



**Defining Today's
Technology Standards;
Empowering Tomorrow's
Solutions.**

AIM STRATEGIC PLAN

3-5 YEAR HORIZON

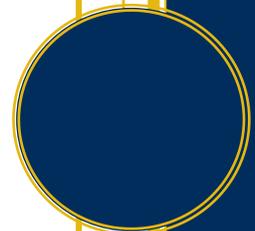
As of February 2022

AIM Mission

As the unbiased resource for networking, education, advocacy and standards, AIM helps its members grow their businesses by fostering the effective use of Automatic Identification and Data Capture (AIDC) Solutions.

AIM Vision

Advancing the effective use AIDC



AIM STRATEGIC PLAN

As of February 2022

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100 Allegheny Drive, Suite 105C, Warrendale, PA 15086

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Permission can be requested from AIM at the address above.

Contact AIM | Phone +1 724 742 4470 | Email info@aimglobal.org

Or

Visit www.aimglobal.org for more information about automatic identification & data capture (AIDC) technologies and innovation.

ABOUT AIM

AIM is the leading international industry association, global authority and resource in automatic identification and data capture (AIDC) technologies and innovations. For nearly 50 years AIM has championed the growth and acceptance of these through industry education, standards, and advocacy.

Since AIM's inception in the 1970s, industry leaders from the AIDC global community continue to work within AIM to promote the adoption and application of emerging technologies and innovations. AIM actively supports the development of standards through its own committees as well as through participation at the industry, national (ANSI) and international (ISO) levels.

AIM members are manufacturers, distributors, re-sellers, educators, system integrators and technology users of barcode, Radio Frequency Identification (RFID), the Internet of Things (IoT), RAIN, Real Time Locating Systems (RTLS) and Near Field Communication (NFC) services and solutions.

AIM delivers accurate and unbiased information on technologies, standards, and applications. Through AIM committees and alliances, AIM provides an unbiased technology perspective to legislators, media, and consumers.

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For more information, contact AIM at info@aimglobal.org.

OVERVIEW

This strategic plan describes a desired vision and represents a compass by which AIM will support their current stakeholders as well as engage new members and partners.

Established goals - declared intended outcomes to be achieved - will be detailed through expressed objectives - the desired accomplishments and priority focus areas - and strategies will detail the intended pathway to achieve success.

AIM will remain vigilant throughout with a consistent process of planning, assessing, adjusting, and thinking strategically to address unforeseen market shifts and unpredictable impacts (such as the Covid pandemic) to ensure relevance of direction and action over time to continuously provide value to AIM members and the industry.

From the AIM Strategic Plan in 2016, the core ideology, namely AIM's organizational identity, its essence of existence, and the enduring principles that guide the organization remain the same and are summarized below.

Core Purpose:

To advance the success of members in the application of AIDC technologies including RFID, barcode, RTLS, smart devices, IoT, blockchain and other digital technologies

Core Values and Beliefs:

- **Trusted and Unbiased** – AIM, as a trusted advocate providing objectivity and intellectual honesty helps to grow the industry through shared experience, insight, knowledge, data, and expertise.
- **Passionate and enthusiastic** – We passionately believe in the importance of AIDC technologies as the foundation for productivity and process improvements, as well as key enablers of IoT, blockchain, and artificial intelligence (AI), and work enthusiastically in a supportive environment to create lasting solutions.
- **Collaborative and Inclusive** - We continuously create platforms for AIM members to collaborate through AIM industry-focused workgroups, standards development, and educational opportunities.

3-5 YEAR PLANNING HORIZON: GOALS AND STRATEGIES

Goals are outcome-oriented statements that represent what will constitute AIM's future success. The achievement of each goal will move AIM towards the realization of its vision. The goals are not in any order of priority. Every goal will need to be accomplished if AIM is to fully achieve its vision. On the next pages, each goal is accompanied by a set of objectives and strategies, which represent key issues affecting AIM's ability to achieve the goal and articulate milestones against which to measure progress.

Goal 1 - Standards

AIM will be the recognized world leader as the developer/liaison group/enabler for new AIDC standards and technologies, and an influencer of IoT, blockchain, AI, robotics, and drone standards development.

Goal 2 – Education and Knowledge

AIM will be the leading/go-to/primary/trusted education and knowledge source and resource for new AIDC and IoT related technologies.

Goal 3 – Advocacy

AIM will be a key influencer to AIDC supported technologies by organizations, industries, and governments.

Goal 4 –Brand, Image and Marketing

AIM will become synonymous with being known as the key influencer for advancing everything associated with AIDC technologies.

Goal 5 – Community

AIM will open the door to the digital world for your business.

GOAL 1: STANDARDS

Goal:

AIM will be the recognized world leader as the developer/liaison group/enabler for new AIDC standards and technologies, and an influencer of IoT, blockchain, AI, robotics, and drone standards development.

Objectives:

1. Establish and articulate a clear definition of what AIDC standards and technologies are versus what related standards and technologies are.
2. Increase published AIDC standards/technologies/guidelines.
3. Increase access to standards by making them more available to members worldwide.
4. Increase collaboration with other standards bodies to further the use of AIDC technologies.
5. Identify standards gaps with regard to AIDC technologies (including IoT, blockchain, AI, and robotics), and promote the creation and maintenance of new standards.

Strategies:

1. Form ad hoc work group(s) to create definitions of: what technologies are *included* in AIDC standards; and what the AIDC *related technologies* include.
2. Create ad hoc work group(s) to identify missing standards in the AIDC realm; determine if AIM is the right source to create these standards; and if so, create standards and publish.
3. Identify the relevant standards organizations (sources); establish cooperative relationships with these organizations; secure permission to sell/make available their standards in the AIM store; secure permission to sell/make available the AIM standards via the standards organizations' websites.
4. Develop a comprehensive "AIDC Standards Marketplace" for all standards.
5. Implement promotion plan for the AIDC Standards Marketplace; create mechanisms to inform community when new standards become available; identify how to reach the users that would need the standards that are available; promote the need for new standards.
6. Identify and establish liaison relationships with technology standards providers using AIDC (including IoT, blockchain, AI, and robotics); identify and establish liaison relationships with application standards providers using AIDC.

GOAL 2: EDUCATION AND KNOWLEDGE

Goal:

AIM will be the leading/go-to/primary/trusted educational and knowledge source and resource for new AIDC and IoT related technologies.

Objectives:

1. Increase insight into global commercial and regulatory trends that are shaping the future business opportunities for AIM solution providers.
2. Engage/encourage membership to contribute educational, objective, trusted content to showcase the knowledge and expertise of member organizations.
3. Increase amount and quality of curated information about the AIDC industry.
4. Increase links to high-quality relevant articles, videos, and webinars that are available for free elsewhere on the internet.
5. Increase opportunities for AIM members to speak on AIM's behalf at events, colleges, and other platforms.

Strategies:

1. Highlight more standards and technical items in newsletters and communications.
2. Create an ad hoc group to develop concepts/plans for an AIM Solutions Showcase that will benefit members and highlight the AIM Annual Awards.
3. Create and publish an Editorial Calendar for the AIM Newsletter to focus on specific topics/technologies, such as: Digital Tag; IoT; Sustainability; Food Supply Chain, etc.
4. Sponsor a "hack-a-thon" where members are mentors and recognize winners at annual meeting; request donations.
5. Research and build a resource library of high-quality articles, videos, and webinars on the internet; add announcement (or section) in the AIM newsletter; create monthly email campaign that highlights a webinar, video, or article that are all outside of AIM.
6. Build an AIM Speaker's Bureau: create infrastructure for members to submit their speaking topics online; actively contact event organizers to secure AIM speaking opportunities; solicit Member input of potential speaking platforms for AIM to contact; include promotion of this opportunity in the AIM Newsletter and informational emails to member companies.

GOAL 3: ADVOCACY

Goal:

AIM will be a key influencer to AIDC supported technologies by organizations, industries, and governments.

Objectives:

1. Increase interface with other associations outside of North America and trade groups that use AIDC technologies to promote the return on investment (ROI) of the AIDC technologies we sell and support, particularly in the European Union (EU) and Asia.
2. Drive use, adoption, and advocacy of AIDC standards.
3. Promote harmonization of standards globally, and actively be engaged in the process with partner organizations.

Strategies:

1. Identify associations, influencers, events, and publications in targeted geographies by consolidating a master list from regional chapters; prioritize list based on measurable ability to influence standards and adoption; collaborate with chapters to identify and support key advocacy opportunities.
2. Annually define a list of standards and use case priorities.
3. Identify areas/industries where harmonization is required and/or necessary and actively seek out opportunities to participate in industry groups working on harmonization.

GOAL 4: BRAND, IMAGE AND MARKETING

Goal:

AIM will become synonymous with being known as the key influencer for advancing everything associated with AIDC technologies.

Objectives:

1. Improve the AIM brand image, beyond the image of a “manufacturers’ association of barcode people to create a more modern, connected, and influential brand.
2. Translate all the language and material we have currently into this new ubiquitous AIDC term.

Strategies:

1. Improve the AIM brand by making sure people are aware that AIM is an association for all AIDC technologies. This can be achieved via such initiatives as a glossary of AIDC terms; highlight the fact that AIM is focused on how AIDC can positively impact vertical markets and the benefits of AIDC in sustainability, ROI, etc.; and promote industry group activities.
2. Establish a Sustainability Mandate – a working group or part of each working group to consider. Make sure sustainability becomes embedded in the approach of the organization and the membership.
3. Create a robust plan to regularly review the working groups within AIM as a matrix of efficiencies and effectiveness, as well as creating clear communication/updates on progress and work items so all members are up to date on all the work AIM is doing.
4. Update the “Advancing Identification Matters” tagline to “Defining today's technology standards; empowering tomorrow's solutions”
5. Improve visibility and promote AIM awareness to all stakeholders.
6. Continue creating new collaborations with like-minded associations and establish an ad hoc Partnership Outreach work group to identify organizations we should partner with.
7. When creating specific content make sure to consistently highlight it on all AIM platforms.
8. Continue to develop podcasts that interest the industry; have industry groups review and recommend topics.

9. Update the AIM newsletter by creating: a section on member news; a section on AIDC education such as a standard/white paper or on a partners AIDC related activity; a Call to Action section highlighting one AIM opportunity for members to participate in.
10. Social Media: highlight member news item; highlight AIDC Standards news; highlight webinar/podcasts (can be rehashing an older media item to get it more views); highlight AIM industry work group's activities.
11. Town Halls: hold monthly town halls for members and non members to ask questions and get a better understanding of the organization.

GOAL 5: COMMUNITY

Goal:

AIM will open the door to the digital world for your business.

Objectives:

1. Increase opportunities to participate both locally and globally, which results in beneficial choices for members.
2. Increase AIM's worldwide chapters, entities, where we do not have a presence but should have.
3. Increase knowledge sharing in global community events and venues.
4. Increase virtual/in person venues for participation globally.
5. Maintain a list of existing partnerships.
6. Maintain a list of partnerships to concentrate on.
7. Work on recruiting key players.

Strategies:

1. Start a Chapter Corner in the AIM Newsletter.
2. Record a monthly or bi-monthly podcast with the chapter secretariats and chapter committee leaders.
3. Continue to work on partner conferences and partner networking events, such as breakfasts.
4. Concentrate on forming partnerships with the following organizations: National Retail Federation (NRF); Healthcare Distributors Association (had); Japan Automatic Identification Systems Association (JAISA); Reusable Packaging Association (RPA); VDC Research; Edgell Communications; Ident.
5. Work on recruiting the following companies for AIM membership: SAP; Oracle; Infor; IBM.



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AIM, Inc.
100 Allegheny Drive
Suite 105C
Warrendale, PA 15086

info@aimglobal.org | Email
+1 724 742 4470 | Phone

www.aimglobal.org