

“A differentiator that is not valued by the customer is not a competitive advantage. **If it’s not relevant it doesn’t matter.**”

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In our quest to determine effective competitive differentiation (*based on specific and relevant customer wants*), Datamax employed the Smart Advantage System.

The following provides insight on our thinking, our approach, and our implementation of the Smart Advantage System.

From original objectives to customer impact, it touches on **the why, the how, and the what’s in it for the customer.**

