

## **Xpedium is led by Industry Leader Bob Zink**

*By Robert J Hochberg*

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*Xpedium names Industry Veteran Robert C. Zink to head its Mobility business. Focused exclusively on enabling mobile workers with advanced technologies, Xpedium delivers an exciting new suite of rapid deployment, management and productivity solutions.*

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Hauppauge, NY (PRWEB) January 31, 2010 – Xpedium is announcing the hiring of Industry Veteran Robert C. Zink to lead its Mobility business as Executive Vice President Sales and Marketing.

Xpedium, a leading provider of mobile computing solutions, has been delivering comprehensive field mobility solutions to the Consumer Products Goods (CPG) Industry for multiple applications involved in the processes of Direct Store Delivery (DSD). Automating workers who perform tasks such as sales, delivery and merchandising has been a key component of the business. The xMobility Suite of Tools used to deliver these applications is a powerful, flexible, scalable and field tested application development, business analytics and communications platform developed in industry leading C#.NET using a Service Oriented Architecture (SOA) approach.

Mr. Zink brings a broad range of mobility application experience from an extensive 30-year career in the Automated Identification and Data Collection Industry where he has held various Sales and Marketing leadership positions including US Vice President Enterprise Sales of Intermec Technologies and Global Vice President Sales and Marketing of Socket Mobile. Mr. Zink started his career at Norand Corporation in 1979 and helped pioneer the commercial use of mobile handheld computers for use in Direct Store Delivery (DSD) applications leading to a position as the Global Account Manager responsible for the initial world-wide deployment of route sales, delivery and merchandising systems to The Coca-Cola Bottling System.

“The Xpedium Mobility Platform lends itself perfectly to the development and rapid deployment of mobility applications outside of the traditional core applications of DSD such as Proof of Delivery, Field Inspections and Asset Management. With the explosive growth of mobile applications in industries like Health Care, Transportation/Logistics and other industry segments where field automation of asset management and field inspection related processes have strong ROI, expanding the marketing reach of Xpedium is a natural evolutionary step. We are very excited about the broad range of mobility experience Robert brings to the company to lead our marketing and sales to these new emerging markets” observed Robert J. Hochberg, CEO of Xpedium’s parent company Numeric Computer Systems, Inc

About Numeric Computer Systems (NCS) and Xpedium:

Numeric Computer Systems ([www.ncssuite.com](http://www.ncssuite.com)) has been a leading supplier of Order-To-Cash back office and mobility solutions to the Fast Moving Consumer Goods Industry since 1967. Xpedium ([www.xpedium.com](http://www.xpedium.com)), started in 2008, is a wholly owned subsidiary of NCS focusing on technology development, sales and marketing of the NCS 4th generation mobile platform and expanding its use into the broader mobility marketplace. Xpedium’s mission is to provide greater efficiencies to companies implementing mobile solutions, reduce total cost of ownership and deliver superior results that add real tangible value. Led by highly experienced management and leveraging leading technology, Xpedium is already a leading provider of mobility solutions. Xpedium’s team includes senior level project management and development professionals with unparalleled industry and mobility experience.

Headquartered in Hauppauge NY, Xpedium has regional offices in Dallas, San Francisco, San Juan, Sydney, Auckland and Jakarta.

Contact:

Robert C. Zink, Executive Vice President of Sales and Marketing

Xpedium

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Xpedium is a leading global supplier of Mobility Solutions to the Direct Store Delivery, Transportation and Logistics, and Field Service Industries.

Category	Computers, Mobile, Software
Tags	mobility, Software, dsd, direct store delivery, route accounting, merchandising, proof of delivery
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