robust mobile devices offer real-time information about throughput and performance,

so that workers can reduce the margin for error and take proactive measures before problems occur. Bluebird’s mobile devices can read barcodes (1D as well as 2D) and RFID with exceptional accuracy and speed. The company’s proprietary TankSmith™ technology enables maximum reliability in tough manufacturing environments with of the resistance to handle scratches, multiple drops, and bumps. The devices also host diverse communication technology with support for LTE, 3G, WiFi, Bluetooth and PTT functions, which enables a synchronized team with the ability to communicate efficiently.

Along with state-of-the-art hardware solutions, the company also provides dedicated software solution BOST™(Business Optimizing Solution) for the each step of the entire product cycle including BOST™ SDK for specialized development, BOST™ Provisioning for rapid deployment, BOST™ VoIP for maximised utilisation and BOST™ EMM for secure and efficient management. BOST™ Provisioning enables users to set and automatically enforce policies that keep the devices updated with the latest software and settings. On the other hand, to equip manufacturing workforces with an efficient and easy-to-use communications platform, Bluebird has designed BOST™ VoIP, which is an enterprise VoIP solution, compatible with Bluebird Mobile Computers, that facilitates enriched communication and collaboration between organizations and their co-workers. BOST™ EMM provides essential tools to enhance workforce efficiency and drive down costs for customised device management.



Jang Won Lee,  
CEO

Besides steering utmost reliability and performance, the employment of Bluebird's solutions and products manifest ample competitive advantages for manufacturers. These solutions efficiently improve inventory accuracy and reduce associated time and costs. Alongside, these offerings also optimize maintenance schedules to reduce downtime. As the mobile enable seamless data transfer between devices and departments, businesses can effortlessly monitor production performance and meet targeted revenue.

Bluebird's tablets or mobile computers help employees ensure that workers do not leave any room for errors

From releasing the world's first Mobile POS' BIP-1000 Series back in 1995 to developing world's first rugged handheld computer (integrated with four different types of RF technology), Bluebird has been constantly pushing the envelope of innovation in order to offer comprehensive manufacturing solutions to its clients. At present, Bluebird runs an R&D center in Bengaluru, India and over 80



professional service and support centers across the globe. In addition to constant development for new innovative products on Bluebird's current offerings; industrial handheld computers, payment terminals, rugged tablets, the firm is also developing a new line-up of tablet POS and peripherals like barcode scanner and POS printer, with the aim of expanding their portfolio toward a unified solution that would address global enterprise challenges. **AGC**

## MANUFACTURING SPECIAL

# APAC CIO Outlook

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### Top 25 Manufacturing Technology Solution Providers - 2017

**M**anufacturing has been the bedrock of development for any country. From Aerospace, heavy metal industries, defense, automobile, transportation, to consumer electronics, the manufacturing sector has created jobs for millions and has invariably determined the economic health of any country. In recent times, APAC regions have come to the forefront in the manufacturing sector, opening up the market for global companies while becoming one of the biggest exporters and importers in the world. International Data Corporation estimates that manufacturing expenditure in APAC countries will continually grow at a 4.8 percent CAGR till 2020.

This year-on-year evolution and the rapid increment in size of the APAC manufacturing market can be easily credited to the rising trend of 'digitization everywhere', propelled by the prolific rise of manufacturing software solutions. Now delivered mainly through the cloud as as-a-service, these software solutions have gnawed their space into every domain of the industry. So, it's not a surprise when APAC manufacturers continuously invest billions of dollars in IT to automate their complex processes, reduce time and expenditure losses on unnecessary manpower, generate and take decisions based on data analysis, secure assets, and more. The benefits seem endless, and smart manufacturing is on the road to completely transform the outlook of countries around the globe.

To assist CIOs in obtaining a detailed overview on the aspect, this issue of APAC CIO Outlook brings to you—Top 25 Manufacturing Technology Solution Providers - 2017, listing together companies that are delivering smart solutions across various verticals for the manufacturing industry. Our esteemed panel of researchers has diligently curated the list with the purpose to highlight all possible factions of solutions in the field, the current trends, and the innovations that have taken a central role in the industry and which hold promise to change the landscape altogether.



### Company:

Bluebird

### Key Person:

Jang Won Lee  
CEO

### Description:

A global manufacturer of industrial handheld computers, tablets, and mobile payment devices, offering secure mobile payments, workforce automation, and customer engagement solutions

### Website:

bluebirdcorp.com