



Channel Marketing Toolkit

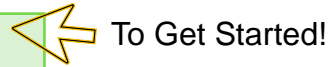
2023 Partner
Planning

Zebra Channel Marketing Toolkit

NAVIGATION PAGE

TOOLKIT CONTENT

2023 Zebra Priorities



Program Tools & Resources

Marketing Enablement

Roadmap

Portfolio Overview

Vertical Overview

NAVIGATION TIPS

Click on the GREEN Navigation icon to return to the Toolkit Content.



Click on the BLUE Navigation icon to return to each sections content list.



Login to the [PARTNER GATEWAY](#) before clicking on resource links.



Zebra Confidential: Please note the information, images and details included in this toolkit should not be promoted externally or shared outside of your organization.

2023 Zebra Priorities

Global Priorities

Regional Priorities



2023 Global Growth Priorities



Retail

Expand bookings opportunities in large retailers in key segments by simplifying and amplifying the outcomes that can be delivered to targeted personas by Zebra's product & solutions portfolio, and by introducing our first gold standard solution.

- Environment:** Physical Store
- Priority Personas:** Store Ops, Inventory Mgmt, Human Resources, Loss Prevention, eCommerce
- Portfolio Focus:** Software/Solutions, EMC, ATS, ALT, ADC

Warehousing & Distribution

Grow revenue thru both customer acquisition and advancing maturity with current Zebra customers and partners, with a particular focus on leveraging sales teams and channels to target new personas with outcomes that can be delivered.

Warehousing & Distribution

- Environment:** DC (retail)
- Priority Personas:** VP/Director IT, VP/Director Ops, Director Transformation/Innovation/Robotics, C-Suite, Procurement
- Portfolio Focus:** EMC, ALT, ADC, ATS, Robotics

- Environment:** Warehouse & DC (3PL, wholesale)
- Priority Personas:** VP/Director IT, VP/Director Ops, Director Transformation/Innovation/Robotics, C-Suite, Procurement
- Portfolio Focus:** Robotics, EMC, MV/FIS, ATS, ALT

Manufacturing

Grow core and expansion portfolio revenue in high-priority Manufacturing segments and accounts, while leveraging FIS/MV and robotics to reposition Zebra as a premier industrial automation leader with key personas and partners.

- Environment:** Factory
- Priority Personas:** IA/ET/OT Integrators, Plant/Ops Mgr, Engineering Mgs, IT/Security, CTO and Procurement
- Portfolio Focus:** FIS/MV, EMC Core + Tablets, ATS, ADC, Warehouse Robotics

- Environment:** Warehouse & DC (manufacturing)
- Priority Personas:** VP/Director IT, VP/Director Ops, Director Transformation/Innovation/Robotics, C-Suite, Procurement
- Portfolio Focus:** MV/FIS, Robotics, EMC, ATS, DCS, ALT

Run Rate / Share Recovery

Achieve run rate growth plan and targeted share recovery though a focus on ease of doing business with available inventory, frictionless pricing, competitive partner margins, digital commerce expansion, and re-activation of inactive partners.

- Environment:** BTRs, Product Resellers, Online Sellers/Market places, Premier
- Priority Personas:** Principals, Sales Reps
- Portfolio Focus:** Printers, EMC, Supplies, ADC, Value Tier Products

Marketing Ambitions (Customer, Digital, Channel, Analytics) and **GTM Transformation** (Persona, Outcomes, Ecosystem, Customer Success)



2023 Regional Priorities

Visualization

North America




PRIORITIES

-  Government
-  Healthcare
-  Mid Market & Territory Growth
-  Strategic Accounts

EMEA






PRIORITIES

-  Core – Get Well
-  Government
-  Value Tier
-  Healthcare

LATAM



PRIORITIES

-  Customer Intimacy
-  Channel Expansion & Readiness
-  SMB – Medium Businesses

APAC



PRIORITIES

-  Grow Large Deals Revenue
-  Support China Phase II Revenue Expansion
-  Support Japan Phase II Revenue Expansion
-  Grow FIS/MV Revenue
-  Grow SaaS Revenue

Partner Program Tools & Resources

Partner Connect

Partner Gateway

Customer Reference Program

Reseller Sales Incentive

Promotions

GoZebra Trade-In Program

Co-Marketing with Zebra

Co-Branding with Zebra

Content Syndication

Zebra Experience Center

Partner Communications

Zebra Events

ISV Solution Collaboration



Partner Program Overview

PartnerConnect



Thank You For Your Partnership!

Whether you have been in the program for years or are a brand-new partner, we encourage you to review and stay up to date with program [Policies & Resources](#) and opportunities to move up and expand through reseller tracks, specializations.

[DISTRIBUTOR TRACK](#)

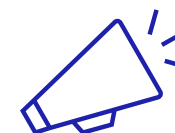
[RESELLER TRACK & SPECIALIZATIONS](#)

[ISV TRACK](#)

[ALLIANCE PARTNER TRACK](#)



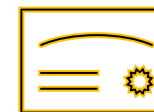
Manage Your
Partner Account



View Program
Updates



Partner Questions



Partner Certificate &
Badge

CLICK to
Learn More!



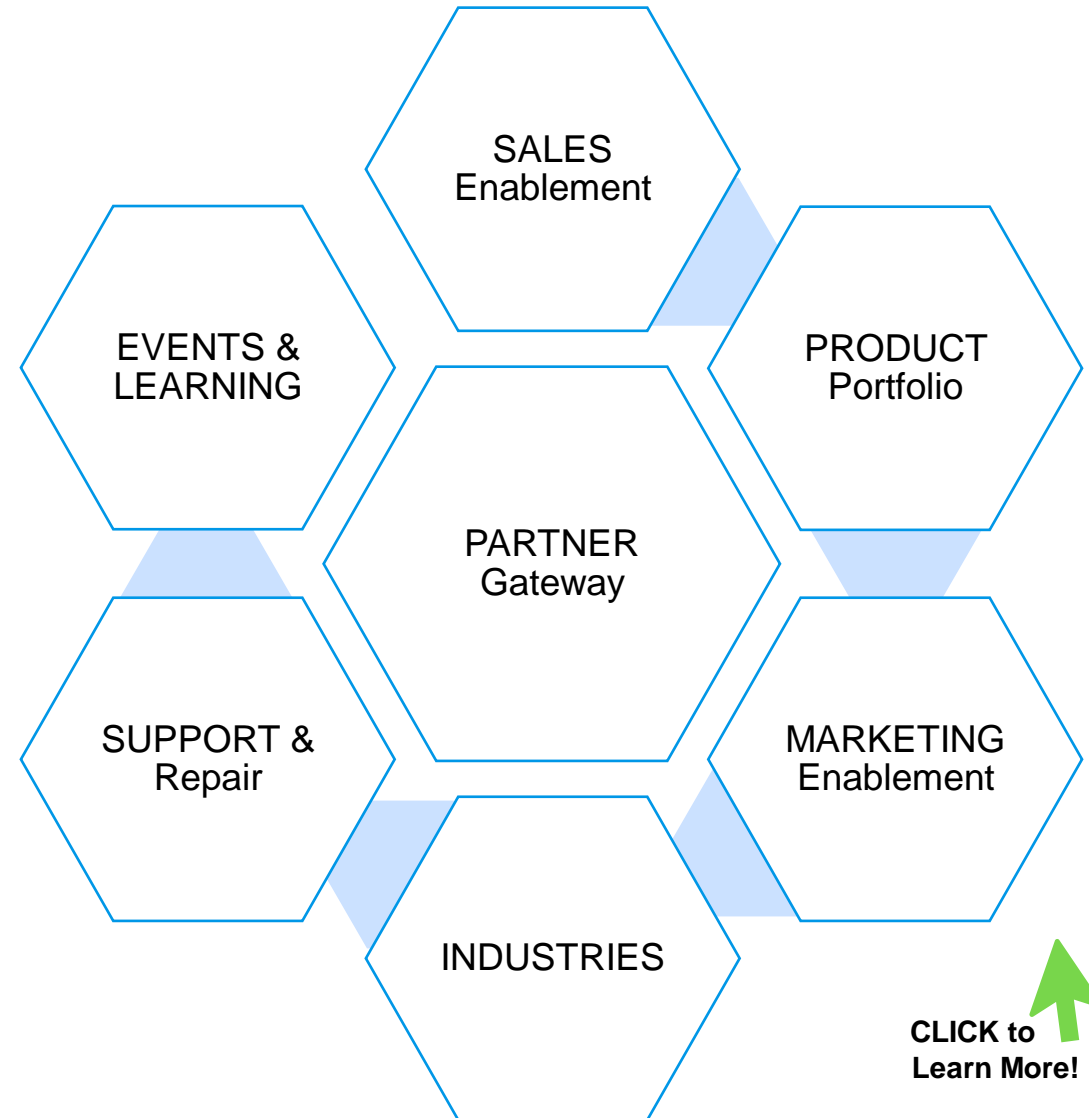
Partner Gateway

Your Zebra Information HUB!



Access the [Partner Gateway](#) portal to view everything from program details and sales tools to vertical & product information, training and marketing campaigns.

- Bookmark the gateway on your favorite browser
- Can't find what you're looking for?
 - Reach out to your Zebra Account Manager or Marketing Rep
- Don't forget to give new employees access!



CLICK to
Learn More!

Customer Reference Program

Let's win together!



When you contribute referenceable customers to our reference database, you can take advantage of powerful sales and marketing benefits that can help you grow your business.

Don't forget to leverage existing Zebra [success stories](#)!

Top Reasons for you to Engage in Our Program

- 1 Gain positive exposure by showcasing your customers' success with leading technology based on their alliance with Zebra and you
- 2 Enhance your status and your customers' recognition as thought leaders in your industry
- 3 Build your brand and expand your customer's reach to help you sell more
- 4 Earn Incentive Points through Sell and Win Club for securing customer references

Some of the Possible Key Complimentary Benefits

- ▶ **Brand-Building Activities**
 - Press Release, Social Media, Blog – Gain media coverage about your company
 - Video, Print Case Study – Garner positive content to share on your website
 - Speaking Engagement – Drive thought leadership through a panel discussion or presentation

- Check out the [How to Guides](#) for Partners
- Review customer nomination with your Zebra Account Manager
- Fill out the [Customer Reference Application](#) form
- Coordinate completion & return of Customer Reference Agreement
- Upon approval, work with Zebra Customer Reference team and customer to build a successful Case Study
 - PS...Sell & Win participants can earn up to 500 points for contributing

Partner Sales Incentive Program

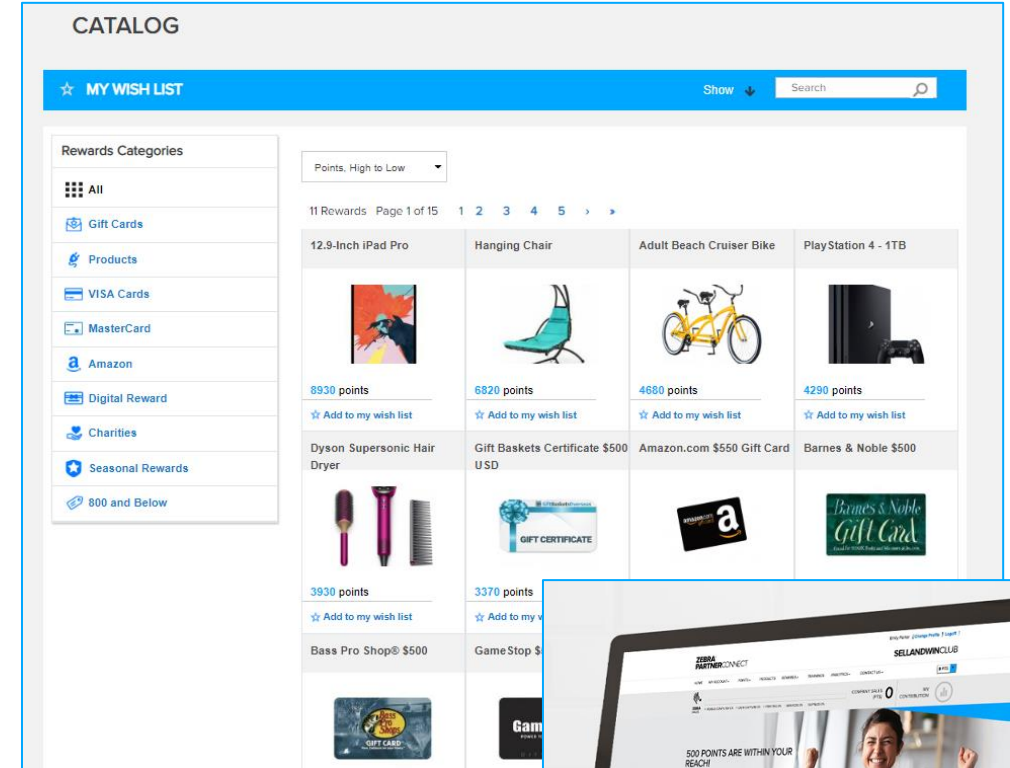
Sell and Win



Zebra's reseller incentive program, [Sell & Win](#) helps drive partner business development and revenue through sales engagement, education and rewards.

Earn Points:

- Webinars
 - Educational webinars focused on our products and solutions, will provide you with the tips and tools you will need to succeed.
- Monthly promotions
 - Find out about our upcoming promotions by reviewing our Activities Calendar on the homepage and by tuning-in to our live webinars.
- Raffles, contests and surveys
 - Participate in our activities to enter raffles and contests for the chance to win items from our rewards catalog.

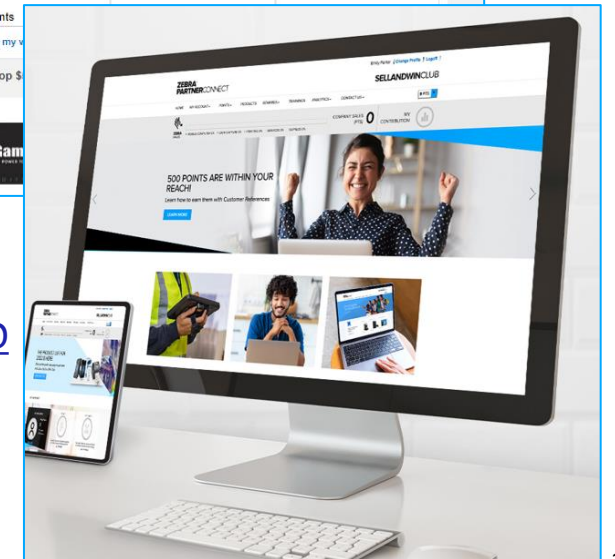


Learn More: [OVERVIEW](#)

Don't Wait: [GET STARTED](#)

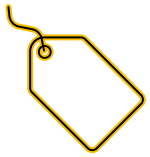
[COMPANY SIGN-UP](#)

[SALES REP](#)

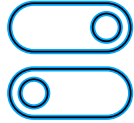


Promotions

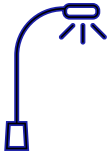
Discounts, Rebates, Trade-Ins



Reseller
Promotions



Trade-In Program
GOZEBRA



Spotlight
Programs



Distributor
Promotions

Take advantage of Zebra Promotions to increase your revenue and drive new business.

- Did you know Promotions are updated each trimester?
 - NA Promotion Start Dates:
 - T1 – January
 - T2 – March
 - T3 – September
 - **TIP:** Set a calendar remind to download new promotions each trimester!
- Contact your Zebra Account Manager to learn more.

**CLICK to
Learn More!**



GO Zebra

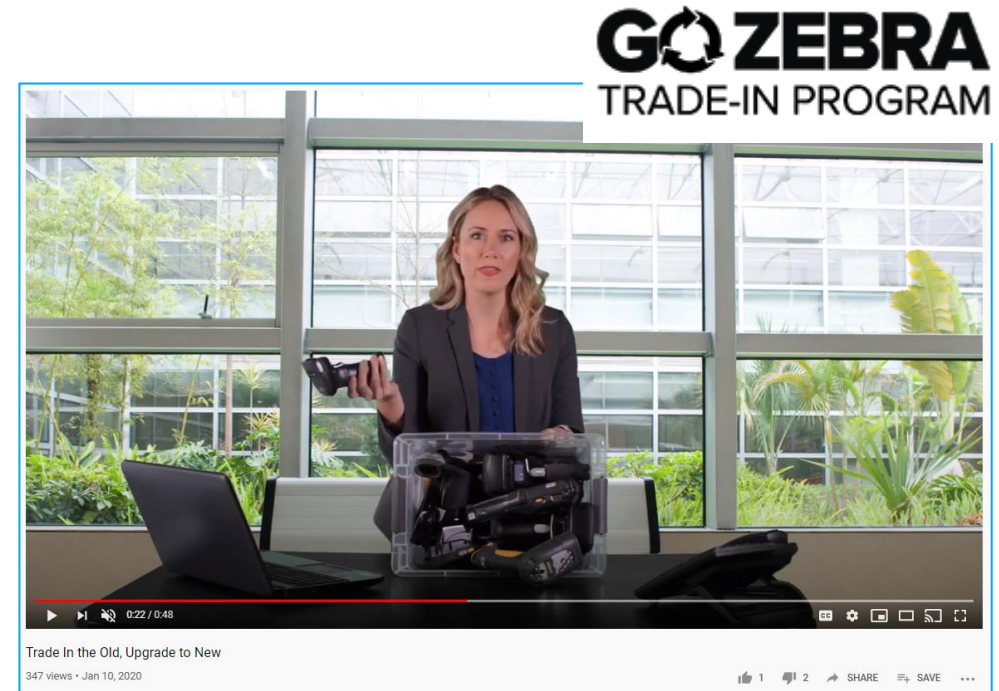
Drive conversation and close deals...

Nearly every industry has old, unused or broken equipment in a closet, on a shelf or corner of a warehouse... Kick off the sales dialogue and present customers with a compelling financial reason to migrate from outdated equipment.

What is It?

- Ongoing promotion designed to help you get in the door and close the deal!
- By purchasing one of Zebra's eligible products and trading in an old unit (from ANY manufacturer), customers can earn a rebate.

Watch the
video!



- Download the [Brochure](#)
- Visit the GoZebra Trade-In [Website](#)
- [Go Zebra FAQ's](#)

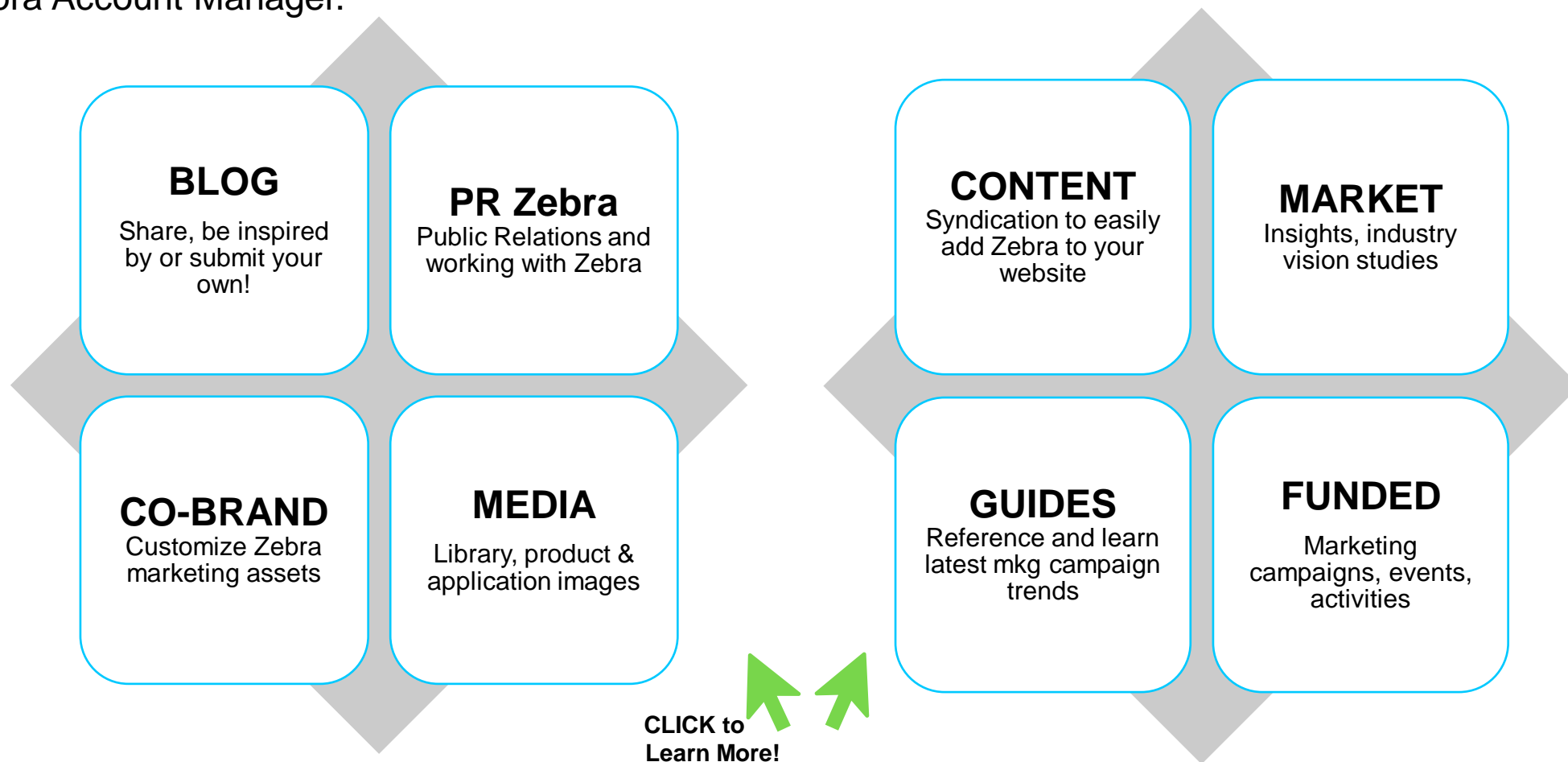


Zebra Co-Marketing

Expand your brand



Take advantage of the wide array of marketing resources that can help your business drive awareness, generate leads and improve marketing initiatives. For information on the complete set of marketing benefits available to you, contact your Zebra Account Manager.



Co-Branding Tool

Customize Zebra Assets

Take your 4-touch marketing campaign to an 8-touch campaign by incorporating custom co-branded Zebra assets from our new [on-line tool](#)!

Infographics, Emails, Web Banners, Spec Sheets & more!

- Upload your LOGO
- Edit company information and CTA
- Find your campaign or asset
- Select your unique brand color
 - *Sections in default **PINK** can be customized
- Preview, Publish & Download

The Ultimate Mobile Computing Devices for Your Healthcare Workers

PARTNER LOGO EXAMPLE

The Zebra Healthcare Mobile Computing Family... ...Improves it all!

TC21-HC/TC26-HC Fully featured Wi-Fi cellular (TC26-HC) Wi-Fi only (TC21-HC) Fast Wi-Fi capable

TC52-HC Fully featured Wi-Fi only Integrated fast Wi-Fi

TC52x-HC Fully featured Advanced technologies Wi-Fi only Integrated fast Wi-Fi

TC52ax-HC Fully featured Advanced technologies Wi-Fi only Integrated fast Wi-Fi, including Wi-Fi 6

ET40-HC/ET45-HC Fully featured Advanced wireless technologies Wi-Fi cellular (ET45-HC) Wi-Fi only (ET40-HC)

Workflows
Task accuracy
Productivity
Collaboration
Patient outcomes
The patient experience

Key Features at a Glance

MODELS	TC21-HC/TC26-HC	TC52-HC	TC52x-HC/TC52ax-HC	ET40-HC/ET45-HC
USERS	Non-clinical and clinical workers	Clinical workers: nurses, lab technicians and other patient facing workers		
Cost	\$	\$	\$	\$

PHYSICAL CHARACTERISTICS

Housing Purpose-built for healthcare; disinfectant ready; supports 30+ chemicals; designed to eliminate areas where germs can hide

Platform Qualcomm Snapdragon® SD660

CPU Octa-core 2.2 GHz

OS/Android Android 11; upgradeable to Android 14

Memory 3 GB RAM/32 GB Flash

Battery Power 3400 mAh; up to 10 hours

Battery Features User replaceable

Battery Management Limited battery statistics

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Content Syndication

Zebra Showcase



HOW IT HELPS YOU

- Generate more leads
- Feed leads directly to your sales team
- Strengthen your web site with minimal effort from your marketing and programming resources
- Maintain more compelling, current product information
- Keep prospects on your site to explore the Zebra products you sell
- [REQUEST SYNDICATION HERE](#)

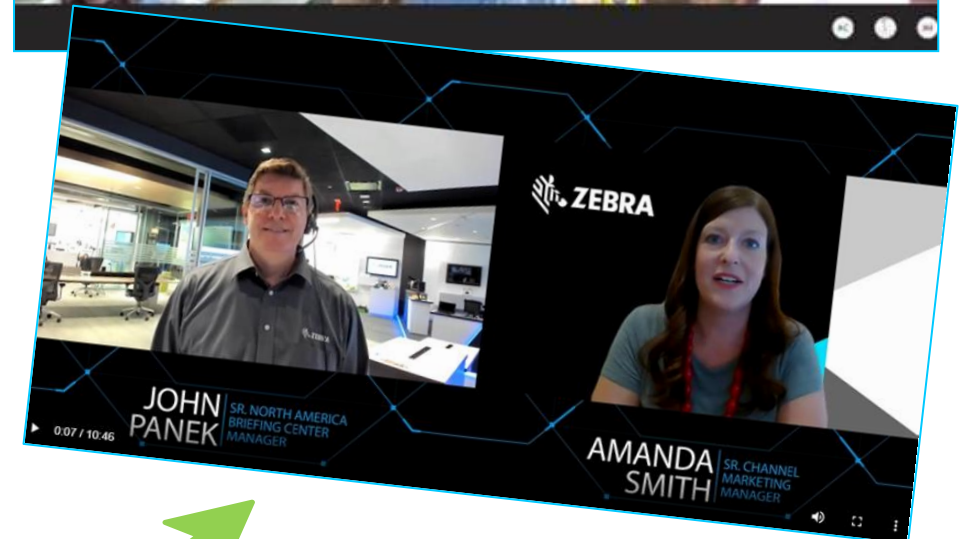
Zebra Experience Center

The ZEC



You should consider a [ZEC](#) visit when:

- Your customer requires knowledge about the depth and breadth of Zebra's offerings
- Your customer faces a major directional decision on infrastructure and is evaluating options
- Your customer has decided on technology and needs to understand detailed capabilities
- You want to cross-sell or up-sell other products/solutions
- You want to demonstrate the strength of your relationship with Zebra by facilitating access to Zebra's best minds on strategy, research and technologies
- How to schedule a ZEC:
 - To discuss whether a meeting might be right for your customer or prospect, contact your Channel Account Manager.



Watch the
video!

Zebra Communications

Don't miss out!

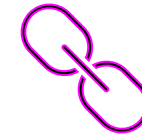


Partner Communications

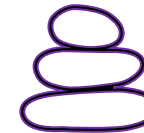
Did you know that with Zebra's News on Demand, you can customize your communication?

YOU decide the frequency, language and type of contact you want to receive.

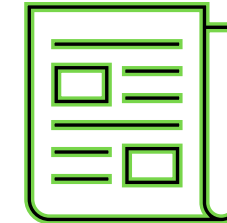
- [Quick Guide](#)
- [FAQ](#)
- [Sign up today!](#)



Supply Chain
Updates



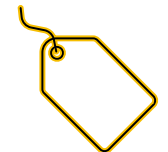
Channel Agility



News on Demand



View Program
Updates



Reseller
Promotions

Zebra Events

Training, Networking and Industry Events



Zebra creates, sponsors and participates in a variety of internal and external events each year.

- View our [EVENTS CALENDAR](#) and contact your Zebra Account Manager to discuss collaboration for upcoming vertical events and tradeshow.
- Don't forget to check out the [Featured Events](#) on the gateway to filter and find webinars, trainings and in-person opportunities to learn and connect!

ISV Engagement

Expand your offering and grow your business!



Find an ISV to engage to collaborate:

- Utilize the ISV Solution Guides to identify use cases and key ISVs to supplement your solution sale
 - ISV Guides are located on Partner Gateway and on Zebra.com in the appropriate vertical sections
- Use the [Locator](#) to search for ISVs in your area or for a specific use case
- Reach out to your Channel Account Manager for suggestions and/or introductions
- Work with your Account Manager to schedule a [ZEC](#) with an ISV to collaborate
- Zebra YouTube ISV [Influencer Series](#)



Zebra Marketing Enablement

Zebra Marketing

Distribution Marketing

Zebra Approved Marketing Agencies

Funded PPC Guidelines

Zebra Media

Zebra Marketing Education



Zebra Marketing Support

Multiple Ways to Enable You!



Distributor Marketing



- Trusted Zebra distributors can offer partner marketing guidance and support
- Gain access to assets, resources and potential marketing funding
- Participate in industry and portfolio educational events

Zebra Marketing Funds



- Complete a collaborative plan with Zebra Channel Marketing
- Determine your strategic alignment and growth opportunities
- Collaborate to create a custom marketing campaign
- Utilize our agencies & marketing team or reimburse your agency of choice

Co-Market & Co-Brand



- Take advantage of the Zebra brand by incorporating into your marketing strategy
- Download images from Zebra media library
- Create & execute campaigns from Zebra Co-Marketing Tool
- Pull content, stats, copy from existing Zebra campaigns & assets

Blended Marketing



- Utilize Zebra assets and materials to expand on your existing marketing efforts and extend your reach
- Joint webinars, video, podcasts, events and other activities

Zebra Distribution Partners

Partner Enablement



Your preferred Distributor can also be a great source for sales and marketing support.

- In addition to a variety of training & educational opportunities, each Disti offers tools, resources and sometimes funding to help partners drive marketing for their Zebra business.
 - Digital marketing
 - Content development
 - Refresh the base
 - Call Campaigns
 - Event Support
 - Contact your Distributor or Zebra Account Manager to start collaborating!



CLICK to
Learn More!





BlueStar is a leading global distributor, focusing on the success of our partner community. Our first-class value-adds are proven to support your everyday challenges. Whether it is staging and kitting or driving high quality end user leads to your sales team - we have a program for you! Learn more through the links on a few of our Value Adds below.



BlueStar by the Numbers:

- ✓ 11,000+ Global Resellers
- ✓ 2,500+ TEConnect Partners (ISVs)
- ✓ 150 Zebra units in our Demo Pool
- ✓ 15 Dedicated Zebra Team Members
- ✓ 13 Flexible Financial Programs
- ✓ Annual Product Refresh Opportunity Reporting
- ✓ Dedicated Zebra Technical Team

[Become a BlueStar Reseller Now!](#)



Marla Blau

Director of Zebra Business Development

mblau@bluestarinc.com

800.354.9776 x3335





Partner Marketing



By completing our PPC (Partner Pulse Check) you gain access to our suite of marketing options as well as a customized program from one of our experienced marketing specialists

<https://emarketingmaterials.wufoo.com/forms/aim-for-partners-pulse-check/>



Net new end users



Customized Marketing Campaign In-a-Box



Optimize social media



Promote your business with an animated video



Website Development
and refresh



Access to Ingram's free and easy to use
content library



scansource®

Marketing Tools and Enablement



Scansource is here to support your business deliver full end-to-end Zebra solutions. Here is what our team can provide for you!

- **Deep industry and vertical knowledge**
- **Service offerings to provide complete solutions**
- **35 Dedicated Zebra team members**
 - 5 Dedicated Business development representatives
 - Experienced Zebra supply chain team
 - Dedicated Partner Marketing resource
- **Financial services and flexible payment options**
- **New routes to market for your customers**
- **Unique tailored solutions through our warehouse's Custom Configuration Center (CCC)**
 - Kitting and bundling
 - Software and firmware add-ons
 - Hot wireless Smart-sim solutions
- **Pre-sales technical support team**
- **Dedicated Trainings and Roadshows**
- **And more!**



Zebra Agency Support

Extended Marketing

- Zebra Approved Agency Benefits
 - Receive discounted rates
 - Capitalize on their industry & product knowledge
 - Already vetted by Zebra as trusted partner
- Utilize for Zebra funded or non-funded campaigns
 - Pay agency directly or through Zebra MDF funds
- Using Channel Agencies
 - Work with your Zebra Marketing Representative for introduction and/or approval for use of funding

Our agencies can help you with...

- Telemarketing
- Website Management
- Copywriting
- Programmatic Marketing
- Printing & mailing
- Video creation, editing
- Social Media
- Marketing training & consultation
- Event banners & signage
- SEO/SEM
- Digital Marketing

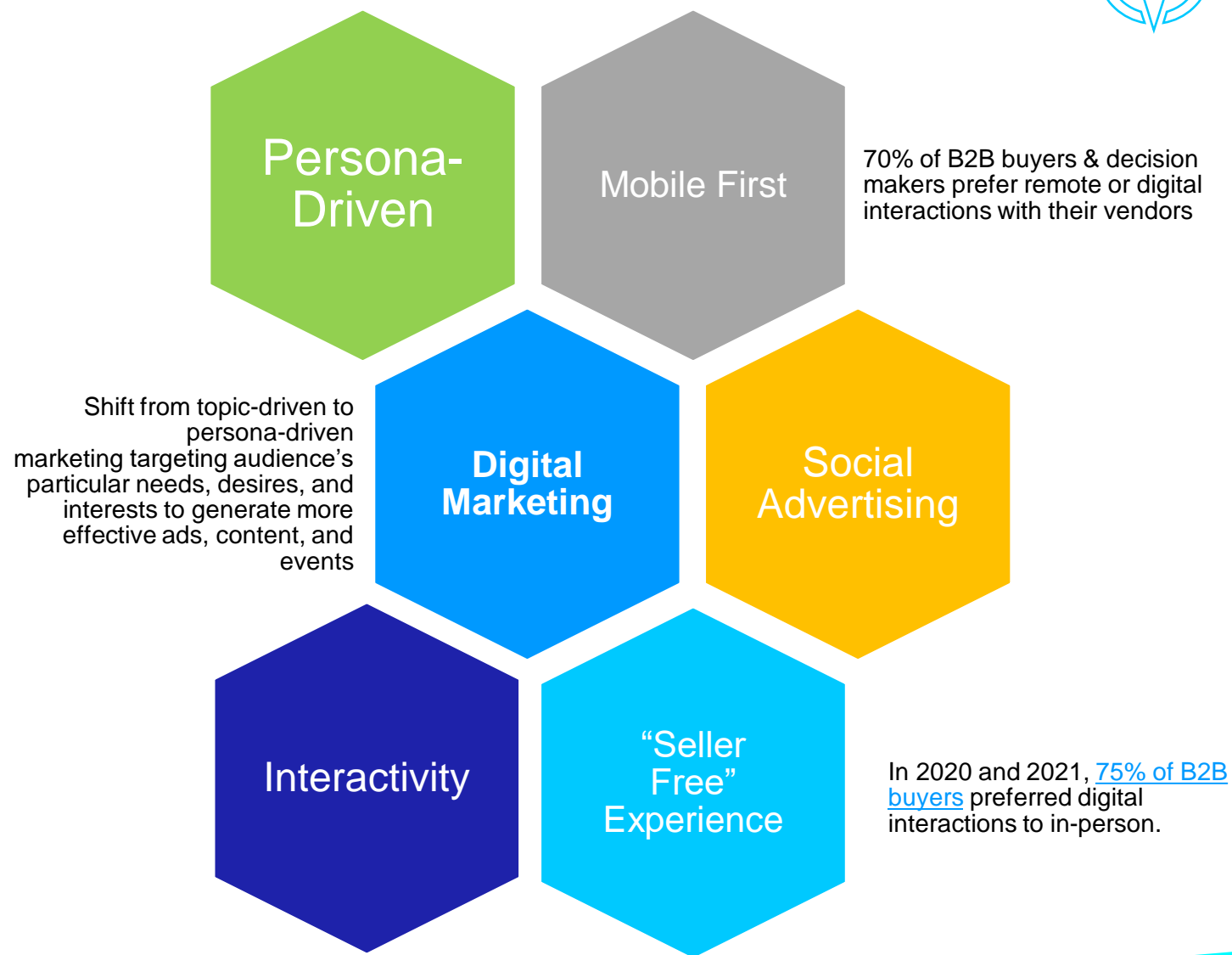
Marketing Activities

2023 B2B Trends

- The digital transformation of the economy and rise of e-commerce are contributing to significant marketing changes.
- Companies need to adapt to a market where buyers are more interested in digital channels and personalized content.

Suggested Marketing Strategies:

- Mobile Formatted Advertising/Offline Content
- Image, Audio, Video & Interactive Assets
- Persona-driven content (Client Personas)
- Scheduling Apps
- Social Media Advertising
- Content Hubs, Blogs, Original Content



PPC/SEM

Best Practices



- Zebra encourages a Search Engine Marketing strategy that focuses on Zebra's brand association with product categories and subcategories with an emphasis on product level keywords.
- Do not bid on any keyword phrase or place any ad that:
 - Includes a Zebra domain or the appearance of being Zebra (as an entity)
 - Includes a Zebra acquired company domain or the appearance of being a Zebra acquired company
 - Contains names of Zebra leadership (people)
 - Contains a Zebra competitor name or competitor product

Examples:

- | | |
|------------------|----------------------|
| ✓ Zebra Printers | ✗ Zebra Technologies |
| ✓ Zebra TC51 | ✗ Anders Gustafsson |
| ✓ Zebra ZD420 | ✗ Zebra.com Printers |



Zebra Media

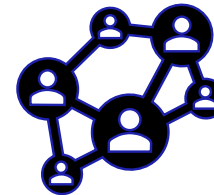
Spread the word from the herd!



- Zebra's [Your Edge](#) Blog is a great source of industry news and relevant information to your business.
- Share or reference Zebra blogs on social and in your marketing efforts. Better yet, write and [submit a blog](#) from your business to be featured!!



- Zebra collaborates with partners on PR, including press interviews, [media](#) events, trade shows and [press releases](#).



- Check out the [Social Media Quick Guide](#) along with a new partner gateway [page](#) to help ensure you are up to date with the latest government regulations to protect you and your company.
- Don't forget the [Hashtag Disclosure](#) requirement for social media posts supported by Zebra.

Marketing EDU

Zebra Marketing Guides



1. CONTENT MARKETING

The Art of Communicating with Prospects and Customers: Reaping the Benefits of Content Marketing

2. SEO

Drive High-Value Prospects to Your Business: SEO for B2B Lead Generation

3. SOCIAL MEDIA

Build Relationships with Customers: Realizing the Value of Social Media

4. ABM

Taking a Focused Approach to High-Value Accounts: An ABM Playbook

5. EVENTS

Real-time Engagement with Your Audiences: Event Marketing in the New Normal

6. DIGITAL ADVERTISING

Capture the Attention of Online Audiences: Exploring the Benefits of Digital Advertising

Zebra Marketing Guides for Channel Partners

- Our guides cover a range of marketing activities, from content creation and planning, podcasts and blogs to social media, digital marketing strategies and more. Leverage these marketing guides for strategies, tips and ideas to help you improve engagement with both prospects and existing customers.



2023 Roadmap

Product Launches

Roadmap



Product Launches

Release & EOL

QUESTION:

- How do I know when NEW products are releasing OR when products are END OF LIFE?

ANSWER:

- Read the weekly [Newsletter!!](#)
- Visit the Upcoming Launches gateway page
- Search [Product Marketing Bulletins](#)
 - Sign up to have PMB's sent to you directly!
- Download the Product End of Life Report
- ASK your CAM & Marketing Rep☺

PRODUCT PORTFOLIO

PRODUCTS

- > Mobile Computers
- > Printers
- > Printing Supplies
- > Printer Parts
- > Barcode Scanners
- > RFID
- > Location Services
- > Industrial Machine Vision and Fixed Scanners
- > Tablets

Temperature Monitoring and Sensing

Fetch Robotics

- > Interactive Kiosks

- > Software

Accessories

Product & Solutions Security

- > Circular Economy Programs

SERVICES

- > Zebra OneCare™ Support Services

Renewals

- > Visibility & Managed

Upcoming Launches: Product and Services Preview

The following new products and services will be launching soon. We've made key information and resources available to you early to help you learn about the product, build your sales strategies and prepare to sell.

IMPORTANT NOTE: Any pre-launch information is Zebra confidential and shouldn't be shared on any electronic or other public media (including eCommerce sites) prior to the product official launch date.

September 2021 Public Launches

TEMPERATURE MONITORING AND SENSING



LIMITmarker® Reversible 18°C Indicators

When a product performs best near room temperature but must be stored cold, users need an easy way to identify when it's ready to use. Zebra LIMITmarker® Reversible 18°C self-adhesive indicators show clearly when a cold product approaches room temperature by changing color from solid blue to reveal a hidden "OK" message.

END OF LIFE REPORT

PRODUCTS


- > Mobile Computers
- > Printers
- > Printing Supplies
- > Printer Parts
- > Barcode Scanners
- > RFID
- > Location Services
- > Industrial Machine Vision and Fixed Scanners
- > Tablets

Temperature Monitoring and Sensing

Product End of Life Reports

Product End of Life Report (October 7, 2021)

Learn which products have reached or are scheduled for end of life.

 [Download the report \(.xlsx\)](#)

NOW AVAILABLE

Subscription Services for Distributor Notices, Product Marketing Bulletins and Service Bulletins

This subscription service makes it easy for you to stay up to date on Zebra products. When you subscribe to receive Distributor Notices (DNs) and/or our Product & Services Marketing Bulletins (PMB and SMBs), you'll receive automatic notifications for the topics you are interested in, delivered right to your inbox as they become available. [Sign up now.](#)

CLICK to
Learn More!



Zebra Confidential & Proprietary Information – Do Not Distribute



LAUNCH DATE	BU	PRODUCT	Initial Short Description	Product Access	New or Replacement
03/22/22	Services	Zebra OneCare FastTrack / North America	Maximize device in-hand availability with a choice of faster repair shipping & logistic	N/A	
03/31/22	EMC	FlexShelf	Fulfillment Autonomous Mobile Robot (AMR) Solution	5 - Approval	New
03/31/22	EMC	Automated Material Movement Solution	Fetch automation solution for Material Movement	5 - Approval	
04/04/22	EMC	Zebra Pay	Mobile payment solution for Zebra mobile devices	5 - Approval	New
04/15/22	LS & TR	MotionWorks Enterprise	Elimination of SQL and Windows requirement. Improvements to resource reporting.	5 - Approval	Upgrade
05/04/22	EMC	Zebra Dimensioning Certified Mobile Parcel	Certified Parcel Dimensioning	TBD	New
05/04/22	EMC	TC53/TC58	New Generation EMC TC5X Series Mobile Computers	1 - Open	New
05/16/22	SS	StageNow Cloud	new MDNA Cloud platform	TBD	
05/19/22	ATS	PPME v3.3	Compatible printers, supported servers	N/A	Upgrade
05/24/22	EMC	Device Tracker (new features)	Locate misplaced or lost devices	1 - Open	TBD
06/14/22	EMC	ET40 / ET45	Professional Tier 8" and 10" Android tablets	N/A	New
06/22/22	EMC	Goose-HC	Dedicated healthcare tablet with healthcare plastics	N/A	New
06/24/22	ATS	Link-OS v6.7	Link-OS v6.7 printer operating system version release includes, SOTI Connect license	1 - Open	
07/15/22	ATS	ZT111 / ZT231 MLK	Product refresh for the ZT1 and ZT2 product lines	1 - Open	Replacement
07/22/22	SS	Reflexis Workforce Management Release 4.4	Additional geo expansion, ADA-compliant user experience enhancements, and bug f	N/A	
07/26/22	ATS	ZD411/ZD611 2-inch Desktop Printers	2 inch desktop printers, premium and mid-range, healthcare and RFID models	1 - Open	Upgrade
07/29/22	Supplies	Compliance with Wal-Mart Mandate - New Inlays		1 - Open	
08/01/22	SS	Advanced Analytic Reporting Custom Report Creation and Maintenance (AAR Custom Reports)	AAR Custom Reports provides customers Cognos Custom Reporting SW to enhance t	N/A	
09/30/22	EMC	Zebra DNA Cloud	Zebra DNA Cloud gives customers and partners the ability to enroll, stage and manag	1 - Open	
10/20/22	ATS	ZQ221/ZQ220 Plus (?)	Mobile Printer: Expand Forerunner #1 to Selected Countries in EMEA, APAC, LATAM	1 - Open	Replacement
10/27/22	ATS	ZQ300 Series (ZQ310+ and ZQ320+)	Due to supply chain issues, the BU will be updating the processor and FPGA in the ex	N/A	TBD
10/27/22	ATS	ZQ600 Series (ZQ610+, ZQ620+, ZQ630+, ZQ610HC+, ZQ620HC+)	Due to the supply chain issues, the BU will be updating the processor and FPGA in th	N/A	TBD
10/31/22	Supplies	Laserband Zippy Pediatric		1 - Open	
11/01/22	ATS	Printer Set Utility - Refresh	The PSU app screen shots will be refreshed, in addition to new features: Template P	N/A	Upgrade
11/07/22	LS & TR	SB5200 Bridge	New BLE bridge supporting BLE 5.0	5 - Approval	New
11/11/22	LS & TR	Integrated RFID Portals -- table and pallet reader	Adding products to Integrated Portals	3 - Specialist	New
11/16/22	EMC	TC73/TC78	New Generation EMC TC7X series ultra-rugged mobile computers	2 - Program	New
11/21/22	Supplies	TBD	High Memory and Global Tuned Version	1 - Open	
11/30/22	ATS	PPME v3.4	Bugs and security updates	1 - Open	Upgrade
12/01/22	LS & TR	Next Gen MotionWorks Enterprise	Application software for managing any Zebra RFID Reader, and for enabling solution	3 - Specialist	
01/11/23	EMC	RS6100	The new RS6100 scanner provides long range scanning and low temperature operati	1 - Open	Replacement
01/12/23	EMC	Thunderbird	Complete POS with different configurations supporting a number of mobile compute	1 - Open	New
01/15/23	ADC	ADF	DCDNA - ADF 2.0 (Upgrade from ADF 1.0)	1 - Open	
01/15/23	ADC	EPCIS	EPCIS (GS1 Send all Scanned Ais)	1 - Open	
01/16/23	Services	VisibilityIQ Foresight for Scanners	Today VisibilityIQ Foresight supports Zebra's Android Mobile Computers and Link-OS	1 - Open	New
01/17/23	Services	Device Managed Services	The Zebra Device Managed Service (DMS) offer is a complete lifecycle managed serv	N/A	Replacement
01/25/23	SS	Workforce Connect Tiered offer	We're moving to a three-tier offering to simplify the number of SKUs and allow custo	2 - Program	Upgrade
01/27/23	Supplies	ThermaLock Replacement	Solution to replace ThermaLock, which was discontinued by our supplier in Q2, 2020	N/A	

Portfolio Overview

Mobile Computers

Intelligent Cabinets

Tablets

Printers

Print Supplies

Environmental Sensors

Barcode Scanners

Support & Maintenance

Professional Services

RFID & MotionWorks

WorkForce Connect

SaaS

Industrial Automation

Fetch Robotics



Mobile Computers Portfolio Overview



- What makes up this portfolio?

Designed to deliver on-the-go productivity and real-time insights into business-critical information, Zebra's versatile line of mobile computers range from rugged industrial class devices to enterprise digital assistants, wearable and shopping systems. With our mobile computers, your customers can track inventory more efficiently and accurately, manage assembly line production more effectively, improve shipment accuracy and speed product returns—even in harsh environments.

- Why Zebra?

With the largest and fastest expanding portfolio in the entire market that shares a common platform, common O/S, common APIs, we have the right enterprise Android solution to fit your specific application.

For over 50+ years, we have been the unmatched global market leader in rugged mobility.

- Decade after decade, we've been committed in the long run to providing you with the best in enterprise technology.
- The fact is that more organizations trust Zebra than any other manufacturer in the world, including many Fortune 500 companies worldwide.

We are at the forefront of the Android™ revolution, the future of enterprise mobility.

- Since 2011, we've been championing the migration of the enterprise mobility sector from legacy Windows® operating systems to Android.
- With the largest and fastest expanding portfolio in the entire market, we have the right enterprise Android solution to fit your specific application.

We deliver features and benefits no one else can.

- Using decades of innovation, we design and optimize every mobile computer for real-world usability and harsh environments.
- And we back Zebra Android mobile computers with a powerful and exclusive suite of intelligent software, apps and utilities—Mobility DNA. With such expansive capabilities, Mobility DNA boosts productivity, smooths integration, simplifies and secures management and accelerates app development.

Mobile Computers

Handheld



MC2200 / MC2700

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Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The MC2200 and MC2700 mobile computers are cost-effective, light-weight devices providing small- to medium-size businesses with Zebra's best-in-class technology, the right features, ruggedness and advanced ergonomics—all at the right price. Our first Android™ key based WiFi/cellular data model (MC2700) and the WiFi-only model (MC2200) connect any worker anywhere, whether they are on premise or out in the field. The MC2200 and MC2700 deliver great value and a low cost of ownership without compromising quality. Every device comes equipped with Mobility DNA Professional, a set of tools that transforms Android into an enterprise-ready force. For a small fee, users can unlock an additional set of powerful advanced tools that take workforce productivity and device management simplicity to a new level with a Mobility DNA Enterprise license</p>	<p>The MC2200 mobile computer is ideal for use on premise where there is a strong WiFi network.</p> <ul style="list-style-type: none">• Warehousing/Distribution• Manufacturing• Retail (back of store) <p>The MC2700 mobile computer adds cellular data communications, making it ideal for working outside in the field or in areas where there is poor WiFi coverage.</p> <ul style="list-style-type: none">• Gate management• Inventory/asset tracking• Dock management• Yard movement• Safety and asset inspections	<ul style="list-style-type: none">• Unparalleled ergonomics and flexibility — 20% lighter than many competitors• Two devices in one — the snap-on 'no-tools required' accessory handle creates a gun-style device to maximize comfort for scan intensive tasks• WiFi/cellular (data only) and WiFi only models provide access for virtually any worker, inside your facility or out in the field, and in areas where WiFi is poor or too costly to deploy and maintain• The right ruggedness — water-resistant, dustproof, drops to concrete, rain, snow, heat and cold, Corning Gorilla Glass display and scanner exit window• Mobility DNA Professional — free software for unmatched value• Add big-business functionality with the optional Mobility DNA Enterprise license	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none">• Retail / Warehouse Decision Makers• Yard/Port operators• CTO• CIO• Operations Mgr/Director <p>Users of the MC2200/MC2700 include:</p> <p>WLAN/WWAN (WiFi/cellular data)</p> <ul style="list-style-type: none">• Direct Store Delivery (DSD)• Field sales• Field service (repairs and maintenance)• Yards/ports• Parcel delivery <p>WLAN (WiFi)</p> <ul style="list-style-type: none">• Warehousing/distribution• Manufacturing• Retail back of store• Retail front of store	<ul style="list-style-type: none">• Upgrade legacy MC2100 and MC67, Omnii XT15, WAP4 customers• Competitive devices nearing end of life• Legacy Windows devices requiring migration for device/data security• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Feature M-DNA as an Android differentiator• Wide range of Accessories• Zebra OneCare <p>RESOURCES</p>

Mobile Computers

Handheld



MC3300x / MC3300ax

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The MC3300x and MC3300ax are next evolution of our highly successful MC3000 family of keypad/touch mobile computers. With the MC3300x Series, you get more of everything you need to tackle the ever-increasing requirements of today's on-demand, e-commerce driven economy and improve the return on your investment — more power, a more rugged design and more features to boost productivity. With the same proven fit-for-purpose ergonomic design in a more rugged device, now with Zebra's latest, most powerful and secure Android architecture. The MC3300ax adds Next-generation Wi-Fi 6 connectivity delivers unmatched wireless performance by offering lower latency in high density environments and the latest WPA3 security and encryption along with future proofing. The optional BLE-enabled battery and Zebra's Device Tracker provide additional visibility over assets. Improve workforce productivity and efficiency from the manufacturing shop floor to the warehouse in your facility with the MC3300x — only from Zebra.</p>	<ul style="list-style-type: none"> Warehousing/ Distribution <ul style="list-style-type: none"> -Warehouse management -Picking and putaway -Returns processing/ reverse logistics -Voice-directed applications -EDI transactions -Yard management Manufacturing <ul style="list-style-type: none"> -Inventory management -Supply-line replenishment -Safety testing -Parts tracking Retail <ul style="list-style-type: none"> -Backroom/ warehouse management -Price verification/ updates -Store receiving -Picking and putaway -Inventory management -In-store communications -Voice-directed applications 	<p>The MC3300x is aimed at the huge mid-tier market segment. Not only do you have a device that has more than a decade of success to meet the needs of the mid-tier market segment, but you have the most feature-rich device in this class, a device that delivers more: more form factors, more power with the latest platform running Android, larger memory, more data capture options and best-in-class long range scanning, increased rugged specifications, faster wireless connectivity, a larger capacity battery and so much more.</p>	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> Retail / Warehouse Decision Makers CTO CIO Operations Mgr/Director 	<ul style="list-style-type: none"> Upgrade legacy MC3000 customers Competitive devices nearing end of life Legacy Windows devices requiring migration for device/data security Any complimentary products, solutions, etc. <ul style="list-style-type: none"> Feature M-DNA as an Android differentiator Wide range of Accessories Zebra OneCare <p>RESOURCES</p>

Mobile Computers

Handheld



MC9300

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The next generation of the world's best-selling and most trusted enterprise mobile computer family, the MC9300 builds on the MC9000 Series and makes it even better. It delivers unsurpassed power and performance while continuing the legacy of rugged, reliable construction and superior all-day comfort.</p> <p>The MC9300 boasts the very best of today's mobile technologies, the latest Android OS and new Mobility DNA solutions to help customers get more from their mobile device investment.</p> <p>As the most rugged MC9000 Series device ever created, the MC9300 is ready to outlast virtually every device in its class in any environment—including demanding cold-storage and hazardous environments. Customers get the simplicity of Android, the ultimate in processing power and memory, a larger touch display, the ability to capture the most challenging direct part marks and barcodes, twice the battery run time of the MC9200 and more.</p>	<ul style="list-style-type: none"> Logistics /Warehousing <ul style="list-style-type: none"> -Receiving/put-away -Inventory management -Returns processing -Cross dock operations -EDI transactions/picking Manufacturing <ul style="list-style-type: none"> -Inventory management -Supply-line replenishment -Safety testing -Quality control audits Parts tracking / track and trace Retail (Back of Store) <ul style="list-style-type: none"> -Inventory management -Price audits/changes -Back of store order fulfillment -Store receiving Cold Chain <ul style="list-style-type: none"> -Receiving/put-away -Inventory management -Supply-line replenishment -Safety testing -Quality control Government <ul style="list-style-type: none"> -Receiving / put-away -Inventory management -Returns processing -Cross dock operations -EDI transactions/picking 	<ul style="list-style-type: none"> Delivers 10% more productivity than competitive devices (based on third-party testing) Latest evolution of the world's best selling and most trusted enterprise mobile computer We know Android: committed the longest; majority marketshare; the most expertise in developing Android enterprise devices Mobility DNA — an unparalleled only-from-Zebra set of tools that improves ease of use, ease of device management and workforce productivity Most rugged device in its class — with freezer and non-incendive versions Four scan engine options, including best-in-class extended range imager DPM option with patented technology to read challenging direct part marks Long lifecycle: selling for five years with another five years of support after end of sale LifeGuard for guaranteed OS security, plus easy over-the-air updates Faster WiFi 	<p>Key personas and decision makers relating to top applications identified, etc.</p> <ul style="list-style-type: none"> Retail / Warehouse Decision Makers CTO CIO Operations Mgr/Director <p>Users of the MC9300 include:</p> <ul style="list-style-type: none"> -Line workers -Field service technicians -Shipping and receiving personnel -Pre-sales -Delivery -Vending -Merchandiser -Conventional route sales 	<ul style="list-style-type: none"> Upgrade legacy MC3000 customers Competitive devices nearing end of life Legacy Windows devices requiring migration for device/data security Any complimentary products, solutions, etc. <ul style="list-style-type: none"> Feature M-DNA as an Android differentiator Wide range of Accessories Zebra OneCare <p>RESOURCES</p>

Mobile Computers

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TC8300

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Built on our groundbreaking, highly successful TC8000 touch computer, the TC8300 touch computer offers more power, a future-proof platform, enhanced data capture, including direct part mark (DPM) and superior ergonomics. Terminal Emulation (TE) applications automatically get a modern, all-touch interface with virtual keyboard to increase data entry speed and accuracy—14% faster than a green-screen interface. All of this, plus the latest WiFi technology and our Mobility DNA solutions, adds up to unprecedented productivity and usability.</p>	<p>The TC8300 touch computer is ideal for use on premise where there is a strong WiFi network.</p> <ul style="list-style-type: none"> Warehousing/Distribution <ul style="list-style-type: none"> -Warehouse management -Truck unload / load -Picking Put-away -Replenishment -Packing / Shipping -Returns processing -EDI transactions -Yard management Manufacturing <ul style="list-style-type: none"> -Inventory management -Supply-line replenishment -Parts tracking -Maintenance / repair operations -Shop floor communications -Compliance verification -Receiving / put-away -Shipping Retail (back of store) <ul style="list-style-type: none"> -Back-of-store / warehouse management -Price audits and changes -Store receiving -Inventory management -In-store communications 	<p>The TC8300 offers new features that deliver lightning-fast application performance, maximum ease of use, more data capture options, the latest WiFi and Bluetooth technology, more battery power, superior device manageability, government-grade security in an innovative form factor.</p> <ul style="list-style-type: none"> Customers hard proof that they'll enjoy a 14% boost in worker productivity because of the reduction in wrist motion and muscle effort that this innovative design deliver Value-added Mobility DNA apps no competitive device offers Qualcomm chipset can run all of your customer's business critical data and voice applications today and tomorrow's cutting-edge apps—including augmented reality 	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> Retail / Warehouse Decision Makers CTO CIO Operations Mgr/Director 	<ul style="list-style-type: none"> Upgrade legacy TC8000 customers Competitive devices nearing end of life Legacy Windows devices requiring migration for device/data security Any complimentary products, solutions, etc. <ul style="list-style-type: none"> Feature M-DNA as an Android differentiator Wide range of Accessories Zebra OneCare <p>RESOURCES</p>

Mobile Computers Handheld



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How can our partners go deeper & wider?

The TC21 and TC26 touch computers are value-priced devices designed specifically to give businesses of all sizes access to Zebra's best-in-class technology so they can compete effectively without breaking the bank. Backed by Zebra's heritage as a global market leader, the TC21 and TC26 are built with the quality, features and capabilities to support efficient operations for multiple applications and industries. The WiFi-only TC21 is ideal for work inside the four walls, while the WiFi/cellular TC26 provides maximum flexibility for applications beyond the four walls such as field service and delivery, now with support for the newest wireless technology, Citizens Band Radio Service (CBRS).. These affordable devices are matched by an equally affordable Zebra OneCare™ SV support contract.

The TC21/TC26 is designed for the small to medium business (SMB) market. The devices can also be sold into larger businesses for use alongside our mid-tier and premium mobile computing products, for use by temporary or seasonal employees or others with modest feature needs. They add capabilities that allow you to compete more effectively in the SMB market.

- TC21 primary markets:
 - Retail
 - Hospitality
 - Manufacturing
- The TC26 touch computer adds cellular communications, making it perfect for working beyond the four walls.
- TC26 primary markets are:
 - Field Service
 - Direct Store Delivery (DSD)
 - Postal
 - Courier / Route Accounting
- TC26 CBRS primary markets are:
 - Warehouse / Manufacturing
 - Ports and Yards
 - Stadiums
 - Parking Lots
 - Airports
 - Theme Parks

- A new level of features for a value-priced device for the cost sensitive applications
- The most options in its class
- A choice of 1.8GHz or 2.2GHz processor
- Rugged drop specs – 5ft with boot
- Choice of scanner
- Most memory options in its class
- Optional front 5 MP camera for video calls
- Removable Std/Extended battery
- Wearable mount option
- Mobility DNA Professional — free software for unmatched value (Add big-business functionality with the optional Mobility DNA Enterprise license)
- Wi-Fi and Cellular options
- Zebra OneCare™ SV: the right service plan for the right price
- Extend use cases with mobile-driven workstation
- Digital wallet support – future proof

Key personas and decision makes relating to top applications identified, etc.

- Retail / Warehouse Decision Makers
- CTO
- CIO
- Operations Mgr/Director

Users of the TC21/26 include:

- WLAN/WWAN (WiFi/cellular data)
- Direct Store Delivery (DSD)
 - Field sales
 - Field service (repairs and maintenance)
 - Parcel delivery

- WLAN (WiFi)
- Warehousing/distribution
 - Manufacturing
 - Retail back of store
 - Retail front of store

- Upgrade TC20/TC25 customers
- Competitive devices nearing end of life
- Legacy Windows devices requiring migration for device/data security
- Any complimentary products, solutions, etc.
 - Feature MDNA as an Android differentiator
 - Wide range of Accessories
 - Zebra OneCare

[RESOURCES](#)

TC21 / TC26

Mobile Computers

Handheld



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Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The TC21-HC and TC26-HC mobile computers provide all the features clinical and non-clinical healthcare workers need to deliver higher quality care and a better patient experience. Available with Wi-Fi-only (TC21-HC) or Wi-Fi and cellular (TC26-HC), a disinfectant ready design, Zebra's leading voice solutions and Mobility DNA tools, these cost-effective devices allow healthcare customers to affordably connect more workers in virtually any setting. Featuring healthcare grade materials, a 5-inch display and easily removable batteries, the TC21-HC/TC26-HC devices can be continuously cleaned and disinfected throughout multiple shifts every day. In addition, the optional Zebra OneCare™ SV with Accidental Damage affordable support plan protects it all with coverage for normal wear and tear, live and online technical support, priority repair turnaround time and more.</p>	<p>The TC21-HC and TC26-HC are value-priced, durable mobile computers built for healthcare. These devices allow Zebra to compete more effectively against low-cost healthcare mobile devices that compete on price.</p> <p>TC21-HC/TC26-HC Primary Market</p> <ul style="list-style-type: none">• Clinical & Non-clinical healthcare workers• Nursing aides• Cleaning• Maintenance• Food services• Lab technicians	<p>The affordable TC21-HC and TC26-HC mobile computers give every clinical and non-clinical healthcare worker the tools they need to work together to deliver the highest quality patient care. These small, easy-to-carry devices are big on features, Offering advanced mobile technologies, removable batteries, disinfectant-ready plastics and more.</p> <ul style="list-style-type: none">• Put a device in every healthcare worker's hands with affordable Wi-Fi and cellular options• Invest in a device they can keep in the hands of their staff for years to come with Zebra's LifeGuard™ for Android™ - provides up to six years of security updates for Android• The TC21-HC and TC26-HC complement Zebra's TC52X-HC series mobile computers, offering a lower priced solution for expanded use cases and new workers who might not have a device today	<p>Key personas and decision makers relating to top applications identified, etc.</p> <ul style="list-style-type: none">• Healthcare administrators• CTO• CIO	<ul style="list-style-type: none">• Non-clinical workers not using mobile computers today• Competitive devices nearing end of life• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Feature M-DNA as an Android differentiator• Wide range of Accessories• Zebra OneCare <p>RESOURCES</p>

TC21-HC / TC26-HC

Mobile Computers

Handheld

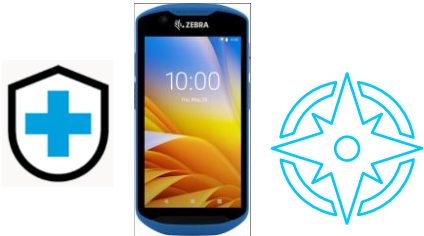


TC52x / TC57x / TC52ax

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The TC5X Series builds on the best-selling TC52 and TC57 rugged handheld mobile computers, with three models that deliver the ultimate in rugged design, performance and ease of use — the Wi-Fi only TC52x with Wi-Fi 5 (802.11ac), the Wi-Fi only TC52ax with Wi-Fi 6, and the Wi-Fi 5/cellular TC57x. No matter which model(s) you choose, your workers get a user experience in a class of its own and all the latest technology advancements to work smarter — and faster.</p>	<p>Primary Target Markets include:</p> <ul style="list-style-type: none">• TC52x/TC52ax (WLAN)<ul style="list-style-type: none">• Retail: associates, managers and merchandisers• Warehouse (TC52ax)• TC57x (WLAN/WWAN)<ul style="list-style-type: none">• Retail (managers)• Direct Store Delivery (DSD)• Field service technicians• Field sales• Parcel/light courier• Gov't Administration & Public Safety	<p>The Ultimate in Rugged Design, Performance, Productivity and Ease of Use</p> <ul style="list-style-type: none">• The TC52x/TC52ax/TC57x builds on the highly successful, field-proven TC5 platform with +3M units sold and makes it even better — adding more advanced features, mobile innovations and more Mobility DNA tools. And the new TC52ax supports Wi-Fi 6, a new scan engine option – an SE55 Advanced Range Scan engine with IntelliFocus™ technology that intelligently adjusts to quickly capture barcodes in hand or 40 ft./12 m away, double the memory and more.• High performance rugged EDA for scan-intensive use cases• Enterprise-grade voice, connectivity and scanning performance	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none">• CIO• COO• CTO• Directors of IT, Field Operations & Warehouse• Operations Manager	<ul style="list-style-type: none">• Upgrade TC51/TC56, TC52/TC57 legacy customers• Competitive devices nearing end of life• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Feature M-DNA as an Android differentiator• Wide range of backward compatible accessories• Zebra OneCare <p>RESOURCES</p>

Mobile Computers

Handheld



TC52x-HC / TC52ax-HC

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Building on the highly successful TC52-HC healthcare mobile computer, the TC52X-HC series offers two models that help caregivers improve the quality of care and the patient experience—the TC52x-HC and the TC52ax-HC.</p> <p>Built with medical grade plastics and designed to thrive in healthcare environments, the TC52x-HC (Wi-Fi) and TC52ax-HC (Wi-Fi 6) healthcare mobile computers can perform all tasks, including accessing electronic health records, clinical collaboration, secure texting/messaging and data capture, through one device without compromising on patient privacy or data security.</p>	<p>The TC52x-HC/TC52ax-HC devices are designed for:</p> <ul style="list-style-type: none">• Nurses• Doctors• Clinical support staff• Therapists• Lab/Pharmacy technicians• Phlebotomists• Nutritionists• Hospital supply chain management <p>APPLICATIONS</p> <ul style="list-style-type: none">• Voice calls through the PBX• Push-to-talk (PTT)• Secure text messaging• Mobile alarms / alerts• Medication administration• Prescription tracking• Blood transfusion administration• Electronic patient record access• Inventory management (local floor supplies)	<p>The ultimate healthcare feature set for the ultimate in quality of care.</p> <p>The TC52x-HC & TC52ax-HC are designed specifically for nurses and clinicians in healthcare environments who need a disinfectant ready mobile device that can access data faster and be shared across shifts. The healthcare environment needs to be nimble and responsive to changing conditions. Perfect when users require barcode scanning and voice and secure messaging apps.</p> <ul style="list-style-type: none">• Highest performance EDA• Superior scan performance• Enterprise-grade Wi-Fi and voice performance• Full Mobility DNA included• Hot swap battery	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none">• CIO• COO• CTO• Healthcare administrators• Directors/Managers of IT	<ul style="list-style-type: none">• Upgrade TC51-HC and TC52-HC legacy customers• Competitive devices nearing end of life• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Feature M-DNA as an Android differentiator• Wide range of backward compatible accessories• Zebra OneCare <p>RESOURCES</p>

Mobile Computers

Handheld



TC53 / TC58

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The TC53 (WLAN) and TC58 (WWAN/Cellular) mobile computers, the new generation of our best-selling enterprise mobile computers, are purpose-built for ALL retail, field mobility and T&L use cases.</p> <p>These new devices enable limitless solutions with a faster processor (QC 6490 / 2.7 GHz – 90% boost in CPU for improved application loading and speed), the latest wireless connections including 5G, Wi-Fi 6E and CBRS and complete integration of technologies including certified parcel dimensioning, indoor positioning, augmented reality, sensor-driven applications, RFID, mobile/hybrid point of sale, mobile payment, mobile/desktop applications and connected workforce.</p>	<p>Primary Target Markets include:</p> <ul style="list-style-type: none"> TC53 (WLAN) <ul style="list-style-type: none"> Retail: associates, managers and merchandisers TC58 (WLAN/WWAN) <ul style="list-style-type: none"> Retail (managers) Direct Store Delivery (DSD) Field service technicians Field sales Parcel / Courier Gov't Administration & Public Safety 	<p>Powering a new generation of data collection</p> <p>The world is changing faster than ever before, and Zebra innovates new technology so businesses can keep up with ever-evolving times and technologies. The TC53 and TC58, with leading edge technology, is the new generation of Zebra's best-selling enterprise mobile computers, offering limitless solutions using the fastest processor in the industry with complete integration of technologies and software. Zebra is leading the technology evolution with the new TC53/TC58 and as a result, building a bridge to the future.</p>	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> CIO COO CTO Directors of IT, Field Operations & Warehouse Operations Manager 	<ul style="list-style-type: none"> Upgrade TC51/TC56 and TC52/TC57 legacy customers that have reach or will be reaching the end of sales support. Existing TC52x/TC57x legacy customers looking for the latest advancements in technology Competitive devices nearing end of life Any complimentary products, solutions, etc. <ul style="list-style-type: none"> Feature M-DNA as an Android differentiator Wide range of backward compatible accessories Zebra OneCare Zebra Parcel Dimensioning & Parcel Dimensioning <p>RESOURCES</p>

Mobile Computers

Handheld



TC22 / TC27

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> • New generation in TC2x family • Larger, brighter, more rugged and versatile: 6" screen, IP68, hot swap battery, integrated scanner options • Wi-Fi 6, 5G, CBRS (US) • Qualcomm 5430 Hex-Core 2.1GHz • Value-adds: Workstation Connect, tap-to-pay and mobile/hybrid POS 	Built for purpose design ideal for: <ul style="list-style-type: none"> • Retail • Hospitality • Field Mobility • T&L 	<ul style="list-style-type: none"> • New generation in popular TC2x family • Great for customers migrating from legacy devices, as well as those considering consumer devices • Designed to beat HON and other value-tier competitors 	Key personas and decision makes relating to top applications identified, etc. <ul style="list-style-type: none"> • CIO • COO • CTO • Directors of IT 	<ul style="list-style-type: none"> • Upgrade TC21/26 and TC20/25, legacy customers • Upgrade to MDNA Enterprise • Wide range of backward compatible accessories • Zebra OneCare • Workstation Connect – desktop on demand and POS solutions • Zebra Pay – payment solution <p>RESOURCES</p>

Mobile Computers

Handheld



TC22-HC / TC27-HC

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> • New generation in TC2x-HC family • Larger, brighter, more rugged and versatile: 6” screen, IP68, hot swap battery, integrated scanner options • Wi-Fi 6, 5G, CBRS (US) • Qualcomm 5430 Hex-Core 2.1GHz • Value-adds: Workstation Connect 	<p>Built for purpose design ideal for:</p> <ul style="list-style-type: none"> • Nurses • Doctors • Clinical support staff • Therapists • Lab/Pharmacy technicians • Phlebotomists • Nutritionists • Hospital supply chain management <p>APPLICATIONS</p> <ul style="list-style-type: none"> • Voice calls through the PBX • Push-to-talk (PTT) • Secure text messaging • Mobile alarms / alerts • Medication administration • Prescription tracking • Blood transfusion administration • Electronic patient record access • Inventory management (local floor supplies) 	<ul style="list-style-type: none"> • Best-in-class form factor for healthcare – lightweight, thin, purpose-built • Replaces TC5x-HC models • New generation in popular TC2x-HC family • Great for customers migrating from legacy devices, as well as those considering consumer devices 	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> • CIO • COO • CTO • Directors of IT • Operations Manager • Healthcare administrators 	<ul style="list-style-type: none"> • Upgrade TC21/26-HC and TC20/25, and TC5x-HC legacy customers • Upgrade to MDNA Enterprise • Wide range of backward compatible accessories • Zebra OneCare • Workstation Connect – desktop on demand <p>RESOURCES</p>

Mobile Computers

Handheld



Workstation Connect

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>An incredible value-add to Zebra handhelds and tablets, a game-changer able to replace PCs</p> <p>We are different:</p> <ul style="list-style-type: none">• Continuous integration of customer feedback into new releases• Beta availability for testing and evaluation before formal production releases• Enterprise-first solution, user interface design, admin features and integration with Zebra Value Adds and key 3rd party applications	<p>Primary Target Markets include: Retail & Hospitality</p> <p><i>Retail applications</i> Assisted selling • Returns processing • Point of sale • Training Work schedules • Communications — email and voice • Monitor sales (POS) • Report/presentation preparation</p> <p><i>Hospitality applications</i> Concierge • Guest assistance • Check-in/checkout • Point of sale Manager • Work schedules • Communications — email and voice</p>	<ul style="list-style-type: none">• Increase the value of your Zebra Mobile Devices• Reduce capital and operational expenses with a simplified infrastructure architecture• Improve productivity and service quality• Win by offering unique value-add solutions• Effectively compete against Samsung Dex	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none">• CIO• COO• CTO• Directors of IT• Operations Mgr/Director	<p>Expand competencies and grow adjacencies in target verticals (e.g. hybrid POS, healthcare kiosk)</p> <p>Cross sell with handhelds and tablets</p> <p>Included with MDNA Enterprise license</p> <p>RESOURCES</p>

Mobile Computers

Handheld



OVERVIEW

APPLICATIONS

POSITIONING

PERSONAS

OPPORTUNITY

Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The TC72 and TC77 Android Touch Computers are the 3rd generation and builds on the highly successful TC70/TC75 Series family to create the ultimate ultra-rugged all-touch computer for all workers inside or outside the four walls — a smartphone experience for maximum simplicity, the ultimate in rugged construction, complete cellular network flexibility, and a new platform offering more capabilities than any other device in this class for maximum staff enablement.</p>	<p>Primary Target Markets include:</p> <p>The primary markets for the TC72 are:</p> <ul style="list-style-type: none"> • Retail • Manufacturing • Warehouse <p>The primary markets for the TC77 are:</p> <ul style="list-style-type: none"> • Field service • Transportation and logistics 	<p>Based on the proven legacy TC7X Series, the TC72 / TC77 are the most rugged devices in its category. The ultra-rugged all-weather design is virtually waterproof, drop-proof, dust-proof and tumble-proof. And Corning Gorilla Glass brings maximum scratch-resistance and shatter-proofing to two of the most vulnerable features in any mobile computer — the touch panel and imager window.</p>	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> • Retail / Warehouse Decision Makers • CTO • CIO • Director/Mgr. Operations • Director of IT 	<ul style="list-style-type: none"> • Upgrade TC70/TC70x / TC75/TC75x legacy customers • Competitive devices nearing end of life • Any complimentary products, solutions, etc. <ul style="list-style-type: none"> • Feature M-DNA as an Android differentiator • Wide range of backward compatible accessories • Zebra OneCare <p>RESOURCES</p>

TC72 / TC77

Mobile Computers

Handheld



OVERVIEW

APPLICATIONS

POSITIONING

PERSONAS

OPPORTUNITY

Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Zebra's toughest and most durable mobile computer to date, the TC73/TC78, is designed from the inside out to withstand multiple 10 ft / 3 m drops to concrete. Also featuring high bandwidth, low latency 5G WAN technology in the field and blazing (4x bandwidth and capacity) Wi-Fi 6E for inside the four walls, Zebra's latest SE55 Advanced range scan engine with IntelliFocus™ technology, our best low-light camera, Time of Flight depth sensor and a vivid 6-inch FHD+ display, all on top of our world-class durability / sealing, hot-swappable batteries, and enterprise Android platform.</p>	<p>Primary Target Markets include:</p> <p>TC73 (WLAN)</p> <ul style="list-style-type: none"> Warehouse Manufacturing Retail / Distribution Centers <p>TC78 (WWAN)</p> <ul style="list-style-type: none"> T&L / Parcel Delivery Postal DSD / Route Accounting Airlines (under the wing) Field Mobility / Field Service Gov't Administration & Public Safety 	<p>The world is changing faster than ever before, and businesses need to invest in a product/solution that lives and grows with their business. Mobile computing has increasingly become an integral part of all business operations as businesses are seeking ways to foster widespread, associate collaboration by providing a rugged 'device-for-all'. Businesses are also actively updating their infrastructure to Wi-Fi 6E and adopting 5G technology to handle faster uploads/downloads, lower latency connections and increased security.</p> <p>The new generation TC73 and TC78, Zebra's ultra-rugged performance mobile computers, with leading edge technology - including 5G, Wi-Fi6E and CBRS, a choice of scan engines including the SE55 1D/2D Advanced Range scan engine with Intellifocus™ - offers limitless solutions using the fastest processor in the industry with complete integration of technologies and software including Zebra's Mobility DNA suite of enterprise solutions, designed to minimize IT complexities</p>	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> CIO COO CTO Delivery Fleet Managers Directors of IT, Field Operations & Warehouse Operations Manager 	<ul style="list-style-type: none"> The TC73/TC78 will target existing TC70/TC75 and TC70x/TC75x customers that have or will be reaching the end of sales support, as well as current TC72/TC77 customers looking for newer technologies. Competitive devices nearing end of life Any complimentary products, solutions, etc. <ul style="list-style-type: none"> Feature M-DNA as an Android differentiator Wide range of backward compatible accessories Zebra OneCare <p>RESOURCES</p> <p>Available after 16-Nov 2022</p>

TC73 / TC78

Mobile Computers

Handheld



OVERVIEW

APPLICATIONS

POSITIONING

PERSONAS

OPPORTUNITY

Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The EC50/EC55 individually assigned enterprise mobile computers are Zebra's thinnest, lightest mobile computers yet. These smartphone-style devices are all business, to drive personal productivity and total benefits of ownership. With the EC50/EC55, Zebra has introduced a new category—an individually assigned enterprise mobile computer with an optional integrated scanner. Businesses of any size, from large enterprises to SMBs, will appreciate the benefits of the EC50/EC55 for diverse applications inside the four walls and out in the field.</p>	<p>The EC50 WiFi and EC55 WiFi/cellular enterprise mobile computers are well suited to a range of businesses, from large enterprises to SMBs, for applications within the four walls or out in the field. These devices can be sold and used alongside our extensive portfolio of Android™ mobile computers for applications where customers are considering consumer smartphones or workers who don't have an enterprise mobile device and are not connected today — from managers and retail associates to patient transporters in a hospital to the concierge in a hotel.</p> <ul style="list-style-type: none">• Retail• Hospitality• Ancillary healthcare• Field services	<p>Individually assigned EDA with smartphone styling for enterprise use cases</p> <ul style="list-style-type: none">• High performance EDA• Versatile and durable• Thinnest and lightest Zebra mobile computer• Good scanning• Enterprise-grade voice performance• Extended use cases with Workstation Connect – on-demand desktop – extended use cases and more ROI for the devices	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none">• Retail / Warehouse Decision Makers• CTO• CIO• Operations Mgr/Director	<ul style="list-style-type: none">• Customers using Zebra mobile computers with employees not connected• Competitive devices nearing end of life• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Feature M-DNA as an Android differentiator• Wide range of compatible accessories• Zebra OneCare• Workstation Connect <p>RESOURCES</p>

EC50 / EC55

Mobile Computers

Wearable



WS50

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Every task worker without mobile access to relevant information is forced to take more steps and more time to complete tasks, eroding operational efficiency. Now, connecting disconnected workers is easy with Zebra’s WS50 — the world’s smallest all-in-one Android enterprise-class wearable mobile computer. It’s rugged, modular and at home everywhere — from manufacturing and warehousing to retail and hospitality. It’s a versatile computing core with a modular design that lets you choose the mount that’s right for the job: wrist, back of hand or two-finger. It’s small but mighty, packed with powerful business class voice and data features that drive productivity and accuracy into every task. It’s lightweight and ergonomic, comfortable and never in the way. And with no host device required, it’s the first of its kind, offering powerful data capture with all-in-one Android device simplicity</p>	<p>Retail</p> <ul style="list-style-type: none"> • Pricing/markdowns • Back of store operations • Task management <p>Warehousing/Manufacturing</p> <ul style="list-style-type: none"> • Sorting • Put away • Picking • Loading/unloading • Task management <p>Transportation & Logistics</p> <ul style="list-style-type: none"> • Sorting • Loading/unloading <p>Hospitality</p> <ul style="list-style-type: none"> • Food service: restaurant servers; room service • Housekeeping • Janitorial service 	<p>Zebra’s WS50 transforms the many disconnected workers in warehouse, manufacturing, retail and hospitality into a fully connected and highly productive workforce. As the world’s smallest Android enterprise-class wearable mobile computer, the WS50’s game-changing platform adapts to a wide range of workers, applications and environments.</p> <p>With a common computing core and modular design, the WS50 can address the needs of virtually any task worker in practically any industry. The converged two finger and back-of-hand models are ideal for scan-intensive, rugged applications — for example, where workers are loading trucks, sorting boxes and putting away items. The wrist-mounted model is ideal for task management, communication, image capture and occasional barcode scanning.</p>	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> • Retail / Warehouse Decision Makers • CTO • CIO • Operations Mgr/Director 	<ul style="list-style-type: none"> • All-in-one option that includes a mobile computer and scanner as a hands-free wearables • Competitive devices nearing end of life • Any complimentary products, solutions, etc. <ul style="list-style-type: none"> • Feature M-DNA as an Android differentiator • Wide range of backward compatible accessories • Zebra OneCare <p>RESOURCES</p>

Mobile Computers

Bluetooth Wearable Scanner



RS6100

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The RS6100 Wearable Bluetooth Scanner is the next generation in enterprise wearable technology, designed to increase productivity of the front-line workers with hands-free scanning. The RS6100 advanced range scanning and low temperature operation, with the same mounting options as the RS5100: single finger, back of hand and lanyard.</p> <p>With this new device we are improving our portfolio by adding two key differentiators (advanced long scanning range, cold storage operations) and by continue to offer a diverse set of mounting options that adapt to various workflows. (Ring, Lanyard, Back of Hand)</p>	<p>Retail</p> <ul style="list-style-type: none"> • Pricing/markdowns • Back of store operations <p>• Warehousing/Manufacturing</p> <ul style="list-style-type: none"> • Sorting • Put away • Picking • Loading/unloading <p>Transportation & Logistics</p> <ul style="list-style-type: none"> • Sorting • Loading/unloading 	<ul style="list-style-type: none"> • For enterprise customers who need the highest performance and features in a wearable scanner, the next gen RS6100 Wearable Scanner provides advanced range scanning and low temperature operation, with the same mounting options as the RS5100: single finger, back of hand and lanyard. For customers, whose use cases require performance than the RS5100, or just want to future-proof against future requirements, RS6100 offers best-in-class performance, with backwards compatibility 	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> • Retail / Warehouse Decision Makers • CTO • CIO • Operations Mgr/Director 	<ul style="list-style-type: none"> • Upgrade RS6000 • Competitive devices nearing end of life • Any complimentary products, solutions, etc. <ul style="list-style-type: none"> • Wide range of backward compatible accessories • Zebra OneCare <p>RESOURCES</p>

Mobile Computers

Wearable



WT6300

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Zebra’s robust wearable solutions are purpose-built for the enterprise. From our Android wearable mobile computers with built-in intelligence for superior manageability to our diverse ring scanners that deliver unrivaled scan performance, these solutions give your front-line workforce the performance edge they need. By combining the hands-free mobility of our wearable technology with one-of-a-kind features like tap to pair capabilities, Zebra’s wearable solutions enable the operational flexibility needed to replace complexity with productivity</p>	<p>Primary Markets include:</p> <ul style="list-style-type: none"> • Transportation and Logistics: Warehouse/Distribution Center • Retail – Front/Back of Store • Manufacturing <p>Primary Users</p> <p>Transportation & Logistics: Warehouse/Distribution Center:</p> <ul style="list-style-type: none"> • Pickers • Sorters • Loading dock personnel • Shipping/receiving personnel <p>Retail:</p> <ul style="list-style-type: none"> • Store associates • Stock-room personnel <p>Manufacturing:</p> <ul style="list-style-type: none"> • Assembly line personnel 	<p>The WT6300 is ideal for customers currently using legacy wearable mobile computer solutions or recognize the value and greater productivity of hands-free mobile computer applications, including cold-chain. The hands-free WT6300 is packed with features workers need to maximize productivity. Purpose-built for wearability, the WT6300 has a very low center of gravity that reduces muscle effort by 50 percent and minimizes worker fatigue. Its best-in-class mounting system delivers unmatched all-day comfort and eliminates pressure points, while micro-adjustability enables a perfect custom fit on virtually any arm, all with the simple turn of a knob.</p>	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> • Retail / Warehouse Decision Makers • CTO • CIO • Operations Mgr/Director 	<ul style="list-style-type: none"> • Upgrade (WT4090 and WT41N0) and WT6000 legacy customers • Competitive devices nearing end of life • Any complimentary products, solutions, etc. <ul style="list-style-type: none"> • Feature M-DNA as an Android differentiator • Wide range of backward compatible accessories, including attachable keypad • Zebra OneCare <p>RESOURCES</p>

Mobile Computers

Vehicle Mounted



VC8300

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The on-demand economy is challenging your front-line workers—including forklift operators—to fill orders faster, without any loss of accuracy. Designed for harsh warehouse, cold chain and yard environments, Zebra ultra-rugged vehicle-mounted computers can equip them to elevate their work performance to new heights. They're made to be mounted on material handling equipment and withstand extreme temperatures, shock and vibration to maintain operational continuity.</p> <p>Customers using Windows-based vehicle mount mobile computers are near their end-of-life and need a rugged device that will make migration and device management simple, easy and cost-effective. With keyboard to support for 'green screen' apps today, and Android to support the apps of tomorrow. Get it all with the VC8300, the ultimate ultra-rugged Android vehicle mount computer - designed for the most extreme environments.</p>	<p>Primary Markets include:</p> <ul style="list-style-type: none"> Warehouse/Distribution Center Freezers / Cold chain Manufacturing <p>Applications</p> <ul style="list-style-type: none"> Receiving Packing / Put-a-way Picking Shipping Replenishment Cross-Dock Work-in-process Cold Storage 	<p>Require a vehicle-mounted device for ultra-rugged conditions. The VC8300 8" display with keypad and the VC8300 10" display are ready for the most extreme environments—inside the warehouse, out in the yard, on the loading dock and even in the freezer. Operators get dust- and water-tight IP66 sealing and sealed connectors, while extreme temperature, shock and vibration testing ensure reliable operation no matter where they need to go. Freezers are no problem with touchscreen and internal heaters, smart temperature sensors that control the heaters and heating speed, and an elastomeric keyboard that works despite icing. Also, the very loud front-facing speaker ensures workers hear scanner feedback and other notifications even in the noisiest areas.</p>	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> Retail / Warehouse Decision Makers CTO CIO Operations Mgr/Director 	<ul style="list-style-type: none"> Upgrade legacy customers Win CE devices that are end of life Competitive devices nearing end of life Any complimentary products, solutions, etc. <ul style="list-style-type: none"> Feature M-DNA as an Android differentiator Wide range of backward compatible accessories Zebra OneCare <p>RESOURCES</p>

Mobile Computers

Zebra Certified Refurbished Devices



Certified Refurbished



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none">If your customers are waiting for the release of next-generation Zebra solutions or are not yet ready to refresh their technology, Zebra Certified Refurbished mobile devices can help them continue to run their operations.RESOURCES:<ul style="list-style-type: none">Gateway microsites:<ul style="list-style-type: none">SalesRentalZebra.comSustainability AwardZebra BlogList of eligible devices	<ul style="list-style-type: none">Though the sales process should always position new Zebra technology first, sometimes customers need Zebra Certified Refurbished devices to continue operations until they can move to the latest technology. Our Certified Refurbished Device Program can help you maintain and manage your customers through the technology lifecycle gap.	<ul style="list-style-type: none">Lead with Zebra Certified Refurbished mobile devices when you:<ul style="list-style-type: none">Want to maintain relationships with customers between technology upgrades.Would like to differentiate your offerings to stand apart from competitors. Only Zebra can include a license to use all software within devices.Need to offer customers short rental period devicesWant to earn incremental revenue to grow your margins and profitability.	<ul style="list-style-type: none">Key personas and decision Lead with Zebra Certified Refurbished mobile devices when your customers:<ul style="list-style-type: none">Need to maintain their business operations and productivity levels until they are ready to move to the next technology.Require a reliable supply of end of sale / end of life devicesWant peace of mind with devices that are fully tested and fully functional, come with a 90-day warranty and include a license to use all software within devices.	<ul style="list-style-type: none">When older technology is needed to continue operations and customer unable to move to new technology yet. Long term sales of devices or short-term seasonal or pop-up rental opportunities

Mobility DNA

Secure and Simplify Device Lifecycle Management



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Whether you're rolling out a few mobile computers or a fleet of thousands, the things you'll need each device to do will be fundamentally supported through every stage of your device's lifecycle. That's why we packed Mobility DNA with built-in wisdom from thousands of use cases and decades of R&D. It simplifies device lifecycle management and the user experience. Enterprise deployment pains are all but alleviated, and ongoing functionality is continually raised to the latest, highest standards. From connectivity and application issues, to battery failures, to access control and unmatched security, you're ready for every evolving reality of your use case.</p>	<ul style="list-style-type: none"> Across all verticals to customers utilizing a Zebra computer, tablet or wearable device. During a mobile computer hardware's long lifecycle, customers face different hardware needs at different stages: The right software simplifies this process at every point. Integrate: Effortlessly integrate line of business applications to enhance the mobile user's experience Secure: Greater device protection against a world of security threats, reducing your risk and extending the lifespan of your device Deploy: Rapidly stage devices to earn the benefits of your investment sooner Manage: Greater visibility and reduced complexity of managing your devices lifecycle, minimizing downtime and lowering your Total Cost of Ownership (TCO) Optimize: Increase the output of your workforce, driving greater job performance 	<ul style="list-style-type: none"> In today's reality, every hardware purchase is a software purchase in disguise. There's no doubt that hardware needs to be truly exceptional. But with advances in technology continuously accelerating, it's the software inside that will determine whether your device can remain relevant, performing with amazing agility and delivering strong ROI over its entire lifecycle. 	<ul style="list-style-type: none"> App Developers and Independent Software Vendors gain swift, smooth app integration, to prevent slow and error-filled development which can delay deployments. IT administrators access security and control, as well as simplified device management, to eliminate time-intensive configurations and vulnerabilities to security risks. Operations managers are able to locate, power and optimize devices to maximize uptime, avoiding the risks of device failures and costly troubleshooting. Frontline workers are given optimized devices and software tools for a user-friendly experience to reduce sluggish performance, and instead streamline tasks and increase productivity. 	<ul style="list-style-type: none"> Devices need to be dynamic so you can adapt to changing needs Devices need to provide a superior user experience Software is the differentiator—to make devices dynamic while enhancing the user experience <p>RESOURCES</p>

Intelligent Cabinets

Overview



- What makes up this portfolio?

This portfolio has a variety of alternatives for the partner or customer to choose from: Cabinets, Racks, Cradle Locks and Customized Carts that allow customers to store, secure, track and manage mobile devices to reduce loss prevention, Zebra provides Intelligent Cabinets to improve security, automation and workflow processes.

Your customer is already getting the Zebra hardware for you and the cabinets are the perfect fit to keep them in one single place without requiring a huge investment.

- Why Zebra?

- **One source** for all your requirements – Ordering – Project Management – Delivery & Operational lifecycle
- **Fully tested and certified** as a **total solution** by Zebra for Zebra products
- 15 Years of Cabinets and Customized Solutions - **Deep domain expertise**

Intelligent Cabinets



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> Helps customers increase accountability and traceability of the devices allocated at the beginning and end of shifts. This portfolio allows to store, secure, track and manage Zebra mobile devices in one single place. The intelligence of this portfolio is given by the Zebra Access Management System (ZAMS) a software component that allows to use a CC6000 on the cabinet to easily see how many devices are charging, in use or missing. The application can be downloaded to the mobile device requiring authentication to use the device. If this step is not completed, an alarm goes off. Finally, the manager can access a desktop dashboard to see the reports of devices in use, charging or missing. 	<ul style="list-style-type: none"> Ideal for: Retail (E-commerce, Distribution Centers, Back of store, Point of Sale) Manufacturing/Warehouse (Reverse logistics, Multi-Modal and Voice-Directed Picking) T&L (Postal and Courier ,Fleet management) We're beginning to see a quick uptake in the Healthcare vertical as well. Authentication process at the beginning of the shift, reduced damage and loss of devices because the device is associated to a particular person. Ability to know how many devices are in use, charging or missing. 	<ul style="list-style-type: none"> Each vertical has its own challenges, but when it comes to the Cabinets portfolio you will offer your customer the following benefits regardless of their industry: <ul style="list-style-type: none"> Increased operational efficiency Increased productivity Reduced down- times Flexibility to hold anywhere from 5 to 100 devices Lead with this portfolio if your customer is purchasing or has already five or more Zebra devices in one location. They will require to consolidate all the deices at the end of the shift and they will also need to hand out devices to their personnel to perform their daily job. Quick and easy fit on any vertical and the customer will see reduction in missing and damaged devices. 	<ul style="list-style-type: none"> Operations Manager and above IT Manager and above Store Manager Fleet Manager and above Finance Manager and above (they will be interested in see the reduction in lost devices once they implement the cabinets and have access to track and manage their equipment) 	<ul style="list-style-type: none"> This product is the perfect match for any hardware deals you closed already or you're currently trying to close The cabinets come now flat packed which allows a faster distribution, easier stocking option and you can increase revenue by offering the assembly service by your team or through Zebra. Complimentary product and solutions,: <ul style="list-style-type: none"> Add on Visibility IQ Add device tracker Video on Device (Professional Services) Demo equipment available for you to order and show to your customers. (Small cabinet) <p>RESOURCES</p>

Tablet

Portfolio Overview



- **What makes up this portfolio?**

Zebra tablets are not only rugged but tailored to work your way. Roam far with outstanding wireless capabilities to capture and communicate on the go. Windows or Android, with Mobility DNA, you get true rugged performance beyond industry's highest standards, highly secure, fully configurable in multiple display sizes, processing power and form factors. Robust enterprise-class accessories open the door to new possibilities and use cases. Zebra tablets are tough, reliable, powerful, built for a purpose – yours.

- **Why Zebra?**

When you're committed to a higher standard, you need a tablet that's not only rugged, but also smart and tailored to your way of working—a purpose-built tablet perfectly matched and personally customized. The features and form factors of Zebra tablets are designed to expedite your everyday tasks your way, inside the four walls and outside in the harshest environments.

- **2022 technology or industry factors?**

- Wi-Fi 6/6E (LAN) and 5G (WAN) the fastest and most reliable wireless communications
- Zebra's first true 2-in-1 tablet with friction-hinge keyboard – ET8x
- Zebra's first dedicated tablet for healthcare environments – ET4x-HC
- A tablet developed specifically to help you compete against consumer-grade tablets – ET4x



Tablet



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<p>The ET4x rugged enterprise tablets are the perfect replacement to consumer-grade tablets. Built for business, these right-priced tablets offer everything your customers need, right out of the box. Thin and light with consumer styling that is business tough. Integrated enterprise-class scanning. The fastest wireless connections. A multi-year life-cycle. Powerful new communication options. New solutions and accessories that add new capabilities. Zebra only MDNA Professional tools that improve every aspect of the device lifecycle.</p>	<p>Primary Target Markets include:</p> <ul style="list-style-type: none">• Retail and Hospitality: assisted selling, line busting, POS, inventory management, staff management, guest check-in, restaurant wait staff/ordering, staff communications/collaboration• Transportation & Logistics: routing and dispatch, proof of pickup/delivery, invoicing/mobile POS, inventory management, staff communication/collaboration, parcel track and trace <p>Secondary Target Markets include:</p> <ul style="list-style-type: none">• Field Service/Utilities: routing and dispatch, personnel tracking, inventory management, mobile work order management, safety inspection and compliance, proof of service, meter reading, remote assistance• Warehousing: inventory management, picking, put away, receiving, staff communications• Manufacturing: clean room, pharma, plant management, mobile HMI, maintenance repair, quality assurance, staff comms	<p>Lead with ET4x when:</p> <ul style="list-style-type: none">• Customers considering consumer-grade, line of business tablets• Highly mobile activities• Public end-user facing; where consumer style is important• Needs a thin and lightweight tablet• Wants a smaller screen (8 in. model)• Needs integrated enterprise-class barcode scanning• Needs the fastest and most dependable wireless connectivity• Android only user• High price sensitivity	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none">• Retail Operations• Store Managers• Delivery Fleet Manager• CIO• COO	<ul style="list-style-type: none">• Is this product replacing or upgrading another product?<ul style="list-style-type: none">• No• Any key EOL or EOS dates?<ul style="list-style-type: none">• No• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Workstation Connect• Workforce Connect• Feature M-DNA Professional as an Android differentiator. Options to upgrade to MDNA Enterprise• Wide range of Accessories (Key accessory – Presentation Stand)• Zebra OneCare <p>RESOURCES</p>

ET40 / ET45

Tablet Healthcare



ET40-HC / ET45-HC

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>If your customer is considering deploying consumer-grade tablets in mission-critical healthcare environments, then pitch them the ET40-HC and/or ET45-HC healthcare rugged tablets. Built for healthcare from the inside out, these right-priced tablets offer everything your healthcare customers need, right out of the box. Disinfectant-ready medical grade plastics, an emergency alert button, integrated enterprise-class scanning, the fastest wireless connections, a multi-year lifecycle and complimentary Zebra-only MDNA Professional tools.</p>	<p>Primary Target Markets include:</p> <p>Acute and Non-acute Healthcare</p> <ul style="list-style-type: none"> • Tele-health / video conferencing • Patient monitoring • In-home caregivers • Patient engagement at bedside • Patient entertainment • Patient identification • Patient self check-in/registration • Medication/specimen collection • Staff management/communications • Workstation-on-wheels applications 	<p>Lead with ET4x-HC when:</p> <ul style="list-style-type: none"> • Customer wants a device built to withstand healthcare environments • Needs a solution for caregivers (hospitals, urgent care, home visits) • Wants a solution that patients can use (engagement at bedside, entertainment) and/or a kiosk for reception area/registration • Needs a device that can handle constant disinfecting • Needs enterprise-class barcode scanning • Needs the fast and most dependable wireless connectivity options • Android only user 	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none"> • Hospital CIO • Chief Nursing Officer • Hospital operations • Procurement/Purchasing 	<ul style="list-style-type: none"> • Is this product replacing or upgrading another product? <ul style="list-style-type: none"> • No • Any key EOL or EOS dates? <ul style="list-style-type: none"> • No • Any complimentary products, solutions, etc. <ul style="list-style-type: none"> • Workstation Connect • Workforce Connect • Feature M-DNA Professional as an Android differentiator. Options to upgrade to MDNA Enterprise • Wide range of Accessories (Key accessories – Healthcare hand strap, Presentation Stand, VESA mount adapter) • Zebra OneCare <p>RESOURCES</p>

Tablet



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Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>When it comes to choosing a tablet for business, workers want consumer styling, while you need enterprise-class durability and an accessory family that allows you to create the perfect tablet solution for your environment, workers and apps. Now you can have it all with the ET51 and ET56 Android or Windows Enterprise Tablets. Your workers get a personal tablet that looks and feels like their own, while you get the durability, ease-of-use, data capture features and flexibility your business requires.</p>	<p>Primary Target Markets:</p> <ul style="list-style-type: none">• Retail front of store: mobile POS, line busting, inventory management, assisted selling• Retail warehouse/stock room: inventory management, warehouse/yard management, receiving/shipping, supply replenishment• Manufacturing: inventory management, plant management, mobile HMI, maintenance repair, quality assurance, staff comms• Field Sales: appointment scheduling, customer order management, parts ordering, audits/inspections <p>Secondary Target Markets:</p> <ul style="list-style-type: none">• Transportation and Logistics• Field Service	<p>Lead with ET5x when:</p> <ul style="list-style-type: none">• Need a Windows or Android tablet that is rugged, thin and light• Needs retail floor solution (ET51 or ET51 with integrated scanner)• Highly mobile activities• Public end-user facing; consumer style is important• Needs a lightweight tablet• Wants a smaller screen (8 in. models)	<ul style="list-style-type: none">• Key personas and decision makes relating to top applications identified, etc.• Retail Operations• Store Manager• Plant floor manager• CIO• COO	<ul style="list-style-type: none">• Is this product replacing or upgrading another product?<ul style="list-style-type: none">• ET50/ET55• Any key EOL or EOS dates?<ul style="list-style-type: none">• ET5x Win – Q2 2023• ET5x Android – Q4 2023• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Workstation Connect• Workforce Connect• Feature M-DNA as an Android differentiator• Wide range of Accessories• Zebra OneCare <p>RESOURCES</p>

ET51 / ET56

Tablet



L10/L10ax

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Zebra's L10/L10ax Windows and L10 Android Rugged Tablet family puts the power of mobile data in the hands of workers in the most demanding environments. They are Zebra's most rugged tablets out of the box with 6 ft. drop to plywood over concrete. Multiple models (XSlate and XPad) are equipped with cellular and Wi-Fi connectivity (L10ax with Wi-Fi 6E and 5G) and meet the unique needs of different mobile workers out in the field in energy, mining, utilities, telecommunications, construction, public safety and government—as well as inside warehouses and manufacturing plants—enabling organizations to standardize on a single Windows or Android platform while giving each worker the device that best supports their individual job requirements.</p>	<p>Whether your customers prefer a slate tablet (XSlate), a tablet with a rigid-handle and built-in barcode reader option (XPad), or a 2-in-1 laptop/tablet alternative by attaching a keyboard, the functional flexibility of the Zebra L10 ensures that your workers have the right computing tool for their job.</p> <ul style="list-style-type: none">• Public Safety (dispatch comms, patient data care, incident reporting, e-citation/ticketing, photo evidence, records management)• Utilities/Critical Field Service (dispatch, mobile work order management, proof of service, safety inspection and compliance, meter reading)• Warehouse/Transportation and Logistics (inventory tracking, ports/yard management, forklift operations, proof of pickup/delivery, route planning/locationing)• Manufacturing (plant management, inventory management, Mobile HMI, maintenance repair and overhaul, quality assurance)	<p>Lead with L10 Series when:</p> <ul style="list-style-type: none">• Desires maximum portability and performance• Looking for lighter and more portable: XSlate L10• Needing best carry and scanning capabilities: XPad L10• Prefers laptop replacement with optional keyboard• Works in extreme rugged environments and needs a tablet with the highest drop spec• Wants vehicle mounting options (car/truck or forklift)• Needs the fastest and most dependable connectivity options: L10ax Windows	<ul style="list-style-type: none">• Key personas and decision makes relating to top applications identified, etc.• CIO• COO• Procurement Office• Operations Director• Warehouse Operations• Chief of Police/Fire/EMS	<ul style="list-style-type: none">• Is this product replacing or upgrading another product?<ul style="list-style-type: none">• No• Any key EOL or EOS dates?<ul style="list-style-type: none">• L10 Windows: Q4 2023• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Feature M-DNA as an Android differentiator• Wide range of Accessories and mounting options• Zebra OneCare <p>RESOURCES</p>

Tablet



ET60 / ET65

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The ET6x series sets the bar when it comes to a 10-inch, fully rugged design with the fastest computing and wireless connectivity. The ET6x offers customers in warehousing, manufacturing, critical field service and public safety a migration path forward from not only the legacy L10 Android tablets, but also the VC80x vehicle mount computer. The ET6x will have the latest processing, display, communications, sensor and scanning technology to drive new possibilities for customers.</p>	<p>Primary Target Markets include:</p> <ul style="list-style-type: none">• Warehousing (forklift operations, cold storage, picking, packing, loading, ports/yard management)• Manufacturing (plant floor management, maintenance repair and overhaul, quality assurance, mobile HMI, PLC programming, staff communications)• Critical Field Service/Utilities (safety inspection and compliance, maintenance, proof of service, meter reading, routing/dispatch, personnel tracking, emergency repairs, mobile work order management)• Public Safety/EMS (record patient and incident information, routing/dispatch, in-vehicle inventory management, staff communication/collaboration)	<p>Lead with ET6x when:</p> <ul style="list-style-type: none">• Customer desires an upgrade or refresh of existing L10 Android tablets• Customer is considering vehicle mount computers or wants vehicle mounting options (car/truck or forklift)• Customer works in extreme rugged environments and needs a tablet with the highest drop spec• Customer works in a freezer or where condensation is present – needs condensation-free screen• Needs the fastest most dependable wireless connectivity options• Needs the most powerful processing power	<p>Key personas and decision makes relating to top applications identified, etc.</p> <ul style="list-style-type: none">• CIO• COO• Procurement Office• Operations Director• Warehouse Operations	<ul style="list-style-type: none">• Is this product replacing or upgrading another product?<ul style="list-style-type: none">• Convergence of next gen ET51/ET56 Android and L10 Android• Any key EOL or EOS dates?<ul style="list-style-type: none">• No• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Feature M-DNA as an Android differentiator• Workstation Connect• Workforce Connect• Wide range of Accessories and mounting options• Zebra OneCare <p>RESOURCES</p> <ul style="list-style-type: none">• Available 2H 2023

Tablet 2 in 1



ET80 / ET85

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Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Zebra ET80 and ET85 Rugged 2-in-1 Tablets, part of our broad tablet portfolio. Lightweight and thin, yet durable, they're purpose built to work your way with a keyboard, touchscreen or both. And they support the most advanced wireless connectivity – Wi-Fi 6E, 5G and more – to keep end users connected to the critical information, people and tools they need to take the right action whether they're at the scene of a crime, in a vehicle or on the factory floor.</p>	<p>Every day, we depend on the many workers who protect our community, maintain critical infrastructures and make the products we rely on. First responders, utility field service teams and manufacturing production line workers are essential to our way of life. They need a tablet tailored for the essential work they perform—and the ET80/ET85 delivers.</p> <p>Primary Target Markets:</p> <ul style="list-style-type: none">• Public Safety (routing/dispatch, personnel tracking, incident reporting, patient care reporting, e-citation, mobile incident command)• Utilities/Critical Field Service (routing/dispatch, emergency repairs, personnel tracking, mobile workorder management)• Manufacturing (plant management, Mobile HMI, PLC programming, Maintenance and repair, forklift operations) <p>Secondary Target Markets:</p> <ul style="list-style-type: none">• Military• Construction• Natural Resources	<p>Lead with ET8x when:</p> <ul style="list-style-type: none">• Desires maximum portability and performance• Requires more screen real estate with 12 in. screen• Needs true 2-in-1 capabilities: both standalone tablet and true laptop replacement adding the rugged keyboard with friction hinge• Wants vehicle mounting options (car/truck or forklift)• Needs the fastest and most dependable wireless connectivity options• Windows only user	<ul style="list-style-type: none">• Key personas and decision makes relating to top applications identified, etc.• CIO• COO• Procurement Office• Chief of Police/Fire/EMS• Operations Director	<ul style="list-style-type: none">• Is this product replacing or upgrading another product?<ul style="list-style-type: none">• R12• Any key EOL or EOS dates?<ul style="list-style-type: none">• No• Any complimentary products, solutions, etc.<ul style="list-style-type: none">• Zebra-only value added software tools (Workforce Connect, PowerPrecision+ Battery Management, 123 Scan)• Wide range of Accessories including universal vehicle and desktop dock• Zebra OneCare <p>RESOURCES</p>

Printers

Portfolio Overview



- This portfolio is made up of **Industrial, Desktop, Mobile and Card Printers, Barcode Supplies and Temperature Monitoring and Sensing** , as well as **Print DNA software** that enhances the functionality of our printers and provides you with the differentiation you need to win more deals.
- Why Zebra?
 - Zebra's portfolio is engineered for over 50 years to be simple, seamless and secure with a combination of performance, intelligence and security.
 - Exceptional print quality, durable construction and performance-enhancing Print DNA Software tools.
 - Shield your customers from dangerous IoT printer attacks with PrintSecure built into all Print DNA printers.
- Competitive Landscape
- 2023 technology or industry factors?
 - Ecommerce and Digital Transformation
 - Greater customer need for operational visibility

Increased Value of Analytics and Employee Collaboration

Printers Desktop



ZD200 Series

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Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The entry-level ZD220 4-inch width desktop printer builds on Zebra's 50-year history and market-leading position in thermal printers. Zebra is renowned for producing high-quality printers and the Zebra ZD220 is no exception, bringing solid construction—and simplicity—to the cost -conscious segment of the market.</p> <p>The ZD220 Desktop Printer is designed for customers who will benefit from a lower price point and a modest feature set requiring minimal training—and who nevertheless appreciate the benefits of Zebra quality.</p>	<p>Manufacturing:</p> <ul style="list-style-type: none">product labeling, asset management, inventory management, work-in-process tracking <p>Transportation and Logistics</p> <ul style="list-style-type: none">shipping labels, cross docking <p>Retail e-Commerce</p> <ul style="list-style-type: none">shipping labels	<p>Position the ZD220 when your customer:</p> <ul style="list-style-type: none">Needs an entry-level desktop printer offering Zebra quality at a value-class printer priceWants to replace legacy GC420 or add additional comparable printersRequires a simple printer that is easy to set up and use with little or no trainingHas other Zebra thermal printers but prefer a more modest feature set (and pricing) for some areas of the businessOnly requires 74 ribbon; and does not require 300 meterDoes not need connectivity beyond USBDoes not require the full suite of Print DNA software tools including PPME, PrintSecure, Pairing Solutions, Cloud Connect, etc.	<p>Key personas and decision makers:</p> <ul style="list-style-type: none">Operations managersSite SupervisorCIOCTODeveloper managerNetwork adminFrontline workers	<p>Representing an ideal opportunity for partners, the Zebra ZD220 is optimized for run-rate business as well as volume deals where customers need a good enough product. This printer is a direct replacement for the GC420 and can easily replace legacy printers using ZPL, EPL or non-Zebra command languages.</p> <p>Sell the ZD220 with:</p> <ul style="list-style-type: none">TC21 entry level mobile computerDS2200 affordable barcode scannerZebra Certified SuppliesZebra OneCare SV <p>RESOURCES</p>

Printers Desktop



ZD400 Series

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Why should our partners sell this product?

Building on the legacy of Zebra's popular GK420, the ZD421 4-inch width printer offers added features, capabilities and security measures that make it stand apart.

The new ZD411d replaces the ZD410d direct thermal printer and is also available in a healthcare model. The new ZD411t replaces the legacy TLP2824 Plus thermal transfer printer and ribbon loading is much easier and quicker. These compact 2-inch printers are ideal for retail, hospitality and healthcare applications.

The 4-inch and the 2-inch ZD400 Series models includes an intuitive user interface, powerful architecture and a field-upgradeable wireless kit. New media guide and media handling designs (cutter/peeler), as well as a moveable media sensor, make daily operation even easier and give users greater flexibility for more use cases.

Where should our partners market this product?

Retail

- Shelf labels
- Price markdowns
- Return tags
- Asset and inventory labels
- Food information labels
- Pharmacy labels

Healthcare

- Lab and specimen labels
- Prescription labels
- Patient ID wristbands
- Blood and IV bag labels
- Patient record labels
- Asset labels

Transportation and Logistics

- Shipping and receiving labels
- Packing slips

Manufacturing

- Agency labels
- Product labels
- Work-in-Process (WIP)
- Inventory labels
- Shipping labels

Government

- Evidence tracking
- Asset labels
- Record labels

Service/Hospitality

- Service reminder labels
- Ticketing
- Wristbands
- Kiosk
- Expiration date tracking
- Food safety management

How should our partners position this product?

Position the ZD400 Series printers when your customer:

- Is replacing the GK420 or ZD420; replacing a ZD410 or TLP2824 Plus
- Only needs basic connectivity (USB, USB Host, BTLE) with option to upgrade to Ethernet, Serial or wireless with field upgradeable kits
- Requires a printer that is easy to set up and intuitive to use with little or no training
- Needs a mid-tier desktop printer with Healthcare specific specs
- Needs/wants a ribbon cartridge
- Needs a portable thermal transfer printer or larger media roll than mobile printers offer (battery and carrying case)
- Requires advanced software features found in Print DNA for manageability, security, simple out-of-box setup and more
- Wants Pairing Solutions (NFC) to easily pair with Zebra mobile computers
- Does not need RFID capabilities
- Does not require color touch display
- Required small footprint for space constrained work areas (ZD411)

Who should our partners be selling this product to?

Key personas and decision makers:

- Operations managers
- Site Supervisor
- CIO
- CTO
- Developer manager
- Network admin
- Security advisor
- Frontline workers

How can our partners go deeper & wider?

The ZD421 is an ideal opportunity for partners to upgrade customers using the GK420 or ZD420, and the ZD410d or TLP2824 Plus to the ZD411.

Sell the ZD400 Series with:

- TC5X mobile computer
- DS4600 Series barcode scanner
- Zebra Certified Supplies
- Zebra OneCare Essential or Select

[RESOURCES](#)

Printers Desktop



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Why should our partners sell this product?

When customers need a premium quality printer that's built to perform flawlessly – day in and day out – give them the ZD621 4-inch or the ZD611 2-inch desktop printers. The ZD621 replaces the popular GX-Series, and the ZD611 is a new premium 2-inch desktop printer category. Models include standard, healthcare and RFID in both sizes.

The ZD600 Series delivers an innovative architecture to power our ever-expanding printer capabilities and software, unmatched security, plus enhanced features, communication and media-handling options that can be added at any time. The ZD600 Series offers a full-color LCD touch display with intuitive menu.

A touch screen is standard on ZD621 healthcare and RFID models, and standard on all ZD611 thermal transfer models.

Where should our partners market this product?

Retail:

- Return tags
- Asset labels
- Shelf labels
- Price markdowns
- Information labels
- Pharmacy labels

Healthcare:

- Prescription labels
- Lab and specimen labels
- Patient ID wristbands
- Asset labels
- Blood and IV bag labels
- Patient record labels

Transportation and Logistics

- Shipping and receiving labels
- Packing slips
- Asset labels

Manufacturing

- Shipping and receiving labels
- Agency labels
- Packing list
- Inventory
- Asset tags

Services/Hospitality

- Auto service reminder
- Ticketing
- Wristbands
- Kiosk
- Expiration date tracking
- Food safety management

RFID

- Merchandising tracking
- In-store exception tagging
- Expiration date tracking
- Pharmacy labels
- Food safety/recall management
- Wristbands
- Cannabis tagging

How should our partners position this product?

Position the ZD600 Series printer when your customer:

- Is replacing the GX420, GX430, ZD500, ZD500R or ZD620
- Needs premium features in a 2" printer
- Needs advanced connectivity (Ethernet, Serial, USB, USB Host, BTLE) with option to upgrade to wireless with field upgradeable kit
- Requires a printer that is easy to set up and intuitive to use with little or no training
- Requires fast 8 ips print speed
- Needs a premium desktop printer with Healthcare specific specs
- Needs a portable thermal transfer printer or larger media roll than mobile printers offer (battery and carrying case)
- Requires advanced software features found in Print DNA for manageability, security, simple out-of-box setup and more
- Wants Pairing Solutions (NFC) to easily pair with Zebra mobile computers
- Requires RFID capabilities
- Wants a color touch display for intuitive interaction

Who should our partners be selling this product to?

Key personas and decision makers:

- Operations managers
- Site Supervisor
- CIO
- CTO
- Developer manager
- Network admin
- Security advisor
- Frontline workers

How can our partners go deeper & wider?

The ZD621 is an ideal opportunity for partners to upgrade customers using the GX420, GX430, ZD500, ZD500R or ZD620; or want premium features compact 2-inch print width.

Sell the ZD600 Series with:

- TC5X mobile computer
- DS8100 Series barcode scanner
- Zebra Certified Supplies
- Zebra OneCare Essential or Select

[RESOURCES](#)

ZD600 Series

Printers Industrial



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Why should our partners sell this product?

Where should our partners market this product?

How should our partners position this product?

Who should our partners be selling this product to?

How can our partners go deeper & wider?

As our most affordable industrial printer, the ZT111 is an innovative printer with a space-saving design. Featuring Zebra's PrintDNA, the ZT111 provides users with simple setup and ease of use.

Target Markets:

- Government
- Healthcare
- Manufacturing
- Consumer Goods
- Transportation & Logistics

Key Applications:

- Asset Management
- Cross Docking
- Inventory Management
- Lab Sample Tracking
- Receiving/Shipping
- Reverse Logistics
- Work-in-Process Tracking
- Compliance Labeling
- Information Labels
- Medical Record Labeling
- Order Labeling
- Prescription Labeling
- Quality Control

Position this printer when a customer requires the durability of an Industrial printer with relatively low print volume requirements. The ZT111 printer fills the gap between a Desktop printer and a standard Industrial printer. The ZT111 printers are:

- Zebra's entry-level industrial printers
- Ideal for light industrial and commercial environments
- Available in direct thermal or thermal transfer models

When not to position this printer:

- The customer has high print volume.
- The customer requires a high-speed printer
- The printer will be deployed in a harsh industrial environment
- The customer may require enhanced media handling or RFID requirements

Primary:

- Manufacturing: Operations Managers, Product Engineers
- T&L: Operations Managers

Secondary:

- IT, Purchasing Managers, Product Management

Is this product replacing or upgrading another product?

- Yes, the ZT111 replaces the ZT220.

Any key EOL or EOS dates?

- No, there are no plans to EOL this product.

Any complimentary products, solutions, etc.

- Supplies
- Print DNA software
- Mid-range mobile computers
- Mid-range barcode scanners
- Zebra OneCare

Included in any Zebra campaigns, initiatives or promotions?

- [Go Zebra trade in program](#)

[RESOURCES](#)

ZT111

Printers Industrial



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Why should our partners sell this product?

Where should our partners market this product?

How should our partners position this product?

Who should our partners be selling this product to?

How can our partners go deeper & wider?

The ZT231 industrial printer is a value class printer that delivers just the right features at the right price. Features like fast print speeds, color touchscreen, improved connectivity, RFID, future upgradeability and more — all within a space-saving footprint.

Target Markets:

- Government
- Healthcare
- Manufacturing
- Consumer Goods
- Transportation & Logistics

Key Applications:

- Asset Management
- Cross Docking
- Inventory Management
- Lab Sample Tracking
- Receiving/Shipping
- Reverse Logistics
- Work-in-Process Tracking
- Compliance Labeling
- Information Labels
- Medical Record Labeling
- Order Labeling
- Prescription Labeling
- Quality Control

Position this printer when a customer requires the durability of an Industrial printer with relatively low print volume requirements. The ZT231 printer offers industrial printing at a lower price point. The ZT231 printer is:

- Zebra's entry-level industrial printer
- Ideal for light industrial and commercial environments
- Available in direct thermal or thermal transfer models

When not to position this printer:

- The customer has high print volume.
- The customer requires a high-speed printer
- The printer will be deployed in a harsh industrial environment
- The customer may require full roll rewind

Primary:

- Manufacturing: Operations Managers, Product Engineers
- T&L: Operations Managers

Secondary:

- IT, Purchasing Managers, Product Management

Is this product replacing or upgrading another product?

- Yes, the ZT231 replaces the ZT230.

Any key EOL or EOS dates?

- No, there are no plans to EOL this product.

Any complimentary products, solutions, etc.

- Supplies
- Print DNA software
- Mid-range mobile computers
- Mid-range barcode scanners
- Zebra OneCare

Included in any Zebra campaigns, initiatives or promotions?

[RESOURCES](#)

ZT231

Printers Industrial



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Why should our partners sell this product?

Where should our partners market this product?

How should our partners position this product?

Who should our partners be selling this product to?

How can our partners go deeper & wider?

ZT400 Series

Your customers can keep critical operations moving with Zebra's durable ZT400 Series printers constructed with an all-metal frame. Featuring advanced technology—including a large color touch display and versatile connectivity options—these printers take performance to a new level and are adaptable for customers' evolving needs. Intuitive to integrate and operate, they feature Zebra's Print DNA software powered by Link-OS to deliver unparalleled intelligence and innovation for exceptional performance and simplified remote manageability. Easily replace legacy printers using ZPL, EPL or non-Zebra command languages.

Target Markets:

- Manufacturing
- Transportation & Logistics
- Retail
- Healthcare

Key applications include:

- Asset Management
- Cross Docking
- Inventory Management
- Lab Sample Tracking
- Receiving/Shipping
- Reverse Logistics
- Work-in-Process Tracking
- Compliance Labeling
- Information Labels
- Medical Record Labeling
- Order Labeling
- Prescription Labeling
- Quality Control

As Zebra's midrange Industrial printers, the ZT400 Series printers provide the ideal balance of features and price. This printer can be used in most industrial printing applications and is the preferred printer when customers require the capabilities of an industrial printer without high duty cycles. The ZT400 printers are:

- Ideal for moderate-volume industrial applications
- Available with a wide variety of field installable communication and media handling options
- The only printers currently available that can encode thicker on-metal RFID tags
- Easy to use and maintain with
 - 4.3-inch full-color touch display
 - lighted media and ribbon paths for increased visibility
 - quick, media changing with side-loading design and color-coded cues
 - toolless removal of platen and print head

When not to position this printer:

- Customer requires 24x7 printing
- Printing very small labels

Primary:

- Manufacturing: Operations Managers, Product Engineers
- T&L: Operations Managers

Secondary:

- IT, Purchasing Managers, Product Management

Is this product replacing or upgrading another product?

- The ZT411 and ZT421 are upgrades to the ZT410 and ZT420.

Any key EOL or EOS dates?

- No, there are no plans to EOL this product.

Any complimentary products, solutions, etc.

- Supplies
- Print DNA software
- Mid-range mobile computers
- Mid-range barcode scanners
- Zebra OneCare

[RESOURCES](#)

Printers Industrial



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Why should our partners sell this product?

Where should our partners market this product?

How should our partners position this product?

Who should our partners be selling this product to?

How can our partners go deeper & wider?

Designed to keep critical operations running smoothly, Zebra's high-performance industrial printing systems stand the test of time—both physically and technologically. The ZT610 series has been completely redesigned and replaces the Xi4 printers. This new duo of ZT610 and ZT620 printers features next-generation operational visibility, control and adaptability to meet evolving needs. The ZT610 and ZT620 provide 24/7 reliability. The ZT610 also provides best-in-class high-resolution printing for small labels. An advanced, user-friendly design and Print DNA simplify everything from setup and management to troubleshooting. Users gain greater operational visibility with remote access and management, plus future-ready adaptability to meet business needs today, tomorrow and for years to come

Target Markets:

- Manufacturing,
- Warehousing,
- Transportation and logistics.

Key Applications:

- Work-in-Process Tracking
- Product ID / Serial Numbers
- Receiving / Put-Away Labeling
- Order Picking / Packing
- Cross Docking
- Compliance Labeling
- Back-of-Store Operations

The ZT600 Series are Zebra's flagship Industrial printers. These printers are the current generation of the product line that earned Zebra the reputation of delivering the most dependable and long-lasting printers in the industry. The ZT600 should be positioned as Zebra's high performance industrial printer, designed to operate 24x7 in the harshest environments. The ZT600 printers are:

- Designed to withstand the most challenging industrial environments
- Ideal for micro-label applications and offer best in class registration tolerances
- Easy to use and maintain with
 - 4.3-inch full-color touch display
 - lighted media and ribbon paths for increased visibility
 - quick, media changing with side-loading design and color-coded cues and error indicators
 - Socketed printhead

Available with a wide variety of field installable communication and media handling options

When not to position this printer:

- The application does not require high volume printing.
- The printer will not be subjected to a harsh environment.

Primary:

- Manufacturing: Operations Managers, Product Engineers
- T&L: Operations Managers

Secondary:

- IT, Purchasing Managers, Product Management

Is this product replacing or upgrading another product?

- The ZT600 Series replaced the Xi4 in 2017.

Any key EOL or EOS dates?

- No, there are no plans to EOL this product.

Any complimentary products, solutions, etc.

- Supplies
- Print DNA software
- Mid-range mobile computers
- Mid-range barcode scanners
- Zebra OneCare

[RESOURCES](#)

ZT600 Series

Printers Mobile



ZQ300 Plus

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Whether workers are printing out price markdown labels on the sales floor or leaving a delivery notice at a customer's doorstep, they need a mobile printer that's fast, flexible and reliable. The ZQ300 Plus Series is the little mobile printer that can do it all.</p> <p>Customers can choose from two design models to fit the needs of their business. An indoor model enables associates to ring up sales anywhere in the store, prevent abandoned sales and improve the shopper experience. An outdoor model can handle the elements, generate high quality receipts and labels and guarantee power for the longest shift in the field. Available in both 2-inch and 3-inch print widths, the ZQ300 Plus Series offers the fastest wireless connections available; class-leading battery and power technologies for full-shift power; enterprise durability to handle everyday drops and bumps; and powerful remote management capabilities that significantly lower total cost of ownership.</p>	<p>Target Markets and Applications:</p> <p>Retail</p> <ul style="list-style-type: none"> • Receipt for mobile point of sale • Price markdowns/markups • Shelf labels <p>Field Service</p> <ul style="list-style-type: none"> • Invoices/Receipts • Inventory lists • Schedule printouts • Utility meter reading <p>Transportation & Logistics</p> <ul style="list-style-type: none"> • Invoices • Receipts • Direct store delivery • Proof of delivery • Inventory lists • Parts reconciliation <p>Government</p> <ul style="list-style-type: none"> • Parking violations • E-citations • Postal delivery notices 	<p>When TO lead with this printer:</p> <ul style="list-style-type: none"> • When looking for a small, mid-range (in price and features) mobile printer • Needs to print mid-volume on-the-go receipt and labels in 2-in. or 3-in. print width • Wants to refresh their fleet of current MZ/iMZ mobile printers • Needs a stylish mobile printer that is appropriate for use in front of retail customers (silver model) or alternatively wants something that can be used for use cases outside the four walls such as T&L, warehouse or e-citation (black model) • Prefers multiple ways of charging their printer, especially with easy and convenient USB • Desire something portable and easy to carry <p>When NOT to lead with this printer:</p> <ul style="list-style-type: none"> • When high volume receipt and label printing is needed • If they need something that will be able to handle a lot of abuse 	<p>Key personas and decision makers relating to top applications identified, etc.</p> <ul style="list-style-type: none"> • Frontline workers in retail, T&L, Government • Operations managers • Site Supervisor • CIO • CTO • Developer manager • Network admin • Security advisor 	<p>Is this product replacing or upgrading another product?</p> <ul style="list-style-type: none"> • The ZQ300 replaced the MZ/iMZ Series in 2018 • The ZQ300 Plus replaced the ZQ300 in 2022 with new components (no change to features/benefits) <p>Any key EOL or EOS dates?</p> <ul style="list-style-type: none"> • ZQ300 (non-Plus) Last Ship: 12/15/2022 <p>Any complimentary products, solutions, etc.</p> <ul style="list-style-type: none"> • Mobile accessories • Supplies • Print DNA software • Mid-range mobile computers • Mid-range barcode scanners • Zebra OneCare <p>RESOURCES</p>

Printers

Mobile



ZQ500

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The ZQ500 Series just got tougher. Extreme environments and bangs and bumps are no match for these lightweight, compact receipt and label printers. Zebra's ZQ511 and ZQ521 printers are the most rugged printers available. They perform in the widest operating temperature range in the industry and can withstand repeated drops to concrete from up to 6.6 feet. Water spray is no match with their IP54 rating. Featuring Zebra's Print DNA toolset, these premium printers are easy to integrate, manage and maintain. With large buttons and a user-friendly interface, they are easy to operate, even when wearing gloves.</p>	<p>Target Markets and Applications:</p> <p>Transportation & Logistics</p> <ul style="list-style-type: none">• Field service• Cross-docking• Direct store delivery• Proof of pickup and delivery and route accounting• Bag reconciliation• Post and parcel• Passenger ticketing <p>Manufacturing / Warehouse</p> <ul style="list-style-type: none">• Field service• Direct store delivery• Pallet labeling• Packing/staging/cross-docking labeling <p>Government</p> <ul style="list-style-type: none">• Energy and utility meter reading• Parking violations• E-citation <p>Retail & Hospitality</p> <ul style="list-style-type: none">• Click and collect receipt and label printing• Shelf-edge labels• Drive-through receipt printing• Arenas/concert venues/theme parks receipt printing	<p>When to LEAD with this printer:</p> <ul style="list-style-type: none">• When looking for the most rugged mobile printer on the market• If the printer is going to be used in demanding, extreme environments and weather• To print high volume receipts in 3-in. or 4-in. and/or labels• If printing and encoding RFID tags is needed• Wants to refresh their fleet of existing ZQ510/ZQ520 or upgrade to something more rugged• When a simple user interface is needed• Desire something portable and easy to carry <p>When NOT to lead with this printer:</p> <ul style="list-style-type: none">• If they're looking for the lightest weight mobile printer we offer• When high volume label printing is a must	<p>Key personas and decision makers relating to top applications identified, etc.</p> <ul style="list-style-type: none">• Frontline workers in T&L, Manufacturing/warehouse, government, retail/hospitality• Operations managers• Site Supervisor• CIO• CTO• Developer manager• Network admin• Security advisor	<p>Is this product replacing or upgrading another product?</p> <ul style="list-style-type: none">• Yes, it replaces the ZQ510 and ZQ520 <p>Any key EOL or EOS dates?</p> <ul style="list-style-type: none">• No <p>Any complimentary products, solutions, etc.</p> <ul style="list-style-type: none">• Mobile accessories• Supplies• Print DNA software• Rugged mobile computers• Rugged scanners• Zebra OneCare <p>RESOURCES</p>

Printers Mobile



ZQ600 Plus

OVERVIEW

APPLICATIONS

POSITIONING

PERSONAS

OPPORTUNITY

Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The ZQ600 Plus Series mobile printer delivers all the features needed to maximize associate productivity and customer service. Store associates can print everything from shelf labels to item tags, markdown labels and sales receipts—right on the spot. Available in 2-inch, 3-inch and 4-inch models – along with healthcare and RFID versions – the ZQ600 Plus Series offers the latest technology to refresh the product line and provide a future-proof device that will grow with your customer's business.</p>	<p>Target Markets and Applications:</p> <p>Retail:</p> <ul style="list-style-type: none"> Shelf edge labels Mark down labels Replacement tags Mobile point-of-sale receipts Return labels Buy online, pick up in store <p>Manufacturing / Warehouse</p> <ul style="list-style-type: none"> Pick and pack labels / lists Raw materials Finished goods <p>Transportation and Logistics:</p> <ul style="list-style-type: none"> Receiving Put away Reverse logistics inventory management Cycle count Cross-docking Picking Staging Packing Shipping <p>Healthcare:</p> <ul style="list-style-type: none"> Mobile specimen collection Blood bank management Breast milk labeling Lab labeling 	<p>When TO lead with this printer:</p> <ul style="list-style-type: none"> When looking for our premium, highly featured mobile printers Needs to print high volume of labels in 2", 3" or 4" and/or receipts Wants to refresh their fleet of QL/QLn mobile printers or upgrade from a mid-range printer If a disinfectant-ready mobile printer is desired If printing and encoding RFID tags is needed (ZQ630 only) Looking for a full-range of accessories, including a forklift mount Desire something portable and easy to carry <p>When NOT to lead with this printer:</p> <ul style="list-style-type: none"> If looking for our least expensive mobile printer If they don't require the latest and the greatest features When accessories are not important 	<p>Key personas and decision makers relating to top applications identified, etc.</p> <ul style="list-style-type: none"> Frontline workers in retail, manufacturing/warehouse, T&L, healthcare Operations managers Site Supervisor CIO CTO Developer manager Network admin Security advisor 	<p>Is this product replacing or upgrading another product?</p> <ul style="list-style-type: none"> The ZQ600 Series replaced the QI/QLn Series in 2018-2019 The ZQ600 Plus replaced the ZQ600 in 2022 with new components (no change to features/benefits) <p>Any key EOL or EOS dates?</p> <ul style="list-style-type: none"> ZQ600 (non-Plus) Last Ship: 2/28/2023 <p>Any complimentary products, solutions, etc.</p> <ul style="list-style-type: none"> Mobile accessories Supplies Print DNA software Premium mobile computers Premium barcode scanners Zebra OneCare <p>RESOURCES</p>

Printers

Card



ZC100

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Whether users need to print single-sided employee identity badges or membership and event guest cards, card printing is a crucial aspect of their business. Deployment flexibility and the time it takes to print and manage their card printing solutions all have an impact on their business—from their brand image to staff productivity, overall operational efficiency and operating costs. The ZC100 is new kind of card printer designed to address it all. Users get groundbreaking simple operation and the slimmest fit-everywhere design, along with a toolbox of additional capabilities that make the ZC100 even easier to integrate, use and manage. The ZC100—when only the best single-sided card printer will do.</p>	<p>Target Markets and Applications:</p> <p>Retail/Hospitality</p> <ul style="list-style-type: none"> • Membership cards • Events and season passes • Guest and passenger cards • Food safety labeling <p>Identification</p> <ul style="list-style-type: none"> • Employee badges • Visitor badges • K-12 identification and facility access 	<p>Position the ZC100 Card Printer when your customer:</p> <ul style="list-style-type: none"> • Prints smaller jobs requiring single-sided printing • Needs a budget-friendly solution • Has a setting that requires a compact, low profile printer design • Needs a card printer that is simple to use • Will benefit from direct to card print technology 	<p>Key personas and decision makers relating to top applications identified, etc.</p> <ul style="list-style-type: none"> • Frontline workers in retail, hospitality and K-12 education • Operations managers • Facilities managers • CIO • CTO • Network admin • Security advisor 	<p>Is this product replacing or upgrading another product?</p> <ul style="list-style-type: none"> • The ZC100 replaces the ZXP Series 1 <p>Any key EOL or EOS dates?</p> <ul style="list-style-type: none"> • ZXP Series 1 End of Service: 3/30/2024 <p>Any complimentary products, solutions, etc.</p> <ul style="list-style-type: none"> • Supplies • CardStudio Software • Zebra OneCare <p>RESOURCES</p>

Printers Card



ZC300 Series

OVERVIEW

Why should our partners sell this product?

No matter what type of card users need to print—from identity and access to membership, event, and credit/debit cards—the ZC300 series card printers will help them do it better, faster and easier. The elegant engineering of the ZC300 and ZC350 card printers eliminates virtually all pain points associated with card printing. The result is push-button simplicity no matter what users are printing: single or dual-sided magnetic stripe or contactless cards, in color or black and white. With a ground-breaking fits-everywhere design, customers can get secure card printing wherever they need it.

When customers need even more, the ZC350 delivers the fastest print speed and advanced printing options that allow them to create virtually any card design. With support for just about every encoding technology, users can create just about any type of card—credit, debit, identity, access, loyalty, public transportation passes and more.

APPLICATIONS

Where should our partners market this product?

Target Markets and Applications:

Retail/Hospitality

- Membership cards
- Events and season passes
- Guest and passenger cards
- Food safety labeling

Identification

- Employee badges
- Visitor badges
- K-12 and higher education identification and facility access

POSITIONING

How should our partners position this product?

Position the ZC300 Series Card Printers when your customer needs:

- A versatile and trusted printer for professional environments
- A sleek, low profile design for customer-facing environments
- The ability to print both single and dual-sided monochrome or color cards
- Direct to card print technology
- Multiple language support
- A highly intuitive graphical LED/LCD interface
- More security features, including a printer cover lock, Kensington lock slot, government-grade AES encryption and printer-to-host authentications

Position the ZC350 Card Printer when in addition to the above, your customer would benefit from:

- Support for encoding technology
- The ability to print cards with specialty colors and special effects
- Higher card throughput

PERSONAS

Who should our partners be selling this product to?

Key personas and decision makers relating to top applications identified, etc.

- Frontline workers in retail, hospitality and K-12 and higher education
- Operations managers
- Facilities managers
- CIO
- CTO
- Network admin
- Security advisor

OPPORTUNITY

How can our partners go deeper & wider?

- Is this product replacing or upgrading another product?
- The ZC300 Series replaces the ZXP Series 3
- Any key EOL or EOS dates?
- ZXP Series 3 End of Service: 3/30/2024
- Any complimentary products, solutions, etc.
- Supplies
 - CardStudio Software
 - Zebra OneCare

[RESOURCES](#)

Printers

Card



ZC10L

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Designed specially to meet the needs of the hospitality market, Zebra's ZC10L can print full, edge-to-edge color cards in one printing process. Produce custom, oversized badges, sporting event and concert tickets/passes, special event and festival badges/passes on the spot in full color—in one print pass. Avoid the hassle of ordering and inventorying pre-printed cards for various levels of guest access at events. Instead, print photo-quality cards edge-to-edge at the point of entry. Since cards are printed on-demand, you can customize them for individual guest needs. This adds personalization, reduces waste and eliminates the risk of running out of a specific type of card should attendance change. With 300 dpi print quality, the ZC10L enables users to produce cards with exceptional photo-quality images, rich colors and crisp text.</p>	<p>Target Markets and Applications:</p> <p>Hospitality</p> <ul style="list-style-type: none">• Sporting events• Concerts• Conferences• Festivals	<p>Position the ZC10L Card Printers when your customer needs:</p> <ul style="list-style-type: none">• The ability to print large, visible, oversized cards and badges• Single-sided, edge-to-edge printing• A portable option that can print on demand at the point of entry• The ability to print visually compelling cards ideal for sponsorship logos and advertising placement• A direct-to-card printer that is easy to relocate and construction that can withstand the shocks, bangs and bumps that occur during shipping• Durable badges that can endure normal wear and tear at multi-day events and last as guest mementos long after	<p>Key personas and decision makers relating to top applications identified, etc.</p> <ul style="list-style-type: none">• Frontline workers hospitality• Events managers• Operations managers• CIO• CTO	<p>Is this product replacing or upgrading another product?</p> <ul style="list-style-type: none">• No <p>Any key EOL or EOS dates?</p> <ul style="list-style-type: none">• No <p>Any complimentary products, solutions, etc.</p> <ul style="list-style-type: none">• Supplies• Zebra OneCare <p>RESOURCES</p>

Print Supplies

Portfolio Overview



Print Confident. Print Quality. Print Zebra.

Every year, you spend 3 to 10 times the cost of your Zebra printer on printing supplies, but do you realize that the quality of the printer supplies you purchase directly impacts: printer uptime, workforce productivity, customer service quality and total cost of ownership.

Don't compromise. Get supplies designed specifically to help you get the most from your Zebra printer and your operations.

- Why Zebra?
 - Zebra designs, produces and rigorously pre-tests their own line of thermal printing supplies to ensure consistent, optimized performance in your Zebra printer — and peace of mind for you and your customers.
- 2023
 - Continued expansion of RFID Supplies offering
 - Expanded offering of environmentally friendly materials
 - Application Focus: QSR (Dissolvable labels), Buy Online Pick-up in Store, emerging RFID applications, RFID Printing & Encoding

Print Supplies

Mfg, T&L & Retail RDC: ZipShip & Custom Labels & Tags



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> Significant re-occurring revenue stream Customers spend 3-10X the cost of the printer on printing supplies annually Pre-tested materials, providing high-quality and reliable performance, requiring minimal support 	<ul style="list-style-type: none"> Manufacturing <ul style="list-style-type: none"> Work in process Quality Product Identification Warehouse Shipping Put-away Transportation & Logistics <ul style="list-style-type: none"> Shipping Receiving Cross-Docking 	<p>Improve KPIs with Labels. Really! What if you could exceed your KPI goals and improve daily output while optimizing your operations? The solution? Utilizing the right printing supplies. It's that simple. You would be surprised the difference a label change can do for your operations. The right labeling solution can speed up processes, increase your throughput, and correctly route your goods. How? By eliminating extra steps and workarounds to provide real time and cost savings that translate into measurable gains. The right labeling solution works with your specific applications, so you can minimize waste, reduce inventory and costs. Zebra Certified Supplies can help increase efficiency to bring the most impact to your bottom line.</p> <ul style="list-style-type: none"> Highly recommend Partners employ a consultative selling approach to uncover operational challenges related to label performance, to avoid the price conversation as Supplies is a very competitive market. 	<ul style="list-style-type: none"> Primary: <ul style="list-style-type: none"> Manufacturing: Operations Managers, Product Engineers T&L: Operations Managers Secondary: <ul style="list-style-type: none"> IT, Quality Control, Materials Management 	<ul style="list-style-type: none"> Understand how long it has been since the customer evaluated their labels Perform on-site labeling assessment with Operations Manager Leverage Printhead Protection Program <p>RESOURCES</p>

Print Supplies

RFID Supplies



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> Emerging market with new applications arising monthly, so not a take-share like most other supplies opportunities Solution less commoditized. Time-consuming and costly to switch inlays once deployed due to testing required Our stock offering reduces pilot and implementation time Our Printing and Encoding Service enables you to meet customer compliance needs and positions you for when customers decide to deploy more widely We can create custom RFID labels leveraging inlays and chips from top manufacturers on any Zebra material. 	<ul style="list-style-type: none"> Top Verticals <ul style="list-style-type: none"> T&L Manufacturing Healthcare Top Use Cases <ul style="list-style-type: none"> On-metal assets Inventory Reusable Containers 	<ul style="list-style-type: none"> A successful RFID solution requires a high-performing thermal label and inlay. Zebra is your trusted expert in all things RFID. We offer end-to-end RFID solutions – including pre-tested RFID labels and tags made with the right materials and adhesives, along with the highest-performing inlays and chips – customized for your application. Choose from the widest selection of in-stock items, ready to ship within 24 hours or we can manufacture a solution to meet the requirements of your application. Maximize the benefits of RFID across your enterprise with Zebra RFID Labels. 	<ul style="list-style-type: none"> IT Operations 	<ul style="list-style-type: none"> Always talk about RFID Supplies when talking RFID with customer Introduce Zebra RFID Supplies early on during RFID customer conversations <p>RESOURCES</p>

Print Supplies

Positive Patient ID - Wristbands



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> Significant reoccurring revenue stream Zebra's wristbands are one of the top solutions in market <ul style="list-style-type: none"> Since 1998 over 3 billion patients identified 15 of Top 20 hospitals on the U.S. News 2022-2023 Best Hospitals Honor Roll use Zebra wristbands When hospitals evaluate a wristband printing solution, a top consideration is the wristband. Z-Band wristbands pull through ZD510-HC printer sales. 	<ul style="list-style-type: none"> Healthcare <ul style="list-style-type: none"> Patient ID 	<ul style="list-style-type: none"> ID Wristbands that fail to scan can impact patient safety and the ability to provide timely patient care. That's why a majority of hospitals are choosing Zebra thermal or laser hospital wristbands – proven to improve patient ID accuracy and operational efficiency point-of-care services. More than 500M patients globally were identified by Zebra patient wristbands in 2020. As a leader in patient ID wristbands, Zebra is proud to offer you the widest range of the most durable and simple-to-use direct-print laser and thermal wristbands. 	<ul style="list-style-type: none"> Patient Safety Committee <ul style="list-style-type: none"> CNO IT Patient Safety Director Risk Management 	<ul style="list-style-type: none"> Thermal and Laser options to meet the needs of all healthcare organization departments Newborn and Infant Identification solutions Maternity identification solutions Short-term care identification solutions <p>RESOURCES</p>

Environmental Sensors

Portfolio Overview



Reimagine Supply Chain Visibility

Leveraging the temperature monitoring expertise of Temptime's chemists and material scientists along with Zebra's history of track and trace technology, we're reimagining supply chain monitoring—bringing customers insights into environmental exposure with an innovative, cost-effective solution: environmental sensors. Now customers can easily gain visibility into the factors impacting each of their products across the supply chain. Along with providing insight into product quality, care and viability, Zebra also offers comprehensive solutions to identify and act on products that have exceeded their exposure parameters—driving smarter business decisions, reduced waste and increased efficiency

- Why Zebra?

Zebra's 50 years of track and trace combined with Temptime's 30 years enable customers to gain additional insights into their products and assets, empowering frontline workers to proactively solve problems, reduce waste, increase efficiency and deliver a world class customer experience

- \$1.2B market
- 2023: Launch of several new solutions

Environmental Sensors

Ready to Use Indicators



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> • Reoccurring revenue stream • Enables you to provide an additional layer of insights to your customers, enabling them to sense, analyze and act, not only on what a product is, but any damaging environmental exposure • Enables you to have new conversations with your existing customers and expand your reach by engaging with Operations and Quality contacts. 	<ul style="list-style-type: none"> • Top Market Segments <ul style="list-style-type: none"> • Pharmaceutical Manufacturers • Pharmaceutical Distribution • Specialty Pharmacy • Food Distributors • Food Manufacturers • Top Use Cases <ul style="list-style-type: none"> • FDA compliance • Last mile monitoring • Support HAACP Compliance 	<ul style="list-style-type: none"> • MONITOR THE INTEGRITY OF TEMPERATURE-SENSITIVE PRODUCTS • Enable customers to gain visibility into the temperature exposure of products—medications, vaccines and others—with a simple card or self-adhesive indicator. Trust Zebra to monitor high-value products with highly effective permanent and reversible indicators that support a variety of stability profiles, manufactured by Temptime®. Ready-to-use indicators reveal excursions of products exposed to excessive heat or freeze events, improve process efficiency, and protect margins due to products inadvertently exposed to damaging conditions. 	<ul style="list-style-type: none"> • Operations • Quality • Regulatory 	<ul style="list-style-type: none"> • Up until 2022, Zebra did not have any solutions that enabled visibility to temperature excursions. With these new products within the Zebra portfolio, Partners can expand their conversations to temperature monitoring and their reach into Quality contacts within current customers. <p>RESOURCES</p>

Environmental Sensors

Printable Indicators



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> • Reoccurring revenue stream • Enables you to provide an additional layer of insights to your customers, enabling them to sense, analyze and act, not only on what a product is, but any damaging environmental exposure • Enables you to have new conversations with your existing customers and expand your reach by engaging with Operations and Quality contacts. 	<ul style="list-style-type: none"> • Top Verticals <ul style="list-style-type: none"> • Manufacturing • Food Supply Chain • Transportation & Logistics • Top Use Cases <ul style="list-style-type: none"> • High-heat processing validation • Product functionality validation • Temperature and moisture exposure during shipment identification • Steam Sterilization process validation as part of manufacturing process. 	<ul style="list-style-type: none"> • ADDING ENVIRONMENTAL INSIGHTS TO ASSET IDENTIFICATION • Imagine printing detailed asset information and barcodes on demand next to a sensor that changes color to visually indicate when the asset has suffered an excursion or has not been properly processed, which may compromise its quality. Zebra's all-in-one customizable solution integrates within existing workflows. From permanent and reversible indicators, printable on direct thermal and thermal transfer paper, as well as on synthetic label and tag materials, a variety of options are available to meet specific application requirements. 	<ul style="list-style-type: none"> • Operations • Quality • Regulatory 	<ul style="list-style-type: none"> • Up until 2022, Zebra did not have any solutions that enabled visibility to temperature excursions. With these new products within the Zebra portfolio, Partners can expand their conversations to temperature monitoring and their reach into Quality contacts within current customers. <p>RESOURCES</p>

Barcode Scanners

Portfolio Overview



- **No Issues. No Surprises. What makes a scanner top-of-the-line?** It's scanning abilities. The ability to scan torn, wrinkled barcodes or withstand harsh work environments, Wi-Fi® interference, battery issues and the like. Whatever your customers encounter has been anticipated so it can be handled consistently, instinctively and without incident. They can just scan.
- **Why Zebra?**
 - **The Portfolio You Can Rely On.** Empower your customers to scan confidently with abilities developed and continuously refined by a partner with more than 50 years of field-proven innovation. With Zebra's broad portfolio, you'll drive sales with solutions ready right out of the box.
- **2023**
 - Win with the latest scanning products and sell the enterprise benefits of the DataCapture DNA Solutions
 - Take advantage of our programs – Deal Reg, Promo's, Specializations to stay competitive and differentiated
 - Expand into key sub-verticals such as Self-Checkout, C-Store, QSR using current (DS9308/DS9908/MP7000) and the new 2023 products (SP72 Series) and software tools
 - Cross-sell is always an opportunity. Sell scanners along with printers/mobile computers and vice versa.
 - Zebra's Single-Plane and Multi-Plane products with color camera provide compelling opportunity to add value to capture share

Barcode Scanners

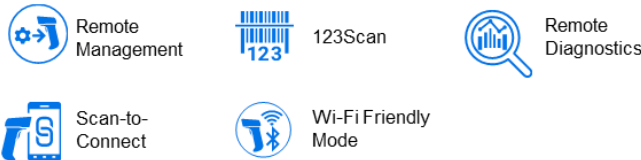
DataCapture DNA—Your Scanner's Built-In Advantage



Zebra DataCapture DNA is a free suite of software tools that covers every stage of your scanning journey from scanner deployment to optimization. With this level of agility, your scanners can evolve with your business needs.

Deploy

Configure your scanner at the point of use

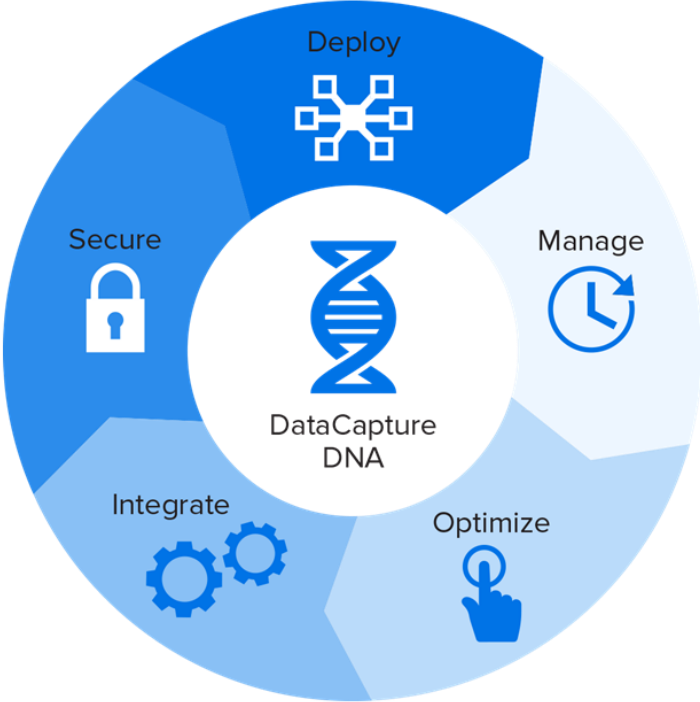
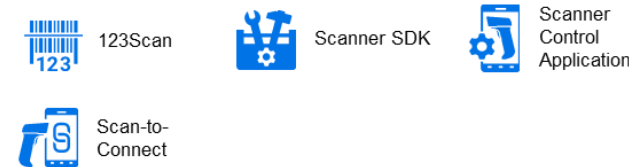


Secure

Additional options to protect sensitive data

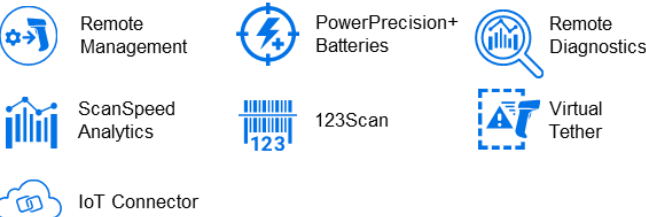
Integrate

Empower developers to create and integrate data-intensive apps without difficulty or delay



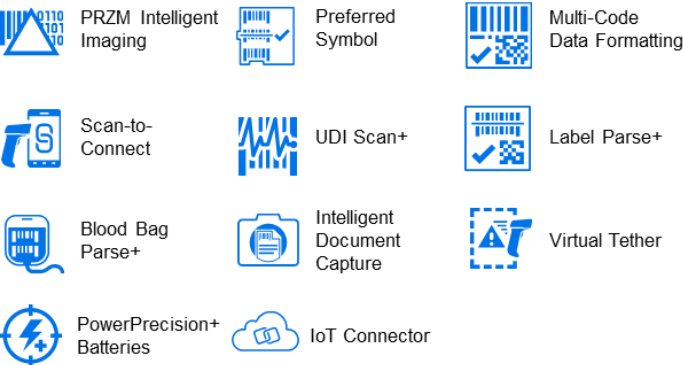
Manage

Give IT hassle-free, scanner management and insight



Optimize

Help workers scan and complete jobs faster



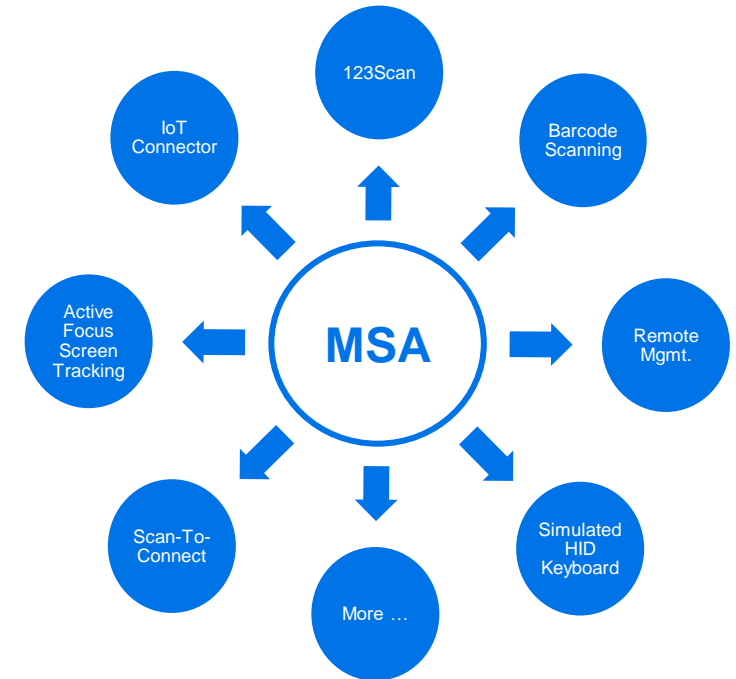
RESOURCES

Modular Solution Architecture (MSA) with DataCapture DNA



Put DataCapture DNA to work for you with Zebra's Modular Solutions Architecture—a flexible software ecosystem with drop-in ready solutions.

- Enterprise grade solutions to address your most burning problems.
 1. Remote Management
 2. IoT Connector – Data Collection Solution
 3. 123Scan – Device Configuration
 4. Barcode Scanning – OPOS & JPOS
 5. Barcode Scanning – Simulated HID Keyboard
 6. Scan-To-Connect – Bluetooth Pairing
- No development required, drop-in ready, just configure XML file
- Multiple modules can be used together without conflict: i.e. OPOS and remote management and data collection
- More modules being released regularly



Resources:

- [DCDNA Modular Solutions Architecture Customer-facing Presentation](#)
- [Zebra's Modular Solutions Architecture: An Implementation of Zebra DCDNA](#)

Barcode Scanners

SP72 – New (PA June 2023)



SP72 Series

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> Part of Zebra's industry-leading Portfolio the SP72 series is a next generation single plan scanner offered in three unique forms: <ul style="list-style-type: none"> Vertical - On-counter retail POS / self-checkout. Horizontal - In-counter retail POS / self-checkout OEM – Vertical with minimal housing for easy integration into self-service kiosks. 	<ul style="list-style-type: none"> The primary market for the SP72-V and SP72-H is in retail. Key applications include: <ul style="list-style-type: none"> Retail: <ul style="list-style-type: none"> Grocery Supermarkets Quick Serve Restaurants Convenience Stores DIY Stores SCO 	<p>A competitively priced Single Plane scanner built for high throughput applications.</p> <p>High first pass read rate on 1D and 2D barcodes provides higher productivity</p> <p>Supports vision-based applications</p> <p>Enhanced Electronic Article Surveillance</p> <p>Horizontal & OEM version supports aux scanner</p>	<ul style="list-style-type: none"> Retail 	<p>Next- generation single plane scanner</p> <p>Performance meets or exceeds competition</p> <p>RESOURCES</p>

Note: More information available in Q1/Q2 2023

Barcode Scanners

Multi-Plane Scanner



MP7000

OVERVIEW

APPLICATIONS

POSITIONING

PERSONAS

OPPORTUNITY

Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none">The MP7000 delivers an unsurpassed checkout experience in the busiest stores. It meets the demands of your retail customers' highest-volume POS lanes with the Zebra MP7000 next-generation multi-plane 1D/2D imager. Loaded with features that take scanning performance and simplicity to the next level, the MP7000 delivers faster-than-ever checkout in cashier-manned and self-checkout lanes, higher cashier productivity and POS throughput—and a better shopping experience.	<ul style="list-style-type: none">The primary market for the MP7000 is retail. The MP7000 is ideal for cashier and self-checkout environments requiring high-volume throughput at the point of sale.Key applications include:<ul style="list-style-type: none">Retail:<ul style="list-style-type: none">GroceryHypermarketsMass merchandisersDiscount chainsWarehouse clubs"Dollar" stores	<ul style="list-style-type: none">Deliver a superior checkout experience for cashiers and shoppers in high volume POS lanes with the MP7000. The MP7000 takes performance and simplicity to the next level for faster-than-ever checkout in cashier-manned and self-checkout lanes. An optional color camera enables a range of applications, such as produce recognition and loss prevention, to further improve the customer experience and maximize self-checkout success.In 2022 Zebra added the following NEW features into the MP7000:<ul style="list-style-type: none">Non-decode events (scan avoidance)Selectable label identifiersRemote diagnostics logging agentPreferred symbolMulti-code data formatting	<ul style="list-style-type: none">The primary retail users are:<ul style="list-style-type: none">Sales associatesCashiersShoppers (self-checkout)	<ul style="list-style-type: none">Your retail customers get maximum checkout speed and minimum checkout times with Zebra's most advanced scanning technology, the largest scan zone in this class and the optional customer side scanner for self-scanning of electronic and printed coupons and loyalty cards.With Zebra's DataCapture DNA software tools and predictive diagnostics, users can remotely manage the entire solution and ensure the timely delivery of preventative maintenance to keep their POS technology up and running, every minute of every shift. <p>RESOURCES</p>

Barcode Scanners

DS2200 Series



DS2200 Series

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none">2D barcodes have made their way to the point-of-sale, appearing on items customers are purchasing to printed and mobile coupons, loyalty cards and tickets. The DS2200 delivers best-in-class, first-time, every time scanning with point-and-shoot simplicity – all with the affordability budgets demand. And the DS2200 averages 21% faster scanning for a variety of checkout tasks compared to similar competitive models.* <p>*Study by US Ergonomics Study, 2021</p>	<ul style="list-style-type: none">The primary market for the DS2200 are Retail and Hospitality. Key applications include:<ul style="list-style-type: none">Retail:<ul style="list-style-type: none">Point-of-SaleLoyalty applicationsMobile couponsInventory managementHospitality:<ul style="list-style-type: none">Check-inTicketingLoyalty applications	<p>Lead with the DS2200 when your customers:</p> <ul style="list-style-type: none">Require a smart scanner that provides all the benefits of 2D imaging at an outstanding value.Need an affordable scanner option.Want the best imaging quality.Require a scanning device that pairs easily with existing point-of-sale solutions.	<ul style="list-style-type: none">The primary users are:<ul style="list-style-type: none">Sales associatesCashiersStock room personnelEvent entry personnelReception staff	<ul style="list-style-type: none">Your retail or hospitality customer is looking for first-time, every time scanning of 2D printed and electronic barcodes with point-and-shoot simplicity for their associates.DataCapture DNA software tools make it easy for your customers to deploy, manage, optimize, integrate and secure their scanning solution. This includes Remote Management.Upgrade your existing LS2208 and LS2278 customers to newer scanning technology. <p>RESOURCES</p>

Barcode Scanners

CS60 and CS60-HC Series



CS60 & CS60-HC Series

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none">With a first-of-its-kind convertible design, the CS60 and CS60-HC Series easily converts between corded and cordless, handheld and hands-free operation. Users can change modes at any time enabling them to adapt to any workflow. Plus, the CS60 and CS60-HC feature cutting-edge mobility with Qi inductive charging, split-second NFC tap-to-pair, Bluetooth® 5.0 with Wi-Fi Friendly Mode, an 18-hour battery and Virtual Tether anti-loss functionality.	<ul style="list-style-type: none">The primary markets for the CS60 are: Retail, Hospitality and HealthcareKey applications include:Retail:<ul style="list-style-type: none">Mobile point-of-saleInventory managementMerchandisingHospitality:<ul style="list-style-type: none">Concession standsTicket processingPoint-of-saleHealthcare:<ul style="list-style-type: none">Positive patient identificationMedication administrationPharmacySpecimen collection	<p>Lead with the CS60 and CS60-HC Series Scanner when your customers:</p> <ul style="list-style-type: none">Need one device that can meet multiple workflows and applications.Require proven scanning performance in a durable design.Are looking for a portable scanner or a compact presentation scanner with ultimate mobility.Want to equip their workers with a cutting-edge cordless scanning solution that's easy to deploy and manage.	<ul style="list-style-type: none">The primary users are:<ul style="list-style-type: none">Sales associatesStock room personnelMerchandise managersGate admissions attendantsCashiersCliniciansPharmacistsAdmissions personnel	<ul style="list-style-type: none">Your retail, hospitality or healthcare customer is looking for a scanning solution that operates corded or cordless, handheld or hands-free without having to deploy different scanners for different tasks.DataCapture DNA software tools make it easy for your customers to deploy, manage, optimize, integrate and secure their scanning solution. This includes Virtual Tether anti-loss functionality and Wi-Fi Friendly Mode.Upgrade your existing CS30, CS4070 and CS4070-HC customers to newer scanning technology. <p>RESOURCES</p>

Barcode Scanners

DS9900 Series



DS9900 Series

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> The DS9900 Series Hybrid Scanner delivers the ultimate in scanning performance and design. Seamlessly change from hands-free to handheld scanning without missing a beat and read virtually any barcode in any condition. The DS9900 instantly captures 1D and 2D printed and electronic barcodes and parses driver's license and blood bag data in a snap. 	<ul style="list-style-type: none"> The primary markets for the DS9900 are: Retail and Healthcare Key applications include: <ul style="list-style-type: none"> Retail: <ul style="list-style-type: none"> Checkout scanning Mobile payments, coupons and loyalty programs Age verification Healthcare: <ul style="list-style-type: none"> Specimen tracking Patient admissions Inventory tracking Phlebotomy Medication tracking 	<p>Lead with the DS9900 Series Scanner when your customers:</p> <ul style="list-style-type: none"> Require a hybrid scanner that is purpose built for hands-free and handheld scanning. Need to improve checkout speed. Need to address specific tasks in a lab to help ensure accuracy critical for patient safety. Want to boost productivity. Need industry-leading scanning capability including the scanning of poorly printed, damaged, faded and other challenging barcodes. Need RFID capability for faster and more accurate tracking of RFID-tagged items. 	<ul style="list-style-type: none"> The primary users are: <ul style="list-style-type: none"> Cashiers Store associates Lab technicians Hospital administrators Pharmacists and technicians Admissions personnel 	<ul style="list-style-type: none"> Your retail or healthcare customer is looking for a scanning solution that can seamlessly switch between hands-free and handheld operation to boost workflow productivity. DataCapture DNA software tools make it easy for your customers to deploy, manage, optimize, integrate and secure their scanning solution. This includes PRZM Intelligent Imaging and Blood Bag Parse+. Upgrade your existing DS9800 customers to newer scanning technology. <p>RESOURCES</p>

Barcode Scanners

Industrial Scanners



3600 Series

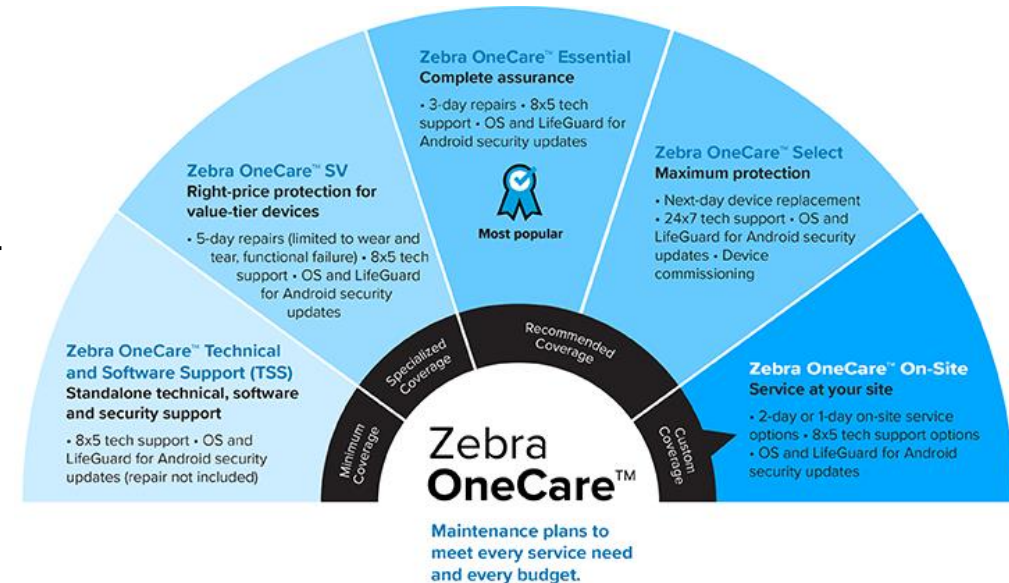
OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> When it comes to capturing bar codes in rugged environments like a warehouse or manufacturing plant, every second counts—speed and accuracy is directly related to workforce productivity, throughput, and the quality of products and customer service. Zebra's 3600 Ultra-Rugged Scanner Series is the industry's first ultra-rugged line of corded and cordless industrial handheld scanners that set new benchmarks for rugged design, scanning performance and manageability. The result is unstoppable performance—faster-and-farther-than-ever data capture, with unprecedented scanner uptime and a low total cost of ownership. 	<ul style="list-style-type: none"> The primary markets for the 3600 Series are Warehouse and Manufacturing. Key applications include: <ul style="list-style-type: none"> Warehouse <ul style="list-style-type: none"> Pick and pack Work-in-Process (WIP) Inventory tracking Asset management Shipping and receiving Track and trace Manufacturing: <ul style="list-style-type: none"> Parts replenishment Work-in-Process (WIP) Inventory tracking Pick and pack Shipping and receiving Track and trace 	<p>The 3600 Series offers the most indestructible design available today, with the highest drop, tumble and sealing specifications for comparable devices. All scanners in this family offer an 8 ft. 2.4 m drop specification that is 23 percent more durable than any other scanner in this class. T-tight and waterproof. The 3600 Ultra-Rugged Series includes:</p>	<ul style="list-style-type: none"> The primary users are: <ul style="list-style-type: none"> Warehouse workers Manufacturing workers 	<ul style="list-style-type: none"> Zebra's 3600 Ultra-Rugged Scanner Series is the industry's first ultra-rugged line of corded and cordless industrial handheld scanners that set new benchmarks for rugged design, scanning performance and manageability. The result is unstoppable performance—faster-and-farther-than-ever data capture, with unprecedented scanner uptime and a low total cost of ownership. <p>RESOURCES</p>

Zebra OneCare™ Maintenance Plans Overview

Zebra
OneCare™



- What makes up this portfolio?
 - Zebra OneCare™ maintenance plans provide repair services, tech support, software support, LifeGuard™ security software updates, online tools and device repair visibility with cloud-based VisibilityIQ™ OneCare™. Additional add-on enhancements allow customers to tailor their service plan to meet individual business needs today and as their operations evolve. Never one-size-fits-all, Zebra OneCare™ maintenance plans offer a variety of service levels to meet customer needs.
- Why Zebra?
 - **Get the benefits of maintenance without the burden.** Turn to the experts who built your technology for reliable and predictable repairs, accessible troubleshooting, defined escalation paths and uncomplicated processes to maximize your device uptime
- NOTE: What do you want our partner sales and marketers to understand about this portfolio?
 - Zebra has invested in ways that drive our mutual success, so you can earn your customers' trust and expand your services portfolio, while upping your earning potential at the same time.
 - Get customers off to an easy, flexible start with a core maintenance plan that can later be customized and enhanced to fit evolving needs across their fleet of devices. It's a natural, recurring source of upsell opportunities, every time



Maintenance Plans

Zebra OneCare Core Plans



Feature	Zebra OneCare Essential Core assurance	Zebra OneCare Select Maximum protection
Live-agent support	Mon–Fri, 8–5 local time	24/7
Repair turnaround time	3-day repair turnarounds	‘Like-new’ replacement device ships for next business day delivery
Accidental damage covered	✓	✓
OS software updates	✓	✓
LifeGuard™ for Android™ security updates	✓	✓
Cloud-based visibility into repair, case reports and more with VisibilityIQ OneCare*	✓	✓
Spares pool management		✓
Commissioning Service	Option to include Standard or Advanced Commissioning	Standard Commissioning included, option to add Advanced Commissioning

Maintenance Plans

Zebra OneCare Specialized Plans



Feature	Zebra OneCare Technical and Software Support (TSS) Standalone technical and software support	Zebra OneCare Special Value (SV) Right-priced protection for value tier devices	Zebra OneCare On-Site Support Certified technician at your facility
Live-agent support	Mon–Fri, 8–5 local time	Mon–Fri, 8–5 local time	Mon–Fri, 8–5 local time
Repair turnaround time		5 days from depot receipt	Next business day or 2-business day*
Coverage		Wear and tear only. Accidental Damage Option available	✓
OS software updates	✓	✓	✓
LifeGuard for Android security updates	✓	✓	✓
VisibilityIQ OneCare**	✓	✓	✓

*Depending on plan selected.

**Currently available for Zebra mobile computers and scanners only

Maintenance Plans

Zebra Device Commissioning Services – enhancements: Maximize Uptime and Reduce Operational Complexity with Ready-to-Go Devices Right Out of the Box



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none">Device Commissioning Services provide customers with a "ready to use, out of box" experience so that their repaired/replaced devices are reloaded with their specific operating system (OS), LifeGuard™ for Android™ revision levels, settings, software and applications—powered up and ready to go. Customers can start work immediately upon receipt. This offering not only reduces total repair/replace cycle time, but also reduces the necessity, risk and investment from customers having to run their own device self-commissioning operations.	<ul style="list-style-type: none">Standard Device Commissioning is already included in Zebra OneCare Select maintenance plans; however, Resellers can sell this as an enhancement to zebra OneCare Essential or SV plans for mobile computers	<ul style="list-style-type: none">Optimize Device Availability: A repaired or replaced device is ready out of the box and back in the hands of the worker with no operational disruption.Reduce Time to Deployment: Position optimal total round trip device repair/replacement round-trip time with no un-necessary delays. Repaired or replaced devices can be shipped direct to the end-user loaded with their services, reducing total time to deployment.	<p>Take advantage of this service when you want to:</p> <ul style="list-style-type: none">Deliver a repaired and replaced device ready to use out of the box.Offer higher device availability and faster return to operation.Focus on other value-add services for your customers. With Zebra Device Commissioning Services, repaired/replaced devices are shipped direct to the end-user loaded with their services. This allows you to focus your resources in providing other premium services and solutions for your customers more effectively.Reduce cost and complexity.Provide customers with flexibility. Customers don't always need all commissioning features; this service offers the flexibility for them to input what they need and when they need it.	<p>Add Standard Commissioning Service to all new Zebra OneCare Essential or SV plans for mobile computers, OR upsell your existing Essential/SV customers.</p> <p>Upsell existing Zebra OneCare Select customers the Advanced device Commissioning Service if they need even more advanced type of commissioning capabilities.</p> <p>RESOURCES</p>

Maintenance Plans

Zebra Battery Services – enhancements: Enhance Zebra OneCare™ Maintenance Plans with Battery Protection. Proactive Battery Replacement Service or Battery Maintenance Service



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Meet more needs and stay close to your customer. Eliminate customers' uncertainty around battery replacement and management, and at the same time gain more insight into customer plans and lock them in. You will ensure that they maximize device utilization and benefit from the many advantages of Zebra batteries.</p> <p>Increase revenue and margins—and save time. By adding Battery Maintenance to Zebra OneCare™ maintenance plans at the time of sale, you earn revenue upfront rather than waiting for batteries to fail and making one-off battery replacement revenue—with associated administrative time. In addition, margins on the Battery Maintenance service are better than that on stand-alone batteries.</p> <p>Reduce inventory and management costs. If you sell spare batteries for customers' devices, you no longer have to carry or manage a large inventory of spares. This helps you to free up time and cash to invest in other parts of your business.</p>	<p>Suggest this service for any customer who:</p> <ul style="list-style-type: none">Already has or is considering purchasing a Zebra OneCare™ Special Value, Zebra OneCare™ Essential or Zebra OneCare™ Select contract for their fleet of mobile computers or mobile printers.Customers who already have experience with, investment in, and trust in Zebra services will be most receptive.Has pain around battery management issues, disruption caused by failed batteries, or related cost predictability.Wants insight to battery health via Zebra's proprietary Device Diagnostics tool so that they can take action when a battery needs to be replaced.	<p>Coverage matches and enhances the device's Zebra OneCare™ plan. The Battery Maintenance service covers a device's battery for the term of the device's plan purchased: two, three or five years, alongside the corresponding Zebra OneCare base plan. Add Battery Maintenance coverage to Zebra OneCare Special Value, Zebra OneCare Essential or Zebra OneCare Select contracts. Customers can choose the best plan for their business.</p> <p>Standard Battery Maintenance coverage, available for mobile computers and printers, provides for one new battery per device under contract per plan term length. Premium Battery Maintenance coverage, available for mobile computers only, provides for an unlimited number of new batteries for the length of the contract for covered devices.</p>	<ul style="list-style-type: none">Higher device availability protects worker productivity. Customers can replace batteries before they cause problems.Battery management costs are lower—and more predictable.Battery recycling by Zebra eliminates costs and worry.Zebra batteries optimize performance, shift after shift. Unlike third-party batteries, only Zebra batteries have been expressly designed to deliver unmatched performance and intelligence in a Zebra device. With our Battery Maintenance service, customers can be confident in Zebra authorized batteries for the life of their device.	<p>Upsell Zebra OneCare customers now. Take advantage of low-hanging fruit. You can upsell customers with existing Zebra OneCare (Special Value, Essential or Select) coverage for their mobile computers or mobile printers, adding the Battery Maintenance service (Standard or Premium) to their existing contracts, within the first 12 months of the service contract or at contract renewal time. And when contracts renew, you will benefit from a larger annuity revenue stream.</p> <p>RESOURCES</p>

Zebra Managed Device Service Overview



- What makes up this portfolio?
 - The Zebra Managed Device Service
- Why Zebra?
 - Only Zebra and its Resellers has the deep understanding of the devices Zebra makes. Deliver the ultimate in device uptime and management for Zebra Mobile Computers and Printers
 - Zebra Managed Service offers three key capabilities.
 - Managed Device Service Desk provides active management of your customer's devices by Zebra experts around-the-clock to help resolve device issues that impact device performance before they impact your customer's business productivity.
 - Software Release and Change Management
 - takes the pain out of ensuring your customer's devices always have the correct software version—from OS and security patches to third-party applications.
 - Zebra Service Management
 - oversees it all, ensuring device performance goals are met, creates and executes change management plans, and identifies strategies to help your customer's Zebra mobile devices achieve their business objectives.

Zebra Managed Device Service

Managed Services

Zebra Managed Device Service



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Take advantage of this service enhancement when you want to:</p> <ul style="list-style-type: none"> • Meet your customers' complex needs. 24x7x365 access to designated trained Zebra product and software global experts providing the fastest possible troubleshooting and issue resolution of mobile device hardware and software. • Get closer to your customers with a richer customer engagement model that results in improved device productivity and higher attachment rates. • Differentiate your device sales and visibility • Increase revenue and margins by upselling to your Zebra OneCare™ customers. • Expand your solutions capabilities by reselling or white-label Zebra services on top of your existing services and solutions to expand regional coverage gaps. 	<p>Suggest this service for any customer who:</p> <ul style="list-style-type: none"> • Already has or is considering purchasing a Zebra OneCare or VisibilityIQ Foresight service plans for their fleet of mobile computers or mobile printers. Customers who already have experience with, investment in, and trust in Zebra services will be most receptive. • Needs help managing complex operations, ensuring the productivity of their Zebra devices or mitigating at risk devices. • Wants to keep up with the latest in technology, security and system deployments across a wide range of products, while maximizing device productivity and performance. 	<ul style="list-style-type: none"> • Improve device performance and worker productivity • Get 24x7x365 access to Zebra trained product and software experts • Free your IT staff to focus on more crucial initiatives • Maximize security with timely software updates and enforcement of IT policies • Get budget certainty with no surprise support costs 	<p>Customers who:</p> <ul style="list-style-type: none"> • Need to manage all the technical questions that arise around the clock on all their Zebra end points, across all their locations • Want to keep up with the latest in technology, security and system deployments across a wide range of products • Need assistance in expanding coverage to a new facility or enroll new devices in the Managed Device Service 	<p>Whether you're augmenting your existing services or offering your first Managed Device Service, you can rely on Zebra's expertise to help you meet your customer's business needs, while refocusing your staff on your core business capabilities.</p> <p>You can upsell your existing Zebra OneCare for mobile computer or mobile printer customers to Zebra Managed Device Service</p> <p>RESOURCES</p>

Introducing One Easy-to-Use Dashboard

Zebra VisibilityIQ™ Foresight



Zebra VisibilityIQ™ Foresight can help prevent downtime, improve efficiency and bring costs down with predictive insights and historical trends for mobile computers, printers and batteries.



View device inventory, utilization, location and performance



Access critical data on battery statistics to prevent downtime



Avoid workflow disruptions by discovering root of issues



Keep teams connected with threshold notifications



Track device repair cases and status

Visibility IQ Foresight

The simple solution for data-driven decisions



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>With VisibilityIQ, you have the data-driven, actionable insight to get the most from your devices, workers and daily tasks. VisibilityIQ Foresight goes beyond what an EMM alone can offer you. It pulls data from more sources than any other service, aggregates your big data onto a single, color-coded, cloud-based pane of glass and then instantly translates it into action-ready insight. But it doesn't stop there. VisibilityIQ Foresight collects historical data for predictive intelligence. That's how you can catch problems before they impact your business and accurately forecast future needs for smoother operations</p>	<ul style="list-style-type: none"> • Across retail and T&L customers utilizing device fleets that include mobile computers, printing, scanning (1/2023) and batteries . • Customers who strive for Data Context and wish to connect and consolidate data points from Zebra devices, multiple MDM solutions, and service support systems to give data context. • Customers who want device fleet visibility with actionable Insights to improve operations and strategic planning • Track Device Health with predictive analytics • Customers that wish to improve worker efficiency by understanding device usage, scan success rate, battery swaps and printer resources. 	<ul style="list-style-type: none"> • VisibilityIQ Foresight solves pain points for customers without an MDM, or works in concert with an existing MDM. • Get More out of Devices with Zebra APIs- integrate Zebras and learnings into existing applications or create new ones, benefiting from a unified interface, data integration, automated actions, and detailed device support. • Reduce device loss with historical trends to predict which devices are at risk • Avoid Downtime during a switch by ensuring teams have working tools they need • Keep your Fleet up to Date by planning for updates with lifespan and expiration data 	<ul style="list-style-type: none"> • VP Ops, IT Manager, Ops Site Manager, CxO • IT administrators -Access security and control, with simplified device resource management and more data visibility compared to an MDM, to eliminate time-intensive processes. Gives insight into depot/location/time period capacity and utilization planning via predictive insights. • Operations managers are able to locate inventory and track it quantitatively and qualitatively (WLAN, memory) tracking repair status leveraging device usage and right size reports to load balance devices to the right sites-avoiding the risks of device failure, reducing Help Desk calls, maximizing operational efficiency. 	<ul style="list-style-type: none"> • Customers need solutions that collect data to create predictive calls to action to manage their device fleet inventory • Devices should be utilized and spread to places that need them the most • Partners should buoy their hardware sales with an additional continual revenue stream that provides customers with a greater ROI. <p>RESOURCES</p>



Do you have device visibility To make informed decisions?



- Where are they?
- Are they fully charged?
- Are they readily available?
- How many are being repaired?
- How many are lost or stolen?
- How many technical support cases are open?
- How well are they connecting with the network?
- How are they being used?
- How many spares do we need?
- How is the rollout progressing?
- Do we have enough for peak season?
- Do we have the right amount at each location?

Offer a Variety of Solutions

To work for your customer's workflow



Zebra offers several options to tailor to businesses.

Platform Options

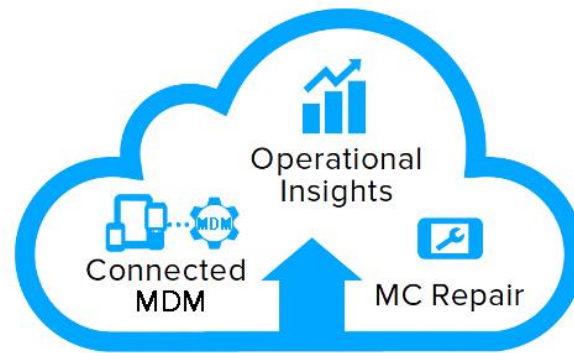
Zebra **VisibilityIQ™** Foresight **IoT**



No MDM
Mobile Computer
Printer and battery data

Customers who desire an operation
insight solution

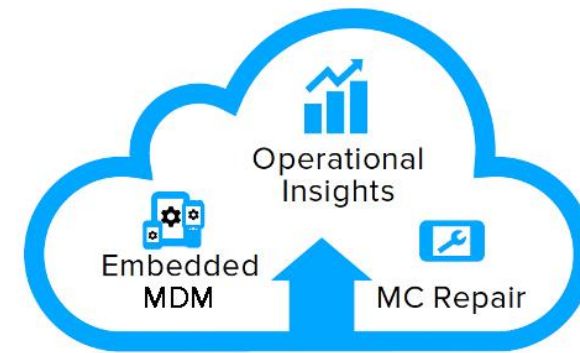
Zebra **VisibilityIQ™** Foresight **Connect**



Existing MDM
Mobile Computer
Printer and battery data

Customers who desire an operational insight
solution that is compatible with an existing
device management solution

Zebra **VisibilityIQ™** Foresight **with Embedded MDM**



Zebra Embedded MDM
Mobile Computer
Printer and battery data

Customers who desire an operational
insight solution that is integrated with
a device management solution

VisibilityIQ™ Foresight

Works in concert with MDM (SOTI / 42Gears)



Implement the
desired action

MDM

Focuses on the administration, orchestration, and management of devices across the organization

Operational Insight

VisibilityIQ™ Foresight

Provides reports, insights, and actionable recommendations

- **Device health** of inventory
- **Historical trends** to aid planning
- **Predictive analytics** to assist in business operations

Determines what
action is needed

- Configure
- Deploy
- Update
- Provision

- Monitor
- Diagnose
- Troubleshoot

- Streamline operations
- Improve health
- Balance device location
- Fleet utilization
- Device availability
- Maximize ROI

Professional Services

Overview



What makes up this portfolio?

Different services that will help your customers span an entire project from design to deployment to training to management. Zebra Professional Services are the perfect way to accelerate digital transformation and maximize ROI by helping customers introduce new technology quicker, contain costs and accelerate growth

- Why Zebra?
 - Zebra Professional Services help you continuously manage and improve the solution to ensure benefits are long term
 - Zebra's portfolio of services offers expertise at each stage of the transformation journey

Professional Services



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> • There are different options that can be offered depending on the complexity of the project • A customer can use the training elements to guarantee compliance and consistency when it comes to implementing new processes • The customer can see a mockup of the solution before they decide to implement it • Zebra can do the staging and kitting of new or repaired devices 	<ul style="list-style-type: none"> • Any vertical that is interested in implementing new Zebra solutions or hardware • Companies looking for training and learning platforms or programs • With customers that are moving into the RFID space and want to make sure they install everything properly • Customers that require custom software and want to have a mockup of what it will look like once it's implemented • Customers who purchased Workforce Connect Voice and need help setting it up 	<ul style="list-style-type: none"> • Zebra has over 15+ years of experience in the Professional Services area. • Nobody will now better than our team how to implement and deploy Zebra technology • We have a robust team specialized in different categories to support our customers 	<ul style="list-style-type: none"> • Operations Manager and above • IT Manager and above • Store Manager • Fleet Manager and above • Finance Manager and above (they will be interested in see the reduction in lost devices once they implement the cabinets and have access to track and manage their equipment) • Chief Nurse • Hospital Chief • Hospital Manager 	<ul style="list-style-type: none"> • Introduce this at the beginning of the sale as a service that will allow your customer to have a seamless deployment/ implementation • Offer the Discovery and Design component at the beginning of your conversations to help the customer identify where they are today and where they want to be with the new technology they want to implement • Complimentary to any Zebra products with RFID technology, Voice, VisibilityIQ, Intelligent Cabinets, Mobile computers and tablets that are new to the staff members <p>RESOURCES</p>

Largest Portfolio Of RFID & Sensor-based Products



PASSIVE

860-960 MHz



ACTIVE

2.4 GHz

2.4 GHz

6.4 GHz

Ultra High Frequency

Bluetooth Low Energy

ISO 24730-2 (WhereNet)

Ultra Wideband

Deploy, Configure, Manage, Enrich



IoT Connector



Network Connect



123RFID

Handheld & Handsfree Readers



RFD40 Sleds



RFD9030



RFD9090



MC3330xR



MC3390xR



RFD8500



DS9908R

Fixed Readers & Antennas



Integrated Portals



FX9600 / 7500



ATR7000



ST5500



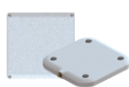
SP5500



AN4XX



AN6XX



AN51X

Printer Encoders, Inlays, Labels & Cards



ZQ52xR



ZQ630R



ZT600R Series



ZT4x1R Series



ZE5x1R



ZD621R



RFID Inlays and Labels

Core Technology



RFID ASIC Radio



Integrated RFID Module

Beacons & Tags



Mobile and Fixed Receiver Hardware & Apps



RFID

Portfolio Overview



- What makes up this portfolio?

More Ways to Track. More Power to Act.

There's a gap between your physical assets and your business plan that you're about to solve in a big way. You know that choosing the right tracking solution means powering precise actions, creating efficiencies, and driving utilization. But no singular technology can address all of your business transformation opportunities. That's why Zebra brings you the most inclusive tracking portfolio, including some of the most advanced readers and sensors on the market. Only Zebra allows you to choose from RFID, Bluetooth® Low Energy, UWB, Wi-Fi, GPS and many other tracking technologies. You can now power decisions with the most expansive set of data, solve multiple challenges simultaneously, avoid missteps, and take action in the best way possible.

- Why Zebra?

No singular technology can address all your business transformation. Zebra offers the most inclusive tracking portfolio that allows you to select technology based on business needs.

Industrial Class

Integrated UHF RFID Handheld



MC3330xR



Features

- Android Q operating system
- Circular polarized RFID antenna for bulk inventory use cases
- RFID read range: ~20 ft
- RFID read rate: 900+ tags/sec
- 4" capacitive touchscreen
- 4GB RAM / 32GB flash memory
- Standard-range 2D data capture
- Choice of 29, 38, or 47 key keypad
- IP54 sealing / 5 foot to concrete drop spec @ room temperature
- Support for fast charging
- PowerPrecision+ battery with advanced battery health statistics and fast charging
- Integrated NFC reader

Benefits

- Increased durability due to integrated form factor
- Lightweight, ergonomic design
- Industry high read rates, range, and accuracy

Target markets

- Manufacturing
- Warehousing/Supply Chain/T&L/Aviation
- Retail
- Commercial Services/Government



Industrial Class

Integrated UHF RFID Handheld



MC3390xR



Features

- Android Q operating system
- Linear polarized Yagi RFID antenna for long range use cases
- RFID read range: ~60 ft
- RFID read rate: 900+ tags/sec
- 4" capacitive touchscreen
- 4GB RAM / 32GB flash memory
- Choice of standard- or extended-range 2D data capture
- Choice of 29, 38, or 47 key keypad
- IP54 sealing / 5 foot to concrete drop spec @ room temperature
- Support for fast charging
- PowerPrecision+ battery with advanced battery health statistics and fast charging
- Integrated NFC reader

Benefits

- Increased durability due to integrated form factor
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Target markets

- Manufacturing
- Warehousing/Supply Chain/T&L/Aviation
- Retail
- Commercial Services/Government



General Purpose Handheld Bluetooth UHF RFID Sled



RFD8500



Features

- Can transform ANY Bluetooth capable mobile device into a best-in-class RFID reader.
- OS agnostic
- Industry Best RFID read speed = 900+ tags/sec
- Long Battery Life – full shift
- Simple ASCII Text Interface
- Multi-charging options
- Adapters for mobile docking of TC51, MC40, TC55 and leading smartphones
- Dual Function option with RFID and 2D imager
- Batch Data Collection - 40,000+ tags, 500 barcodes with no terminal pairing required
- Certified for use in 70+ countries

Benefits

- Integrate RFID into any existing mobile strategy
- Future-proof customer's mobile device
- Simplifies Application Integration investment

Target markets

- Department Stores
- Specialty Apparel
- Sporting Goods
- Healthcare

Models

- RFID Only
- RFID + Imager



RFID

RFD9030 and RFD9090



RFD90 Series

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Zebra RFD9030 and RFD9090 Ultra-Rugged UHF RFID Sleds are built to perform in a wide range of demanding environments, designed for future-proof adaptability and wireless connectivity to simplify management and extend their usability.</p> <p>Accelerate your manufacturing, transportation and logistics workflows with read rates up to 1,300 tags per second and an effective read range up to 22 feet (6.7 meters) with the RFD9030 and up to 75 feet (22.9 meters) with RFD9090.</p>	<p>Transportation and Logistics</p> <ul style="list-style-type: none"> • Baggage Tracking • Cycle Counting • Item Locating • Cold Chain • Returnable Transport Object (RTO) Tracking <p>Manufacturing</p> <ul style="list-style-type: none"> • Work in Progress (WIP) Tracking • Raw Materials Inventory • Pipeline/Utility Tracking • Item Locating • RTO Tracking <p>Government</p> <ul style="list-style-type: none"> • Kitting • Asset Tracking • Item Locating • Chain of Custody • Personnel Control 	<ul style="list-style-type: none"> • Industrial-grade dual IP65/IP67 sealing, 6-foot (1.8-meter) drop to concrete specification, and -4°F to 131°F (-20°C to 55°C) operating temperatures. • Read rate up to 30% faster than competitors. • eConnex™ adaptor mounts a broad selection of current and future Zebra rugged mobile computers. • OtterBox uniVERSE adaptor supports popular third-party smartphones. • Bluetooth 5.3 technology connects to almost any Android™, iOS or Windows device. • Simple device pairing methods include NFC tap to pair, pair by camera, and ScanTo-Connect. • Wi-Fi 6 capability enables easy over-the-air (OTA) device management, even without a mobile computer or smartphone attached. 	<p>Key personas and decision makes relating to top applications identified, etc.</p> <p>IT managers/CIO Operations/COO</p>	<p>Changeable adaptors support new mobile computers without sending devices to IT for retrofit, and changeable cradle cups allow upgrades without replacing an entire cradle solution.</p> <p>Cradles and Charging</p> <ul style="list-style-type: none"> • Cable Cup • USB Wall Brick for Cable Cup • 1-Slot Charging Cradle • 1-Slot Charging and USB Communication Cradle • Multi-Slot Charging Cradle • Multi-Slot Charging and Ethernet Communication Cradle • 4-Slot Battery Toaster <p>Other Accessories</p> <ul style="list-style-type: none"> • eConnex™ Adaptors for Supported Zebra Mobile Computers • Bluetooth Adaptors for Non-eConnex™-Enabled Zebra Mobile Computers and Third-Party • Smartphones • OtterBox uniVERSE Adaptor • Belt Holster • Stationary Mount

RFID

RFD40 Standard/Premium/Premium Plus



RFD40 Series

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The RFD40 UHF RFID Sled empowers workers in retail, hospitality and healthcare industries to work more efficiently.</p> <p>The RFD40 UHF RFID Premium Sled builds on the same great features of the Standard model and also includes integrated Wi-Fi 6 which allows for OTA device management. Bluetooth® 5.3 and NFC tap-to-pair make it easier than ever to connect to current and future Zebra mobile computers and 3rd-party smartphones.</p> <p>The RFD40 UHF RFID Premium Plus Sled builds on the same great features of the Standard and Premium models and also offers better support for 3rd party smartphones by providing a 1D/2D barcode imager, Bluetooth and NFC. Integrated Wi-Fi allows for OTA device management.</p>	<p>Retail</p> <ul style="list-style-type: none"> • Cycle counting • Item finding • Planogram compliance <p>Hospitality</p> <ul style="list-style-type: none"> • Check-in and administration • Loyalty cards • Ticketing for concerts, sporting events and more <p>Healthcare</p> <ul style="list-style-type: none"> • Specimen tracking • Patient tracking • Hospital asset management and tracking 	<ul style="list-style-type: none"> • Accelerate inventory counts (1,300+ tag reads per second) and reduce overall time for inventory. • Locate critical items or assets with ease. • eConnex™ adaptor, Bluetooth 5.3 and NFC tap-to-pair to support a choice of compatible mobile computers and future mobile devices.† • Integrated Wi-Fi 6 capability in the RFD40 Premium and Premium Plus Sleds enables easy OTA device management.* • IP54 sealing for dust and water protection allows the device to be used across more robust use cases. • 5-foot (1.5-meter) drop to concrete and 500-cycle 1.6-foot (0.5-meter) tumble specifications replicate real-world knocks and bumps. • Extended operating temperature range of 14°F to 122°F (-10°C to 50°C) contributes to usefulness outdoors or in light industrial use cases where high temperatures are common. 	<p>Key personas and decision makes relating to top applications identified, etc.</p> <p>IT managers/CIO</p> <p>Operations/COO</p>	<p>Changeable adaptors support new mobile computers without sending devices to IT for retrofit, and changeable cradle cups allow upgrades without replacing an entire cradle solution.</p> <p>Cradles and charging</p> <ul style="list-style-type: none"> • Cable Cup • USB-C Cable • USB Wall Brick for USB-C Cable and Cable Cup • 1-Slot Charging Cradle • 1-Slot Charging and USB Communication Cradle • Multi-Slot Charging Cradle • Multi-Slot Charging and Ethernet Communication Cradle • 4-Slot Battery Toaster <p>Other accessories</p> <ul style="list-style-type: none"> • eConnex™ Adaptors for Supported Zebra Mobile Computers • Bluetooth Adaptors for Non-eConnex™-Enabled Zebra Mobile Computers* • OtterBox uniVERSE Adaptors • Battery Locking Foot • Belt Holster

General Purpose Fixed UHF RFID Reader



FX7500



Features

- Higher, faster RF performance
- Light Weight – smallest in its class
- 4-port and 2-port antenna options
- Power over Ethernet (PoE)
- Plenum rated - Install behind walls ceiling spaces
- New Linux digital architecture
- Additional USB host port
- FIPS 140 (level 1) compliance
- Supports embedded applications

Benefits

- Increased read/tracking rates and sensitivity
- Enhanced noise rejection
- Increased connectivity/functionality
- Higher security
- Easy to use, deploy

Target markets

- Retail – storefront/offices
- Healthcare
- Commercial services/government
- IT Asset Management

Industrial Class

Fixed UHF RFID Reader



FX9600



Features

- High performance, rugged RFID reader
- IP53 sealing, diecast housing
- 4-port and 8-port reader configurations
- Power-over-Ethernet (PoE) & PoE+
- 4 /4 General Purpose Input/Output (GPIO) ports
- Embedded applications hosting
- All cabling and input/output ports are on one side
- Greater accuracy for reading challenging materials
- Longer read ranges for large DC's and yards
- Higher throughput rates for reading more, and densely packed goods
- Fast read rates

Benefits

- Ideal for high volume, high density, high throughput applications
- Withstands toughest environments
- Maximize uptime even in the toughest environments
- Cover more portals with fewer readers - simplifies/ reduces the cost of set-up, deployment and management

Target markets

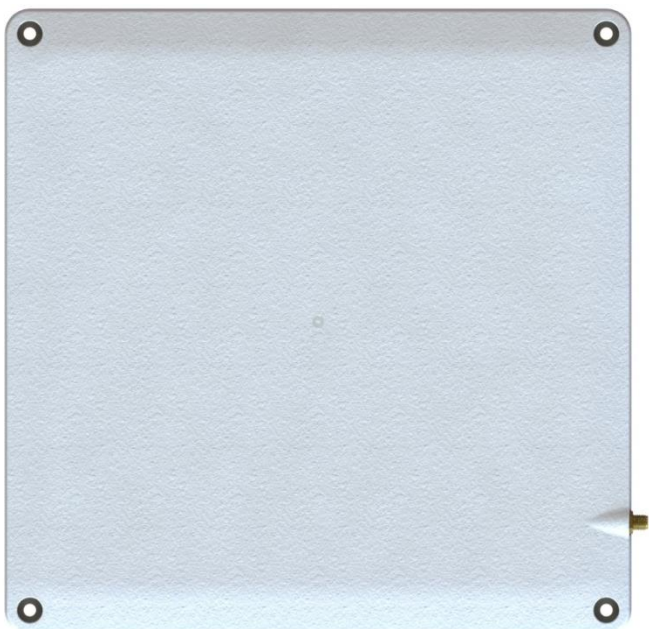
- Manufacturing
- Warehousing/Supply Chain
- Energy & Utilities

Ultra-Rugged, Low Profile Antenna

UHF RFID Antenna

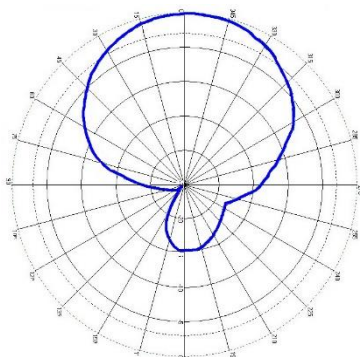


AN510

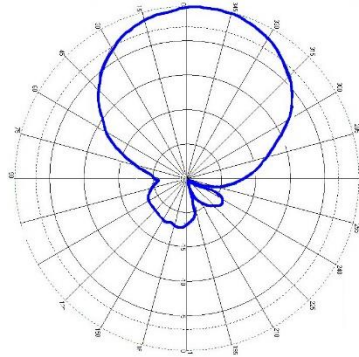


Features

Polarization	Right-hand circular
Dimensions	250 mm x 250 mm x 14 mm / 9.85 in x 9.85 in x 0.55 in
Connector	SMA female
Connector Location	Side mounted
Mounting Options	Flush mount or VESA mount
Weight	1.6 lbs. / 0.75kg
Casing/Materials	UV-Resistant ABS
Frequency Ranges	EU: 865 – 868 MHz US: 902 – 928 MHz
Gain	8.5 dBic
VSWR (Return Loss)	1.3:1
Front to Back Ratio	20 dB
3dB Beam Width	68° in both planes
Axial Ratio	1 dB
Operating Temperature	-20° to +55°C / -4° to +131°F
Storage Temperature	-30° to +65°C / -22° to +149°F
IP Sealing	IP67
Vibration	MIL-STD-810G
Humidity	72 Hours @ 85°C relative humidity



Horizontal (ETSI & FCC)



Vertical (ETSI & FCC)

Ultra-Rugged, Low Profile Antenna

UHF RFID Antenna

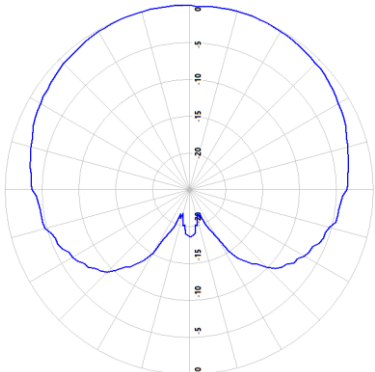


AN520

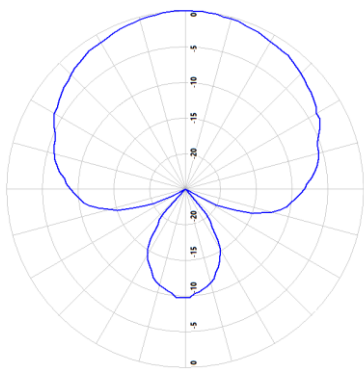


Features

Polarization	Right-hand circular
Dimensions	150.7 mm x 149.4 mm x 14.5 mm / 5.93 in x 5.88 in x 0.57 in
Connector	SMA female
Connector Location	Side mounted
Mounting Options	Flush mount
Weight	.55 lbs. / 0.25 kg
Casing/Materials	UV-Resistant ABS
Frequency Ranges	EU: 865 – 868 MHz US: 902 – 928 MHz
Gain	5.5 dBic
VSWR (Return Loss)	1.4:1
Front to Back Ratio	-10 dB
3dB Beam Width	115° in both planes
Axial Ratio	2 dB
Operating Temperature	-40° to +65°C / -40° to +149°F
Storage Temperature	-40° to +65°C / -40° to +149°F
IP Sealing	IP68
Vibration	IEC60068 - 2 – 64, 1 hour per axis on 3 axes
Humidity	72 Hours @ 85°C relative humidity



Horizontal (ETSI & FCC)



Vertical (ETSI & FCC)

Wide-Band Antenna

UHF RFID Antenna

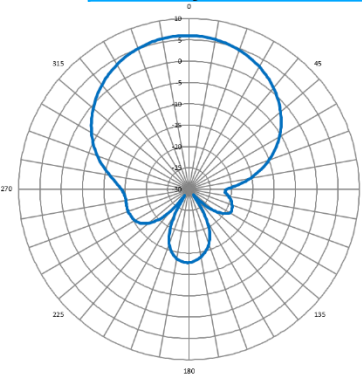


AN480

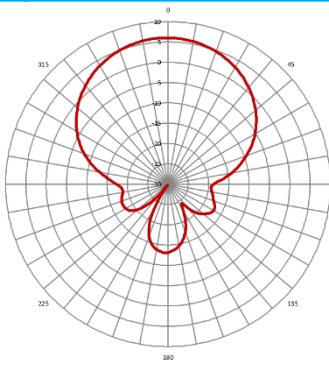


Features

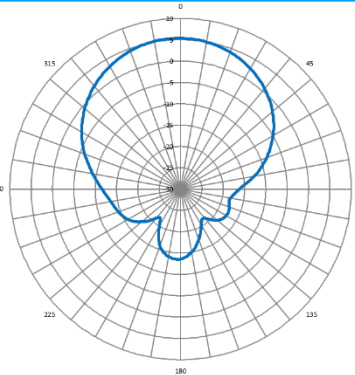
Polarization	Left-hand circular or Right-hand circular
Dimensions	259.1 mm x 259.1 mm x 33.5 mm / 10.2 in x 10.2 in x 1.32 in
Connector	N-Type Female
Connector Location	Rear
Mounting Options	Mounting studs provided
Weight	2.5 lbs. / 1.13 kg
Casing/Materials	Aluminum with white plastic cover
Frequency Ranges	865 – 956 MHz 1.3:1
VSWR (Return Loss)	6.0 dBiL
Gain	18 dB
Front to Back Ratio	65° in both planes
3dB Beam Width	2 Watts
Axial Ratio	1.5 dB typical
Operating Temperature	-25° to +70°C / -13° to +158°F
Storage Temperature	-40° to +70°C / -40° to +158°F
IP Sealing	IP54
Vibration	IEC-68 series
Humidity	IEC-68-2-30



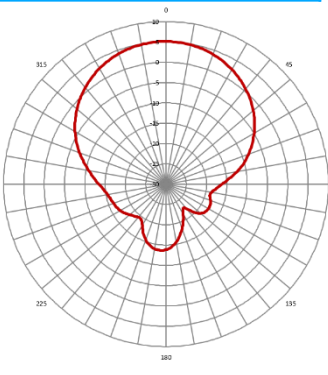
Horizontal (FCC)



Vertical (FCC)



Horizontal (ETSI)



Vertical (ETSI)

Dual-Element Antenna

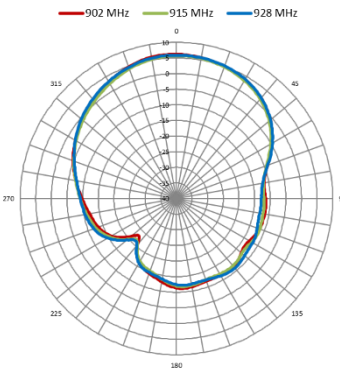
UHF RFID Antenna

AN440

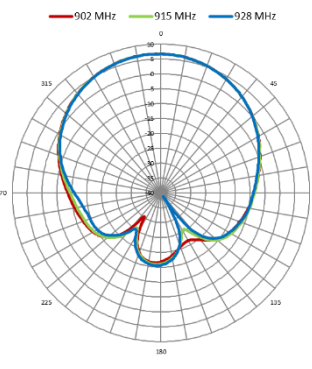


Features

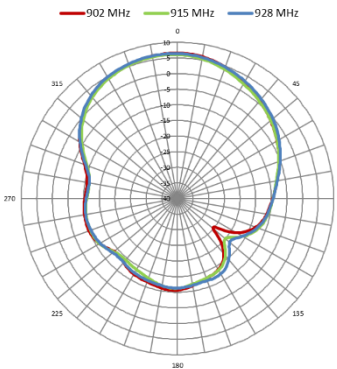
Polarization	1 x Left-hand circular / 1 x Right-hand circular
Dimensions	575.1 mm x 259.1 mm x 33.52 mm / 22.6 in x 10.2 in x 1.32 in
Connector	Dual N-Type Female
Connector Location	Rear
Mounting Options	Mounting studs provided
Weight	7.0 lbs. / 3.2 kg
Casing/Materials	UV Stable ASA
Frequency Ranges	EU: 865 – 868 MHz US: 902 – 928 MHz
VSWR (Return Loss)	1.22:1
Gain	US/Canada: 6.0 dBiL
Front to Back Ratio	20 dB
3dB Beam Width	70° in both planes
Axial Ratio	1 dB typical
Operating Temperature	-30° to +70°C / -22° to +158°F
Storage Temperature	-40° to +85°C / -40° to +185°F
IP Sealing	IP67
Vibration	MIL-STD-810G, Method 507.5, Procedure II – Aggravated, IEC-68-2-6 (10 to 150 Hz, 0.5g, one hour in each of two axes – random vibration)
Humidity	IEC-68-2-30 (-25° to +40°C / -13° to +104°F) 24 hour cycles of 90% relative humidity



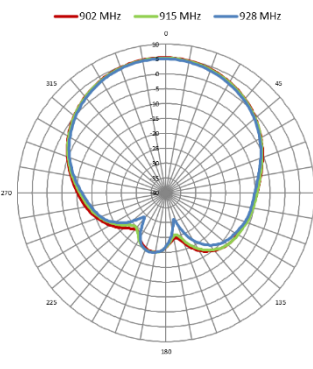
Horizontal (LHCP)



Vertical (LHCP)



Horizontal (RHCP)



Vertical (RHCP)

Compact, Rugged Antenna

UHF RFID Antenna

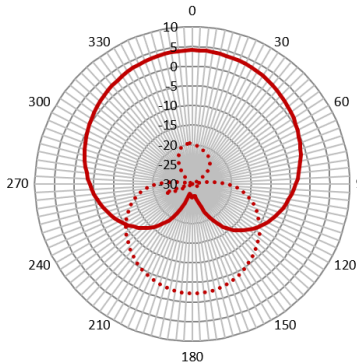


AN720

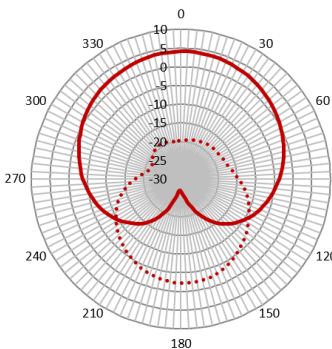


Features

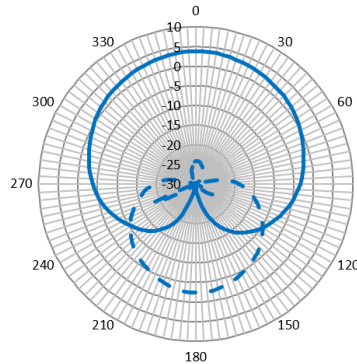
Polarization	Left-hand circular
Dimensions	132.8 mm x 132.8 mm x 18.1 mm / 5.2 in x 5.2 in x 0.7 in
Connector	N-Type Female
Connector Location	Rear
Mounting Options	Articulating mounting bracket included
Weight	0.8 lbs. / 0.37 kg
Casing/Materials	Aluminum with white plastic cover
Frequency Ranges	EU: 865 – 868 MHz US: 902 – 928 MHz
VSWR (Return Loss)	1.5:1
Gain	US/Canada: 3.0 dBiL; EU: 3.5 dBiL
Front to Back Ratio	8 dB
3dB Beam Width	100° in both planes
Axial Ratio	2 dB
Operating Temperature	-25° to +70°C / -13° to +158°F
Storage Temperature	-40° to +70°C / -40° to +158°F
IP Sealing	IP67
Vibration	MIL-STD-810
Humidity	IEC-68-2-30



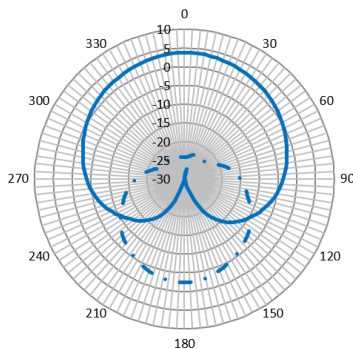
Horizontal (FCC)



Vertical (FCC)



Horizontal (ETSI)



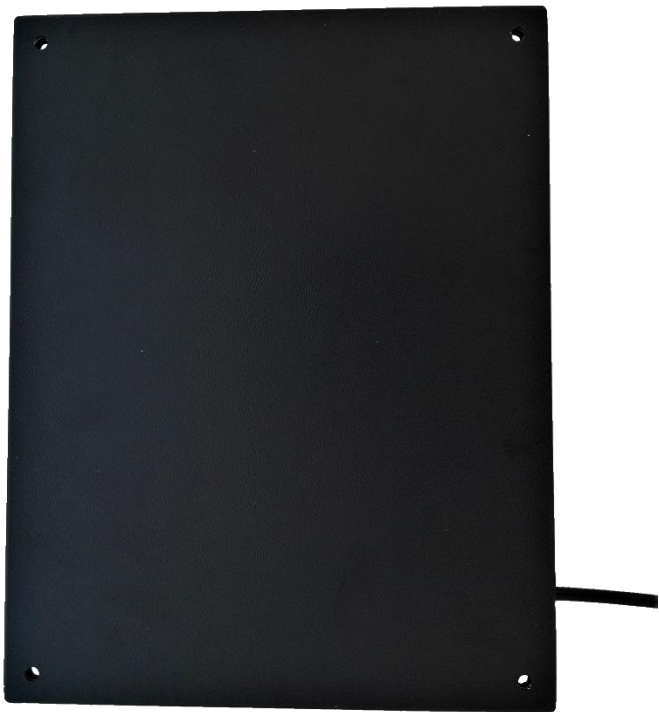
Vertical (ETSI)

Ultra Low-Profile Antenna

UHF RFID Antenna

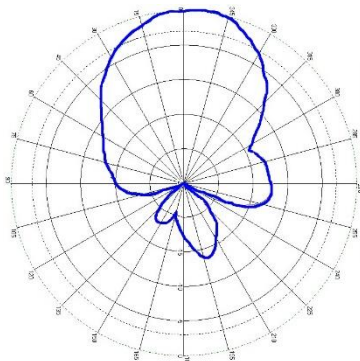


AN610

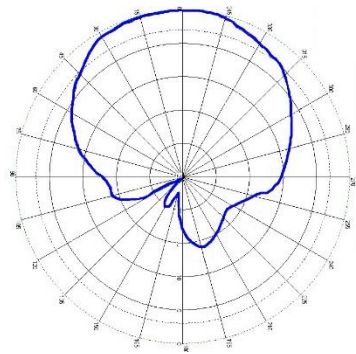


Features

Polarization	Left-hand circular
Dimensions	275 mm x 214 mm x 12 mm / 10.8 in x 8.5 in x 0.3 in
Connector	N-Type Female
Connector Location	Pigtail - Side
Mounting Options	Flush mount
Weight	1.3 lbs. / 0.6 kg
Casing/Materials	Aluminum with Kydex Casing
Frequency Ranges	EU: 865 – 868 MHz US: 902 – 928 MHz
VSWR (Return Loss)	1.4:1
Gain	5.0 dBic
Front to Back Ratio	18 dB
3dB Beam Width	80° in both planes
Axial Ratio	< 2 dB
Operating Temperature	-20° to +55°C / -4° to +131°F
Storage Temperature	-30° to +65°C / -22° to +149°F
IP Sealing	IP54
Vibration	IEC-68-2-6 (10 to 150 Hz, 0.5 g, one hour in each of two axes) (Random Vibration)
Humidity	IEC-68-2-30 (-13° F to 104° F, -25° C to 40° C) 24 hour cycles of 90% relative humidity



Horizontal (ETSI & FCC)



Vertical (ETSI & FCC)

Ultra Low-Profile Antenna

UHF RFID Antenna

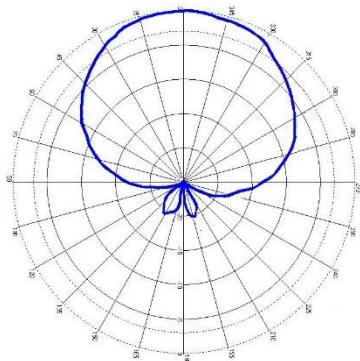


AN620

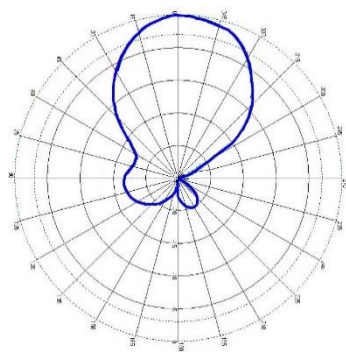


Features

Polarization	Left-hand circular
Dimensions	391 mm x 275 mm X 12 mm / 15.39 in x 10.82 in x 0.47 in
Connector	N-Type Female
Connector Location	Pigtail - Side
Mounting Options	Flush mount
Weight	2.2 lbs. / 1.0kg
Casing/Materials	Aluminum with Kydex Casing
Frequency Ranges	EU: 865 – 868 MHz US: 902 – 928 MHz
VSWR (Return Loss)	1.4:1
Gain	7.0 dBic
Front to Back Ratio	22 dB
3dB Beam Width	75° in horizontal plane, 48° in vertical plane
Axial Ratio	< 2 dB
Operating Temperature	-20° to +55°C / -4° to +131°F
Storage Temperature	-30° to +65°C / -22° to +149°F
IP Sealing	IP54
Vibration	IEC-68-2-6 (10 to 150 Hz, 0.5 g, one hour in each of two axes) (Random Vibration)
Humidity	IEC-68-2-30 (-13° F to 104° F, -25° C to 40° C) 24 hour cycles of 90% relative humidity



Horizontal (ETSI & FCC)



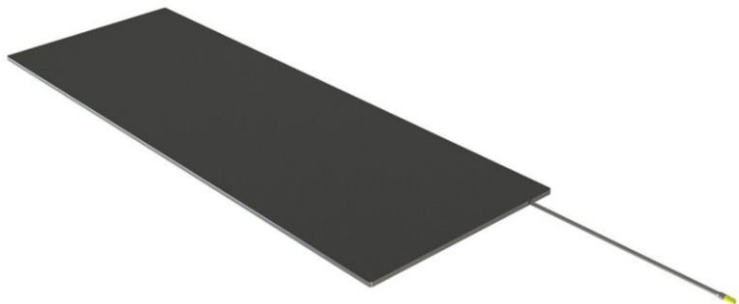
Vertical (ETSI & FCC)

Ultra Low-Profile Antenna

UHF RFID Antenna



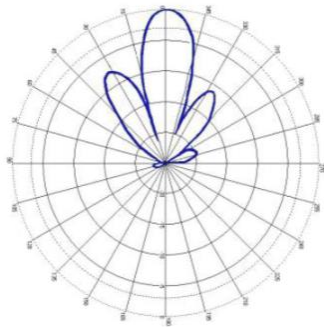
AN650



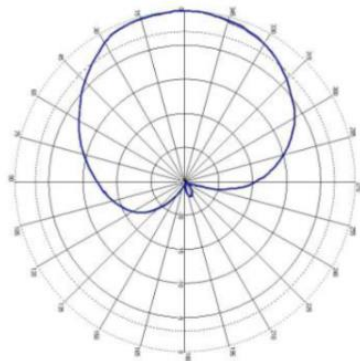
PHYSICAL CHARACTERISTICS	
Polarization	RHCP (Right Hand Circular Polarized)
Dimensions	915 mm x 305 mm X 8 mm/ 36.02 in. x 12.00 in x 0.31 in.
Connector	SMA female side fly lead (300 mm / 1 ft.) or 6ft./2 m cable to RP-TNC Plug
Radome Material	Fire retardant ABS
Anti-static Protection	Yes, DC grounded
Weight	2.4 kg/5.29 lbs. Gross: 2.8 kg/6.17 lbs.
Radome Material	Fire retardant ABS
Frequency Ranges	EU: 865 – 868 MHz US: 902 – 928 MHz
VSWR (Return Loss)	1.4 typical

Gain	9 dBiC typical
Front to Back Ratio	24 dB
3 dB Beam Width	20° in xz-plane, 80° in yz-plane
Maximum Power	3 Watts
Axial Ratio	2 dB typical
Operating Temperature	-20° to +55°C/-30° to +65°F
Storage Temperature	-4° to +131°C/-22° to +149°F
IP Sealing	IP65
Nominal Impedance	50 Ω
Antenna Detection	10 K Ω resistance

AN650 Linear radiation patterns



XZ-plane



YZ-plane

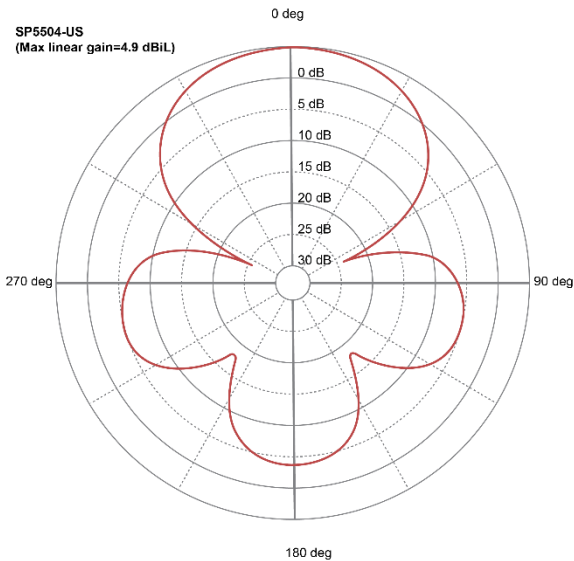
Overhead, Narrow Focus UHF RFID Antenna

SP5504

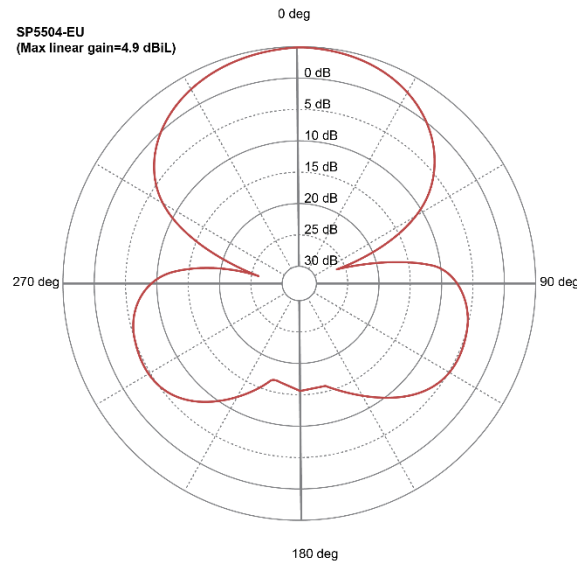


Features

Polarization	Left-hand circular
Dimensions	184 mm x 184 mm diameter/ 7.0 in x 7.3 in diameter
Connector	N-Type Female
Connector Location	Top
Mounting Options	Accessory Pole Available
Weight	2.2 lbs. / 1.0 kg
Casing/Materials	Alum diecast w/white plastic cover
Frequency Ranges	865 to 868 MHz or 902 to 928 MHz
VSWR	1.5:1
Maximum Gain	4.9 dB dBiL
Linear Beam width EU/US	63°/60°
Input Power	13 Watts max (37-55 VDC POE)
Operating Temperature	0° to +50°C / 32° to +122°F
Storage Temperature	-40° to +70°C / -40° to +158°F
Humidity	95% RH non-condensing



Horizontal (FCC)



Horizontal (ETSI)

Vertical (FCC)

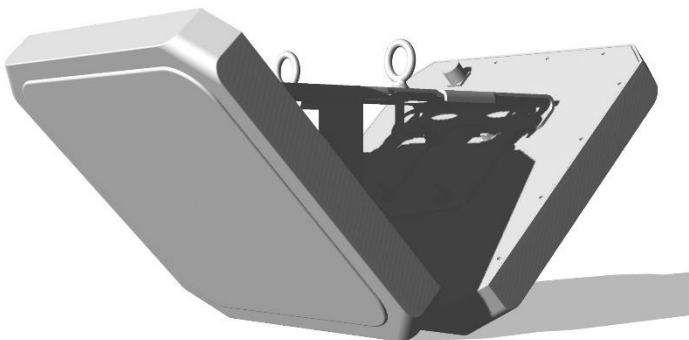
Vertical (ETSI)

Transition Point

UHF RFID Antenna



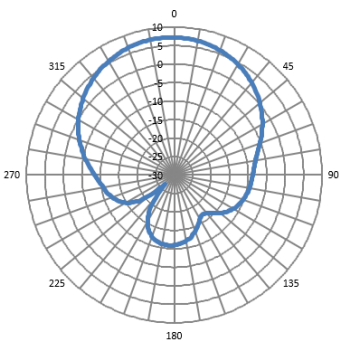
SR5502



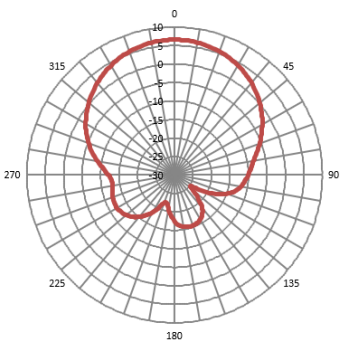
Features

Polarization	Left-hand circular
Dimensions	432 mm x 260 mm x 178 mm / 17.0 in x 10.0 in x 7.00 in
Connector	N-Type Female x 2
Connector Location	Rear
Mounting Options	Mounting bracket provided
Weight	5.5 lbs. / 2.5 kg
Casing/Materials	Aluminum with white plastic cover
Frequency Range	865 – 956 MHz
EU / US maximum Gain	5.2 dBiL EU / 6.7 dBiL US
Linear Beam width EU/US	83°x84°/71°x67°
Input Power	18 W max (37-55 VDC POE)
Operating Temperature	-20° to +55°C / -4° to +131°F
Storage Temperature	-40° to +70°C / -40° to +158°F
Humidity	95% RH non-condensing

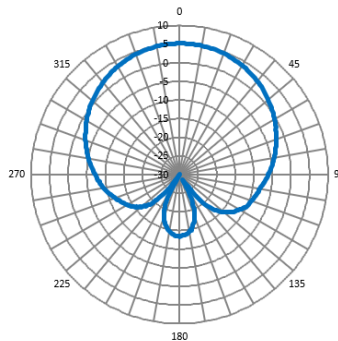
SR5502 Linear radiation patterns.



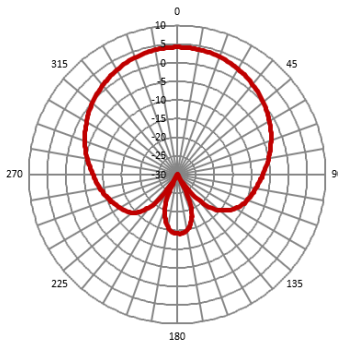
Horizontal (FCC)



Vertical (FCC)



Horizontal (ETSI)



Vertical (ETSI)

RFID Label Printer Feature Comparison



	ZT610R / ZT620R	ZT411R / ZT421R	ZD621R / ZD611R	ZE5x1R	ZQ630R Plus	ZQ511R / ZQ521R	ZT411R On-Metal
Adaptive Encoding Technology	●	●	●	●	●	●	●
Adaptive Array Coupler	●	●		●			●
On-pitch encoding	●	●	●	●	●	●	●
Simple RFID Calibrate	●	●	●	●	●	●	●
Easy RFID Upgrade	●	●		●			
6" wide option	●	●		●			
Recommended Daily Volume	Unlimited	3-5 rolls	1-2 rolls	Unlimited	~400, 2" labels	~400, 2" labels	
Global Certification	●	●	●	●	●	●	●
Supports On-metal RFID Labels							●

SmartLens Solution Architecture



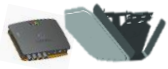
SENSE

Purpose Built Sensor Options



Overhead Sales Floor Sensors

Transition Sensors



Star Aisle / Rack Sensors

Focused & Narrow Beam Sensors



Fixed Station Kiosk / Sensors

Handheld RFID



ANALYZE

LOCATION ♦ STATE ♦ EVENTS ♦ INSIGHTS

SmartLens Platform



SmartLens Data & APIs



ACT

Easily integrate with existing systems



Customer & Partner Systems



MotionWorks Warehouse



OVERVIEW

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Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Warehouse</p> <ul style="list-style-type: none"> Zebra MotionWorks Warehouse is engineered to track large volumes of both stationary and in-motion assets, delivering a complete picture of operations in real time, integrating into existing business systems. This visibility enables automated transactions, taking human error out of the equation to prevent loss of goods and costly misshipments. Using real-time data integrated with your existing systems, you can make workers more efficient by directing them to tasks in their proximity, making operations more effective and predictable 	<p>Manufacturing & T&L:</p> <ul style="list-style-type: none"> MTL providers are facing increasing competition and specialization, with a margin of error that has never been slimmer. Zebra Location Solutions help illuminate, define and measure mission-critical processes to maximize productivity and asset utilization, better meet customer expectations and grow their business. <p>Healthcare:</p> <ul style="list-style-type: none"> Zebra Location Solutions give healthcare providers the ability to track patients, physical assets, operating and emergency room orchestration, and pharmaceutical items from medication to pharmacy assets. With this critical data accessible in real time, clinicians and providers can ensure the right patients receive the right care at the right time. <p>Government:</p> <ul style="list-style-type: none"> From the battlefield to the exchange/commissary, federal agencies use Zebra Location Solutions to capture data, track physical assets and monitor personnel to create more accurate inventories, improve service delivery, lower operational costs and boost supply-chain efficiencies 	<p>When identifying and qualifying opportunities, you need to ask the potential customer the following questions:</p> <ul style="list-style-type: none"> What is the problem you are trying to solve? Is the problem visibility, measurability or operational control? Is there a problem in your supply chain? How much is this problem costing you? Do you lose products? Customers? Productivity? How often does this problem happen? How do you deal with the loss? If the problem is solved, what do you get back? What information is important to you? What are your KPI's for your area of concern? 	<p>Executives (CTO / CIO / COO / Sr. VP of Operations)</p> <ul style="list-style-type: none"> What is your strategy for enterprise data generation and analytics? How do you see your partners supporting your vision? How do you see the strategy supporting both strategic initiatives and day to day operational needs? <p>Site Operational Management (Supply Chain / Manufacturing)</p> <ul style="list-style-type: none"> What are the operational problems that you are trying to solve? Is there a strategic initiative that supports eliminating the problem(s)? <p>Site IT Management</p> <ul style="list-style-type: none"> Can you help me get in touch with the operations management team to discuss the issues they may be having with Supply Chain? 	<p>Is there an ROI—does the customer believe there is an ROI, and if so, where?</p> <ul style="list-style-type: none"> I can reduce overtime I can reduce capital expenditure I can reduce headcount I can reduce inventory I can improve processes, gain efficiencies I can increase revenue (sell more) <p>How much is the ROI?</p> <ul style="list-style-type: none"> I can reduce overtime on the weekends—10 people over 8 hours I don't have to buy 1000 racks, I can buy 800 I can reduce 2 dock drivers I can run with 1 day of inventory on site I no longer have to scan all of those boxes I can potentially increase revenue by selling more products through efficiency gain <p>Quantify the dollar amount of the ROI</p> <ul style="list-style-type: none"> It costs \$50K to run overtime on the weekend shift Each rack costs \$1K Fully burdened dock driver costs \$45K Total inventory is \$10m Time saved in scanning is 10 seconds per box How many more units could you sell as a result of efficiencies gained <p>Quantify the annual ROI based on dollars saved annually and that the customer</p> <ul style="list-style-type: none"> has budget for the project. If the annual ROI dollar savings equals > ~\$500K annually—start PartnerConnect Referral Process

MotionWorks Asset



OVERVIEW

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Why should our partners sell this product?

Where should our partners market this product?

How should our partners position this product?

Who should our partners be selling this product to?

How can our partners go deeper & wider?

Asset Management and Track & Trace

- Manage every critical asset in your enterprise with Zebra MotionWorks™ Asset—and use the actionable insights it delivers to boost productivity and efficiency. Leverage our track and trace capabilities to access unprecedented chain of custody and visibility throughout your supply chain, and gain insights for smarter business decisions.
- In Healthcare, MotionWorks Material improves patient and physical asset tracking and management efficiencies, supporting PAR and Kanban methodologies, while providing valuable insights from the data generated to enable a higher level of facility management and patient care.

Manufacturing & T&L:

- MTL providers are facing increasing competition and specialization, with a margin of error that has never been slimmer. Zebra Location Solutions help illuminate, define and measure mission-critical processes to maximize productivity and asset utilization, better meet customer expectations and grow their business.

Healthcare:

- Zebra Location Solutions give healthcare providers the ability to track patients, physical assets, operating and emergency room orchestration, and pharmaceutical items from medication to pharmacy assets. With this critical data accessible in real time, clinicians and providers can ensure the right patients receive the right care at the right time.

Government:

- From the battlefield to the exchange/commissary, federal agencies use Zebra Location Solutions to capture data, track physical assets and monitor personnel to create more accurate inventories, improve service delivery, lower operational costs and boost supply-chain efficiencies

When identifying and qualifying opportunities, you need to ask the potential customer the following questions:

- What is the problem you are trying to solve?
- Is the problem visibility, measurability or operational control?
- Is there a problem in your supply chain?
- How much is this problem costing you?
- Do you lose products? Customers? Productivity?
- How often does this problem happen?
- How do you deal with the loss?
- If the problem is solved, what do you get back?
- What information is important to you?
- What are your KPI's for your area of concern?

Executives (CTO / CIO / COO / Sr. VP of Operations)

- What is your strategy for enterprise data generation and analytics?
- How do you see your partners supporting your vision?
- How do you see the strategy supporting both strategic initiatives and day to day operational needs?

Site Operational Management (Supply Chain / Manufacturing)

- What are the operational problems that you are trying to solve?
- Is there a strategic initiative that supports eliminating the problem(s)?

Site IT Management

- Can you help me get in touch with the operations management team to discuss the issues they may be having with Supply Chain?

Is there an ROI—does the customer believe there is an ROI, and if so, where?

- I can reduce overtime
- I can reduce capital expenditure
- I can reduce headcount
- I can reduce inventory
- I can improve processes, gain efficiencies
- I can increase revenue (sell more)

How much is the ROI?

- I can reduce overtime on the weekends—10 people over 8 hours
- I don't have to buy 1000 racks, I can buy 800
- I can reduce 2 dock drivers
- I can run with 1 day of inventory on site
- I no longer have to scan all of those boxes
- I can potentially increase revenue by selling more products through efficiency gain

Quantify the dollar amount of the ROI

- It costs \$50K to run overtime on the weekend shift
- Each rack costs \$1K
- Fully burdened dock driver costs \$45K
- Total inventory is \$10m
- Time saved in scanning is 10 seconds per box
- How many more units could you sell as a result of efficiencies gained

Quantify the annual ROI based on dollars saved annually and that the customer

- has budget for the project.
- If the annual ROI dollar savings equals > ~\$500K annually—start PartnerConnect Referral Process

MotionWorks Material



OVERVIEW

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OPPORTUNITY

Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>Material Replenishment</p> <ul style="list-style-type: none">Execute and manage material replenishment throughout your entire operation with Zebra MotionWorks Material. Get the kind of reliable communication, accountability and measurability that ensures just-in-time delivery, reduces downtime and positively impacts your bottom line.	<p>Manufacturing & T&L:</p> <ul style="list-style-type: none">MTL providers are facing increasing competition and specialization, with a margin of error that has never been slimmer. Zebra Location Solutions help illuminate, define and measure mission-critical processes to maximize productivity and asset utilization, better meet customer expectations and grow their business. <p>Healthcare:</p> <ul style="list-style-type: none">Zebra Location Solutions give healthcare providers the ability to track patients, physical assets, operating and emergency room orchestration, and pharmaceutical items from medication to pharmacy assets. With this critical data accessible in real time, clinicians and providers can ensure the right patients receive the right care at the right time. <p>Government:</p> <ul style="list-style-type: none">From the battlefield to the exchange/commissary, federal agencies use Zebra Location Solutions to capture data, track physical assets and monitor personnel to create more accurate inventories, improve service delivery, lower operational costs and boost supply-chain efficiencies	<p>When identifying and qualifying opportunities, you need to ask the potential customer the following questions:</p> <ul style="list-style-type: none">What is the problem you are trying to solve?Is the problem visibility, measurability or operational control?Is there a problem in your supply chain?How much is this problem costing you?Do you lose products? Customers? Productivity?How often does this problem happen?How do you deal with the loss?If the problem is solved, what do you get back?What information is important to you?What are your KPI's for your area of concern?	<p>Executives (CTO / CIO / COO / Sr. VP of Operations)</p> <ul style="list-style-type: none">What is your strategy for enterprise data generation and analytics?How do you see your partners supporting your vision?How do you see the strategy supporting both strategic initiatives and day to day operational needs? <p>Site Operational Management (Supply Chain / Manufacturing)</p> <ul style="list-style-type: none">What are the operational problems that you are trying to solve?Is there a strategic initiative that supports eliminating the problem(s)? <p>Site IT Management</p> <ul style="list-style-type: none">Can you help me get in touch with the operations management team to discuss the issues they may be having with Supply Chain?	<p>Is there an ROI—does the customer believe there is an ROI, and if so, where?</p> <ul style="list-style-type: none">I can reduce overtimeI can reduce capital expenditureI can reduce headcountI can reduce inventoryI can improve processes, gain efficienciesI can increase revenue (sell more) <p>How much is the ROI?</p> <ul style="list-style-type: none">I can reduce overtime on the weekends—10 people over 8 hoursI don't have to buy 1000 racks, I can buy 800I can reduce 2 dock driversI can run with 1 day of inventory on siteI no longer have to scan all of those boxesI can potentially increase revenue by selling more products through efficiency gain <p>Quantify the dollar amount of the ROI</p> <ul style="list-style-type: none">It costs \$50K to run overtime on the weekend shiftEach rack costs \$1KFully burdened dock driver costs \$45KTotal inventory is \$10mTime saved in scanning is 10 seconds per boxHow many more units could you sell as a result of efficiencies gained <p>Quantify the annual ROI based on dollars saved annually and that the customer</p> <ul style="list-style-type: none">has budget for the project.If the annual ROI dollar savings equals > ~\$500K annually—start PartnerConnect Referral Process

Workforce Connect

Overview

Zebra **Workforce Connect**[™]



- What makes up this portfolio?
 - PTT Express
 - PTT Pro
 - Enterprise Voice
- WFC is a communication and collaboration suite that allows customers to solve problems faster, speed up workflows and raise service levels.

Thanks to the different features like Push-to-Talk (PTT), Indoor and Outdoor locationing, Voice, Task Tracker, Profile Manager, Drop Detect, your customers can instantly share information, know where to find people and items, stay informed and communicated, speed up service, ask for assistance, cover different types of roles and receive alerts.

Workforce Connect Voice

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> This offer makes sense if your customers are looking to transform Zebra mobile computers into mobile PBX desk phones with advanced functionality and a customizable experience WFC Voice is our full-featured SIP Voice Client that integrates with voice platforms such as Cisco and Avaya delivering a flexible user experience that leverages an enhanced telephony feature set Zebra's Workforce Connect Voice is now a Class 4 product 	<ul style="list-style-type: none"> Boost efficiency and customer service with WFC Voice in: <ul style="list-style-type: none"> Retail Stores (Store associates, Managers, Regional specialists, Headquarters) Retail Distribution (Warehouse workers/forklift drivers, Engineering, Delivery Drivers, Maintenance) T&L (Delivery and transport drivers, Warehouse workers, Forklift drivers, Dispatchers, Managers) Hospitality (Managers, Housekeeping, Security, Front desk, Engineering, Events, Food and Beverage, Concierge) Manufacturing (Production line, Managers, Engineers, Shipping/Receiving, Security, Maintenance, Quality, Sales) Healthcare (Nurses, Physicians, Lab technicians, Engineering, Maintenance, Patient transport, Home healthcare, ER staff and EMTs) 	<ul style="list-style-type: none"> Help the frontline workers to be better communicated with less devices. They can have multiple extensions routed to one single device and keep communication flowing Lead with this if you know about PBX integration and have the Class 5-Approval 	<ul style="list-style-type: none"> Operations Manager and above IT Manager and above 	<ul style="list-style-type: none"> The customer can have WFC Voice and get a license for PTT Pro Customers can have Enterprise Voice and add Profile Manager to select one or multiple roles during their shift to have their extensions automatically set up to receive calls Voice Enablement from Signature Services can help with the smooth implementation of this solution <p>RESOURCES</p>

Workforce Connect PPT Pro

Zebra **Workforce Connect**™



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none"> • This secure and robust cloud-based solution enables users to communicate one-to-one and one-to-many over Wi-Fi and/or cellular networks—the entire workforce connected, never more than the press of a button away • Whether customers have a small business with just a few workers, a mid-size business with hundreds of workers or a large distributed enterprise with thousands of workers, Workforce Connect PTT Pro provides affordable instant communications to the number of workers they have today, with the ability to easily scale up to meet your customers' needs next year or ten years from now—providing superior investment protection 	<ul style="list-style-type: none"> • Boost efficiency and customer service with WFC Voice in: <ul style="list-style-type: none"> •Retail Stores (Store associates, Managers, Regional specialists, Headquarters) •Retail Distribution (Warehouse workers/forklift drivers, Engineering, Delivery Drivers, Maintenance) •T&L (Delivery and transport drivers, Warehouse workers, Forklift drivers, Dispatchers, Managers) •Hospitality (Managers, Housekeeping, Security, Front desk, Engineering, Events, Food and Beverage, Concierge) •Manufacturing (Production line, Managers, Engineers, Shipping/Receiving, Security, Maintenance, Quality, Sales) •Healthcare (Nurses, Physicians, Lab technicians, Engineering, Maintenance, Patient transport, Home healthcare, ER staff and EMTs) 	<ul style="list-style-type: none"> • Connect the frontline workers with enterprise-class instant PTT and secure messaging services that support text, images, audio, and video — regardless of whether they are carrying a Zebra mobile computer or their own Android™ or iOS mobile device • Now, workers can talk to any user or group with the press of a button, and they can barge into an ongoing PTT call in the event of an emergency • With User Presence information, workers can identify who is available before placing a call or sending a text, audio or video message to ensure an instant connection. • Customers typically have different frontline workers sharing the same device and they have different profiles (manager, associate, delivery, etc). Profile Manager allows them to select the role that they need to perform and access specific groups 	<ul style="list-style-type: none"> • Operations Manager and above • IT Manager and above 	<ul style="list-style-type: none"> • This solution is ideal for customers trying to move away from the simple version of a two-way radio communication and looking for a secure and more robust communication suite that allows them to have additional features like profile management, task tracking and security elements to detect drops • This solution is the perfect complement to any mobile device opportunity where the customer needs to provide communication and collaboration to their workforce. • Features like Task Tracker and Drop Detect are available without additional cost upon request <p>RESOURCES</p>

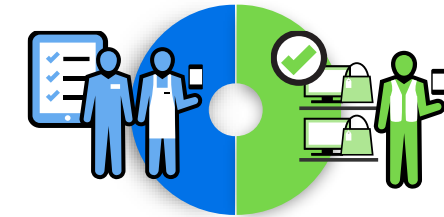
Zebra Reflexis Overview

Empower and Optimize Your Workforce with Zebra Reflexis



- What makes up this portfolio?
 - Workforce Management solutions including Workforce Scheduler, Employee Self-Service, and Time & Attendance
 - Task Management solutions including Real-Time Task Manager, Q-Walk, and Q-Comm
- Zebra Reflexis is the leading provider of AI-powered workforce management, task management, execution and communication solutions for multi-site organizations in retail, banking, hospitality, and healthcare. Today over 275 global retailers, restaurants, hotels, banks and healthcare entities rely on Reflexis solutions to simplify operations, improve communications and optimize labor decisions.

Zebra Reflexis



Zebra Reflexis Workforce and Task Management

Empower and Optimize Your Workforce with Zebra Reflexis



OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<p>The Reflexis cloud-based platform enables retailers to simplify work for stores with real-time store operation, task management, and workforce management solutions.</p> <p>It empowers store associates so they can provide a seamless omni-channel shopping experience.</p> <p>Reflexis execution and labor operations solutions can be implemented individually or as an integrated suite.</p> <p>Retailers can coordinate corporate planning, optimize workloads, schedule labor, and streamline communications. They can also monitor performance in real time, and respond proactively to key sales and operations metrics, using best practices.</p>	<p>Reflexis' customers include global leaders in multi-site retail, restaurants, hospitality, banking, and more. Reflexis is well-equipped to support complex use cases and scale of large enterprises.</p>	<p>If customers are struggling with manual and error-prone applications such as email and spreadsheets, retailers lack visibility into store workload, task completion levels, and trends and events that impact customer demand, Reflexis provides a complete platform for retail execution enabling them to simplify work, retain and empower their associates, and provide a seamless omni-channel customer experience.</p>	<ul style="list-style-type: none"> • Store Operations Manager and above • IT Manager and above 	<p>Within your retail opportunities ask more questions about the processes that they have in place for inventory management, replenishment, staff management and file sharing</p>

PartnerConnect – SaaS Referral & Sales Assistance Referral



Referral Program: Retail SaaS Solutions – Zebra Reflexis

Overview

Zebra Reflexis intelligent workforce management, execution and communication solutions simplify execution, improve communication and optimize labor decisions for multi-site organizations in retail, food service, hospitality, and banking. The Reflexis ONE™ Intelligent SaaS work platform is leveraged by over 275 major brands across the globe.

The Reflexis ONE™ real-time operations platform is built to simplify on-site execution, streamline corporate-to-field communication and optimize labor spend. With a unified mobile-first interface, managers and frontline associates have a single place to access all touchpoints for their workday, including schedules, tasks, notifications and more.

- **Zebra Reflexis Workforce Scheduler:** This AI-powered workforce management solution, a cornerstone of the Reflexis ONE platform, optimizes labor budgets, forecasts, and schedules. Workforce Scheduler reduces complexity in labor operations—controlling labor costs, increasing employee engagement, and maximizing profitability.
- **Zebra Reflexis Real-Time Task Manager:** Streamlines execution and communication processes by providing a 360- degree, real-time view of all work that needs to be completed in stores, branches and field locations. Centralizing all corporate-, store-, IoT and system-generated tasks onto a single, mobile-first system simplifies work, improves completion rates and optimizes employee experience.

RESOURCES

Referral Benefits

PartnerConnect partners that provide Zebra with referrals for Zebra Reflexis are rewarded through the following financial benefits:

Standard Referral Reward For First Year CARR ("Reward Eligibility Period")	5% Standard Referral Fee on first year net Contracted Annual Recurring Revenue (CARR).
Sales Assistance Referral Reward For First Year CARR ("Reward Eligibility Period")*	10% Sales Assistance Fee on first year net CARR.

*Please note the following about the Sales Assistance Referral Reward:

- Partner must demonstrate ongoing collaborative effort through the duration of sales engagement.
- Partner ongoing engagement examples include: RFI, RFQ and/or RFP support; presentations to end-customer; completion of end-customer business profile; attending meetings, sales calls, demos; ROI/Value Engineering business strategy and business case development; development of end-customer requirements document and needs assessment; assistance with end-customer proposal generation; guiding Zebra through end-customer's purchasing policies, methodologies and process; inventory of end-customer's equipment; assistance with legal documents (such as Customer Agreement and SOW generation, end-customers' POs, work authorizations, acceptance process and such other documents required for the specific transaction); assistance with end-customer's funding for the opportunity; creating executive alignment and influence.
- Partner efforts are recognized by Zebra sales leadership as being material towards influencing and securing an executed contract with associated net new CARR.
- The decision of whether Partner's contribution qualifies for the Standard Referral Reward or for the Sales Assistance Referral Reward will be made by Zebra at its sole and absolute discretion, at any time before payment is issued to Partner.

SaaS: High-Level Process Flow - Partners



SIGN UP FOR THE PROGRAM



It's easy to get started with the PartnerConnect Referral Program.

An authorized company representative must agree to the Referral Program Addendum. Please contact your channel account manager (CAM) or the [Partner Interaction Center](#) (PIC) to request the Addendum and related instructions.

EDUCATE YOUR SALES TEAM



Make sure your sales team is familiar with the PartnerConnect Referral Program and the Zebra Solutions that can earn your company referral benefits.

Information on all offerings is available on [Partner Gateway](#).

IDENTIFY & QUALIFY REFERRAL OPPORTUNITIES



Deliver on every aspect of your customers' needs.

In discussions with customers, keep Zebra's offerings in mind. If you hear about a customer need or challenge that can be addressed by eligible Referral Program offerings, set up a call or meeting with the customer, so you can provide an overview of the offering and qualify the opportunity.

SUBMIT THE REFERRAL FORM



Complete the Referral Program Form and submit it for Zebra's approval.

If you think the customer's need is a good fit for Zebra's solution or service, complete the online [Referral Program Form](#) on the Partner Gateway.

We will reach out to the customer based on the information you provided, and then notify you if your submission has been approved. If Zebra closes the deal within 12 months of Zebra's approval of your referral, you qualify for program rewards.

TAKE ADVANTAGE OF THE BENEFITS



You will receive your financial reward upon completion of the project.

In addition, Zebra will promote your successful referral to our sales team, and we'll reach out to you if the customer project is a good fit for a customer success story.

Industrial Machine Vision & Fixed Scanning

Overview



- Why Zebra?
 - Pairing Zebra's strong industry presence in manufacturing, warehouse, and logistics with our experienced partners, together, we can fill the gap and market need with this dual-purpose machine vision and fixed industrial scanning portfolio.
- Competitive Landscape
 - The FIS and MV markets are highly fragmented, with key players including Cognex, Keyence, Sick, Omron, and Datalogic.
- 2023 technology or industry factors
 - Automation of traditionally manual processes
 - Increased need for speed and operational efficiencies
 - Evolution of machine vision applications with deep learning capabilities
- What do you want our partner sales and marketers to understand about this portfolio?
 - FLEXIBILITY - ONE PRODUCT PLATFORM: set of fixed industrial products with multiple capabilities – start with scanning and add new machine vision features as business needs evolve
 - SIMPLICITY – ONE SOFTWARE PLATFORM: both scanners and machine vision smart cameras leverage a single software platform - Zebra Aurora - developed with a modern user interface that is simple to navigate and use
 - INNOVATION - Best-in class library and developer software to extend the market reach and capabilities of Zebra's offerings.

Fixed Industrial Scanners



FS10/FS20/FS40/FS70

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none">• Zebra Fixed Industrial Scanners enable customers to adapt their solution to the evolving needs of their business with a modular architecture that allows for simple upgrades to new functionality. Installations can easily add more advanced decoder tool sets or machine vision functionality—all through the simple purchase of software licenses.• These scanners are also designed for easy management. With Zebra Aurora™ software, your customers can easily set up, deploy and run it all from a single unified software platform, eliminating the need for different tools.	<p>Primary Market: Distribution Centers and Warehouses - Applications include:</p> <ul style="list-style-type: none">○ High density BC / DPM reading○ Paper barcode reading track and trace○ DPM barcode reading track and trace○ Barcode label parcel hand sortation (smalls)○ Barcode label sortation in motion○ Barcode label spotted trailer dock door○ Induction (when package is received, barcode is read and tracked) <p>Secondary Market: Discrete Manufacturing - Applications include:</p> <ul style="list-style-type: none">○ Barcode track and trace○ Kitting applications (scan multiple items that form a kit or end product)○ Barcode / OCR reading <p>Vertical Markets</p> <ul style="list-style-type: none">○ Automotive Manufacturing○ Food and Beverage Packaging○ Medical and Pharmaceutical○ Electronics	<p>Lead with Fixed Industrial Scanners when your customers:</p> <ul style="list-style-type: none">• Need a comprehensive solution to address the requirements of today's production and delivery processes.• Want to read barcodes for the track and trace of finished goods throughout a facility.• Already use Zebra handheld scanners, mobile computers or other Zebra devices in their operations, but also have needs for scanning on their existing or new conveyor/production lines.• Require a solution that's easy to set up, deploy and run	<p>Primary Users:</p> <ul style="list-style-type: none">• Plant managers• Plant engineers• Controls and automation engineers• Quality engineers• Production and manufacturing engineers	<p>RESOURCES</p>

Machine Vision Systems



VS20/VS40/VS70

OVERVIEW	APPLICATIONS	POSITIONING	PERSONAS	OPPORTUNITY
Why should our partners sell this product?	Where should our partners market this product?	How should our partners position this product?	Who should our partners be selling this product to?	How can our partners go deeper & wider?
<ul style="list-style-type: none">• Reduce production defects, increase throughput and improve efficiency with Zebra's Machine Vision Systems.• Extend your customers' scanning capabilities with state-of-the-art smart cameras. Whether they need simple or complex quality inspections on their production line, there is a Zebra solution that is perfect for the job.• Upgradeable features allow customers to meet the evolving needs of their business via the purchase of a simple software license. And with Zebra Aurora™, users can easily set up, deploy and run it all from a single unified software platform.	<p>Primary Market: Discrete Manufacturing - Applications include:</p> <ul style="list-style-type: none">• Non-barcode part identification• Fastener manufacturing inspection• End of line / powertrain or propulsion inspections• Component inspection• Presence / absence• Part counting• Shape (Blob) analysis• Xcv <p>Secondary Market: Distribution Centers and Warehouses - Applications include:</p> <ul style="list-style-type: none">• MV error proofing• OCV reading• Process control (paper barcode labels) <p>Vertical Markets</p> <ul style="list-style-type: none">• Automotive Manufacturing• Food and Beverage Packaging• Medical and Pharmaceutical• Electronics	<p>Lead with Machine Vision Systems when your customers:</p> <ul style="list-style-type: none">• Need automated quality inspections, reduced defects and validated assembly and tracking information to improve product quality and meet production goals.• Require the ability to perform high quality machine vision inspection applications in discrete manufacturing, distribution centers and warehouse environments.• Are looking for a single unified software platform across all models that makes it easy to set up, deploy and run all of Zebra's Machine Vision models and eliminates the need for different tools.• Desire a modular architecture that allows for simple upgrades to new functionality as needs change.	<p>Primary Users</p> <ul style="list-style-type: none">• Plant managers• Plant engineers• Controls and automation engineers• Quality engineers• Production and manufacturing engineers	<p>RESOURCES</p>

Fetch Autonomous Mobile Robots (AMRs)

Versatile, intelligent industrial automation to handle any payload



Safely transport mixed payloads, enhance manual material handling workflows, and automate asset tracking with RFID technology to increase efficiency and productivity



Fetch 100 Base



RollerTop

Integrate with existing conveyor infrastructure to support automatic tote loading and unloading, rush orders, and WIP transport.



HMIShelf

Autonomous conveyance with integrated touchscreen for milk runs, VLM induction & delivery, and more.



CartConnect100

Autonomous pick up and delivery of carts anywhere in the facility to automate work cell delivery, removal of recycling & waste, and replenishment.

CartConnect100

Multiple options & custom configuration



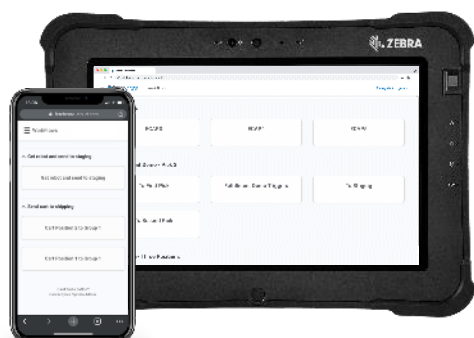
FetchCore Enterprise Software



Featuring WorkFlow Builder, a drag and drop workflow development studio

Interacting with Fetch AMRs

Real-time robot pickup requests or scheduled routes



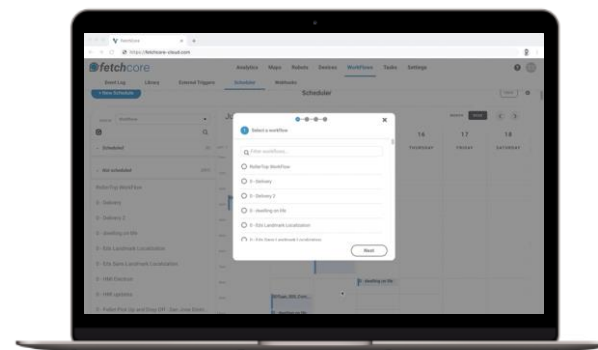
Smartphone, Tablet, Laptop, Desktop

Request pick up on-demand using a tablet, laptop, or computer with a web browser using our StartRobot app.



Zebra Mobile Device

Robots can be summoned by scanning a barcode positioned in the pickup area via built-in integration with FetchCore.



Scheduled Pickups with FetchCore

You can create and modify custom scheduled pickups by hour, day, and week using the Scheduler app in FetchCore.



Enable dynamic orchestration of humans & robots

By integrating your WMS or WES you can optimize order, batch, case, and pallet picking workflows and leverage vision & voice devices.

Autonomous Mobile Robots (AMRs) for Automated Material Movement

Versatile, intelligent industrial automation can help you handle that load



Dunnage and trash transportation



Zebra's Fetch mobile robots have immediate application in warehouses, distribution centers and small manufacturers contending with high order volumes and long runs.

Lineside replenishment and work cell delivery



Zebra's Fetch mobile robots can deliver rapid value to manufacturers, refurbishers, and return centers—particularly those with more than ten cells in a line.

Transport to and from vertical carousels



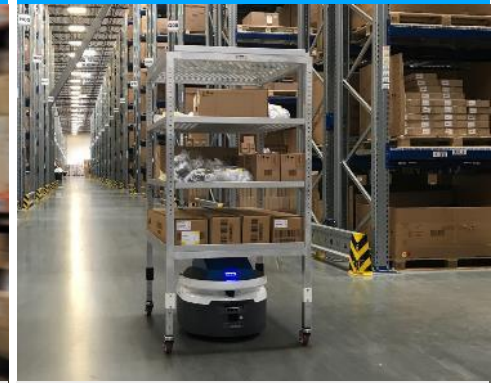
Zebra's Fetch mobile robots can serve as a flexible, lower-cost alternative to a fixed conveyor—especially for vertical carousels with moderate volumes.

Repeated material moves (milk runs)



Zebra's Fetch mobile robots are well suited to consistent, repeated material moves—such as consumables delivery to pack stations.

Inbound movement from receiving to putaway



Zebra's Fetch mobile robots can collect and transport loads from receiving, where products are collected and batched, to staging locations for putaway.

Autonomous Mobile Robotics – Material Movement

Proof Points to Calculate the Savings and Benefits



Accelerate operations, reduce resource costs and increase flexibility across your warehousing and manufacturing facilities with worker-empowering Fetch autonomous mobile robots (AMRs) from Zebra.

Robots	Unique Selling Proposition (USP)	Proof Points
1	Accelerate manufacturing and logistics performance to meet increasing customer demand.	Fetch AMR integration can increase throughput in manufacturing and logistics facilities by decreasing the time it takes to complete material transport tasks by up to 50%.
2	Save space and gain facility flexibility with the adaptability of Fetch AMRs, including autonomous remapping and navigation as your needs change.	Fetch AMRs replace fixed conveyors—delivering the same performance with more flexibility while increasing the space and operating capacity of your facilities by up to 15%.
3	Shift skilled staff to higher value tasks, increase retention, and increase the efficiency of asset and equipment utilization when AMRs take over essential repetitive tasks.	Reduce labor shortages and turnover. A single Fetch AMR can perform up to 21 hours of labor in a 24-hour day: 2.5 full-time equivalents per robot.
Z + F	Unique Selling Proposition (USP)	Proof Points
4	Fetch delivers AMR performance and velocity without compromising facility or worker safety.	Fetch leads the market in conformance with the latest ANSI R15.08 safety standards for AMRs and attached accessories: avoiding damage to infrastructure or risk to people.
5	Fetch AMRs are designed to work with your existing infrastructure—so you can deploy them in your operation in three days or less.	Fetch AMRs do not require complex facility retrofitting: NO dedicated Wi-Fi network, QR codes, magnetic tape or other modifications are required. And the cloud-based FetchCore management software eliminates the need for on-premise IT infrastructure.
6	The Fetch offering is designed to grow as your needs evolve, with inherent scalability and simple integration of new functionality and direct connection with Zebra devices.	Zebra's support for the growing Fetch portfolio means a competitive cost structure, a growing product offering, and the confidence of a long-term vision for Fetch AMRs in logistics and manufacturing facilities at any scale.

Fetch Autonomous Mobile Robots (AMRs)

Automate Material Movement



APPLICATIONS

PERSONAS

Where should our partners market this product?	Who should our partners be selling this product to?
<ul style="list-style-type: none">• Facilities with people manually moving items, particularly those hurting from labor shortages.• Facilities where there is older fixed infrastructure such as conveyors – they may benefit from flexible automated point to point material movement.• Identify any case pick to pallet operations in distribution centers or 3PLs that want to increase the efficiency of the operation by switching to zone picking.• Identify any warehouse or manufacturing facility where employees are manually moving material such as removing recycling, putaway, replenishment, workcell delivery, lineside delivery, and work-in-progress (WIP)	<ul style="list-style-type: none">• 3PL• Distribution Centers• Warehouse• Manufacturing <p>Sr., Operations Leaders C-Suite Executives VP and Director level Process Engineers and Robotics/Innovation Experts</p>

Lineside replenishment and work cell delivery

Transform isolated work cells into fully automated production lines

- Make manufacturing operations flexible, adaptable, and scalable
- AMRs can automatically bring carts of goods to your work cells and between your work cells via operator triggered devices or on a schedule
- Your workers do not have to leave their stations and you don't need to change your facility
- AMRs are fully autonomous with onboard intelligence and ability to replan
- Designed to work safely around people

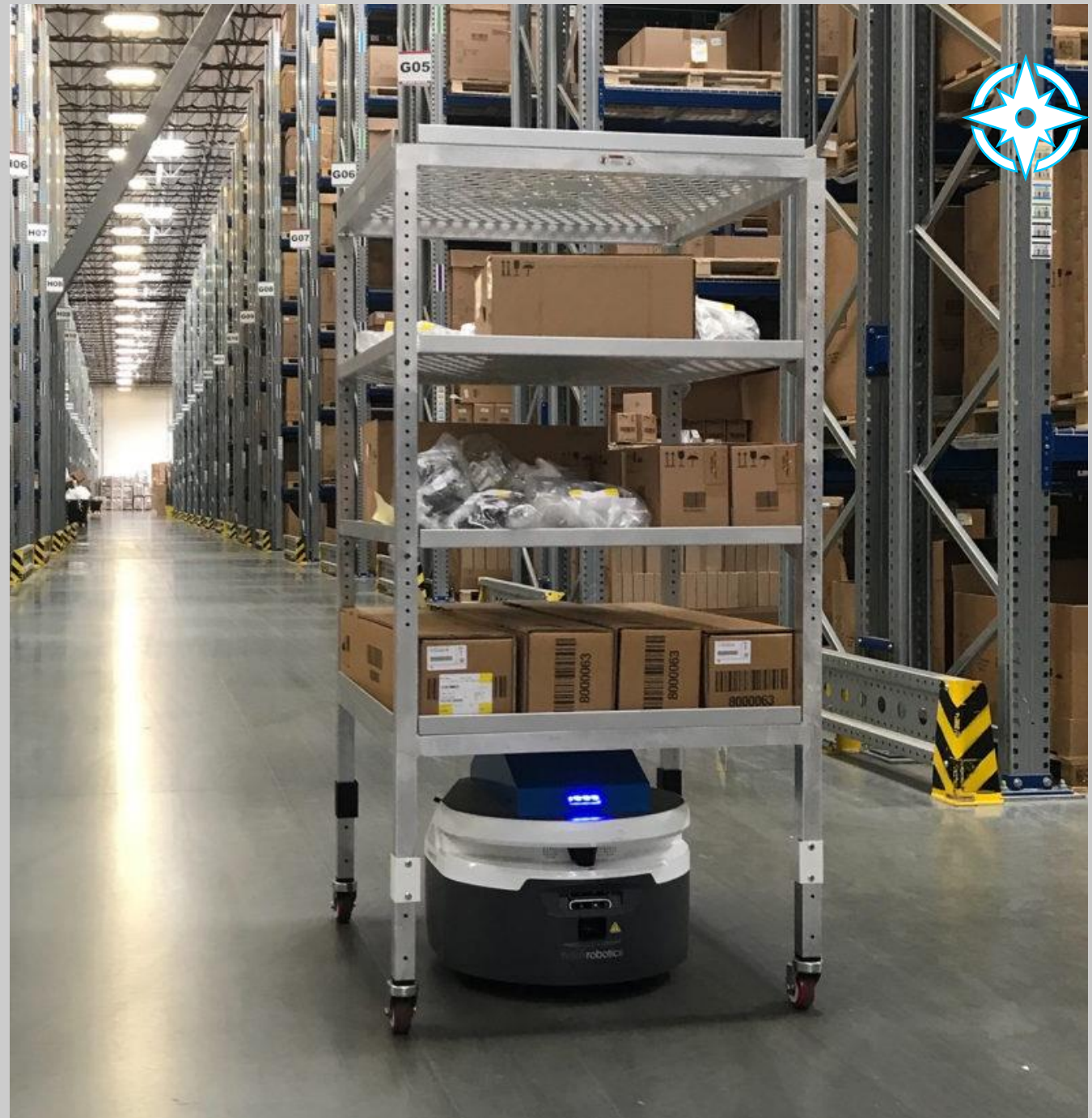


Replenishment

Ensure picking locations are optimally stocked and balanced

Optimize Replenishment with AMRs

- It's simple. By using cloud robotics and native integrations with your WMS, WES or ERP, you can decrease the amount of labor needed to move materials between reserve storage and primary/forward picking facilities in your site.
- The WMS or ERP will tell the associate that an item needs to be replenished at the same time it directs one of our AMRs to meet the picker in the reserve storage aisle. The picker places the item needing replenishment directly on the robot or on a robot-friendly cart. The robot is then directed to meet another replenishment associate in the forward pick aisle to place the goods in their directed locations.

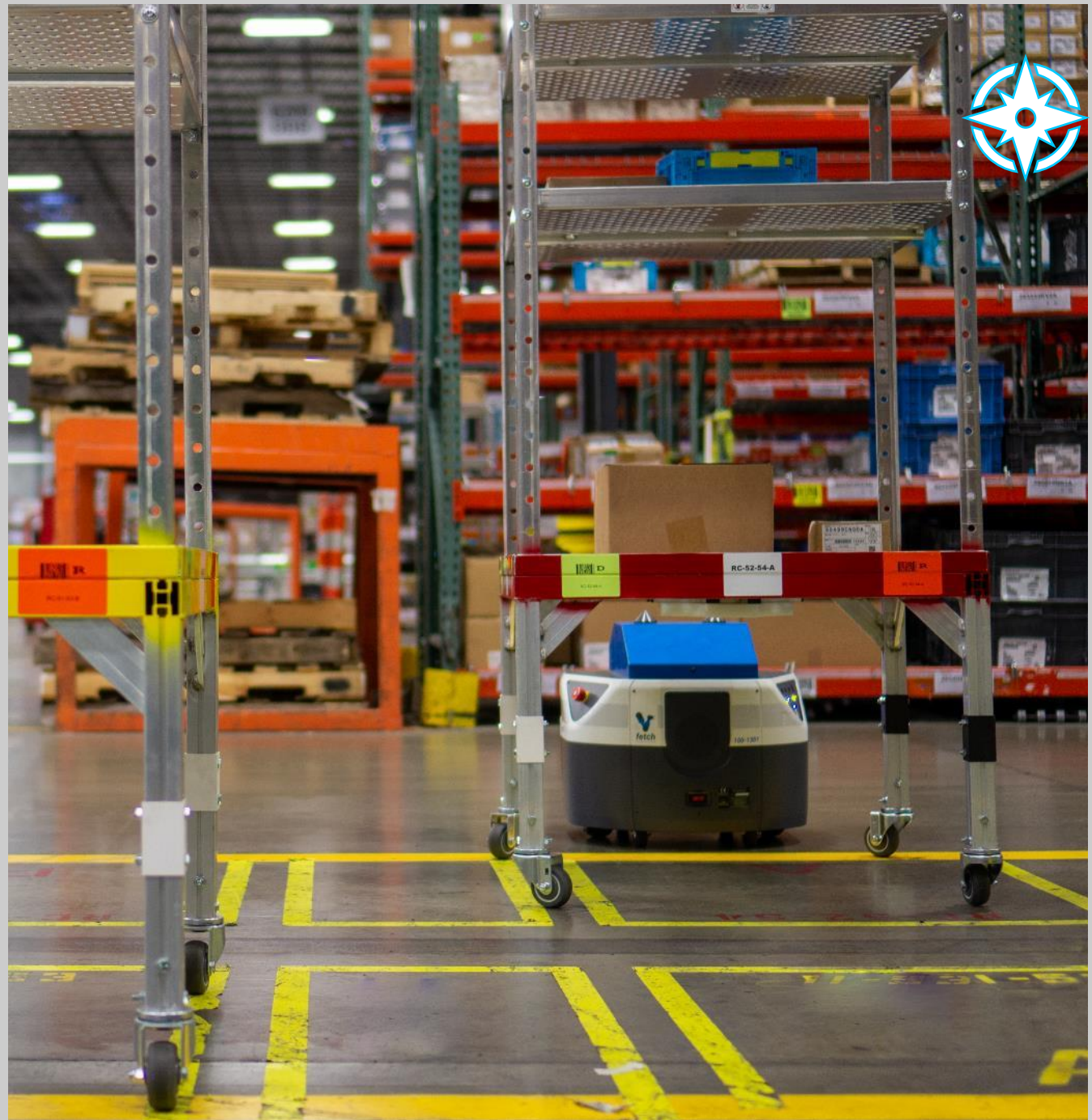


Zebra 3PL Solution

Put-Away Solutions

Get Everything to the Right Place

- Works with Zebra handhelds and tablets
- Automatically transports cases and decanted / de-palletized loads to storage or forward pick areas
- Decrease dock-to-stock cycle time with less labor required
- Can transport returns to inspection, disposition, or scrap areas



Automate Putaway and VLM Delivery

Focus associates on loading and picking to get the most value out of your G2P system

- Make manufacturing & distribution operations flexible, adaptable, and scalable
- AMRs can automatically bring material from receiving to the VLM for loading
- Once product and material is picked from the VLM, it is placed onto an AMR or FetchCart and automatically delivered to its destination
- Your workers do not have to leave the VLM storage area and you don't need to install permanent infrastructure such as conveyors



Automating Milk Runs

Improve speed and productivity
by automating material transport

- Eliminate unproductive travel throughout the facility
- Maintain constant supply of materials and consumables to work cells and assembly lines
- Reallocate associates to higher-value tasks
- Automate a wide variety of material transport tasks, including:
 - Urgent Parts Delivery
 - Floorstock Delivery
 - Returns Processing
 - Empty Tote Return



Each Picking

Dramatically increase pick rates with Fetch Robotics solutions that enable pick to robot, tote, or cart

- Using our cloud-based AMRs and integrations with leading WMS and WES providers, you can optimize your piece-picking workflows by orchestrating humans and robots using vision, voice, or handheld devices. This maximizes UPH / LPH, reduces congestion in aisles, and greatly decreases order turnaround time.
- Pick-to-Robot (FlexShelf, HMIShelf)
- Pick-to-Tote (RollerTop Guide, RollerTop)
- Pick-to-Cart (CartConnect100)



RollerTop AMR

Add Flexibility to Fixed Conveyors

Key Benefits

- Automate loading and unloading of totes and bins from conveyors or ASRSs
- Flexibly extend existing conveyor workflows without adding additional infrastructure
- Automate hand-offs between RollerTop robots and active powered conveyors by connecting a SICK TDC gateway to any conveyor controller
- Supports a wide range of workflows including picking, replenishment, kitting, lineside delivery, and more

Key Features

- Max payload weight by height: 80kg (176.4lbs)
- Adjustable surface height from 18" - 36" tall
- Built in photoelectric sensor detects loading and unloading, which can be used as a workflow trigger
- Industry-leading on-board robot safety software and sensors enable the entire CartConnect AMR system to be ANSI/RIA R15.08 conforming and carry the CE mark



HMIShelf AMR

All-in-One Transport with Operator Touch Int

Key Benefits

- Simple operation with integrated, glove-friendly touchscreen
- Set up and use in hours with minimal training and redeploy easily even in between shifts
- Reduce associate travel time, increase productivity in low dwell time and high volume environments
- Supports a wide range of workflows including picking, WIP material transport, urgent deliveries, and returns processing

Key Features

- Max Payload Weight: 78kg (172lbs)
- Built in Fetch StartRobot™ app allows easy configuration of touchscreen for custom robot tasks
- Configurable shelving for various bin, tote, and package sizes
- Industry-leading on-board robot safety software and sensors enable the entire AMR system to be ANSI/RIA R15.08 conforming and carry the CE mark



CartConnect100 AMR

The Industry's First Rolling Cart AMR Solution

Key Benefits

- Truly collaborative AMR solution to automate existing manual cart operations
- Maximize robot utilization by decoupling robots from carts
- 2X - 4X KPI improvements and 6 - 12 month ROI
- Deploy in a day with no additional infrastructure and reconfigure in hours using cloud-based app accessible from anywhere
- Supports a wide range of workflows including picking, replenishment, kitting, lineside delivery, and more

Key Features

- Standard FetchCart supports payloads up to 57 kg (125 lbs)
- Native support for barcode scanners, including Zebra devices, which enable carts to be picked up or dropped off by simply scanning a barcode
- Works out-of-the-box with FetchCore for WorkFlow Builder drag-and-drop robot task creation or can be fully integrated with your WMS, WES, or MES
- Industry-leading on-board robot safety software and sensors enable the entire CartConnect AMR system to be ANSI/RIA R15.08 conforming and carry the CE mark



Vertical Overview

Manufacturing MTL & Warehouse

Retail & Hospitality

Healthcare

Government & Field Service





Manufacturing, Transportation & Logistics

Zebra Confidential: Please note the information, images and details included in this toolkit should not be promoted externally or shared outside of your organization.

Manufacturing, T&L

2023 Overview



Zebra MTL & Warehouse Team - Overview

- What are some of the considerations and discussions driving where we are going to focus in 2023?
 - We still have a plan to focus on Pharmaceutical and Automotive as our main sub-verticals from a Global Priority perspective.
 - Warehouse continues to be a Global Priority as well
 - Manufacturing and Warehouse persona priority will continue building out: Operations, Engineering, Procurement, IT, Quality and C-Suite
 - Machine Vision and Fixed Industrial Scanning will focus on the Engineering persona.
 - Zebra Core will continue to be highlighted across all Marketing campaigns
- What might be helpful for a Reseller to know and understand about your direction so they can align and help drive Zebra business?
 - We are looking to build out the Partner Ecosystem in Manufacturing, specifically in the Automotive Industry.
 - Zebra will work globally to strengthen our reputation and familiarity in Manufacturing.
 - One of our main strategic goals in 2023 for Warehouse is deepening business with current Channel Partners
 - The growth in expansion areas of MV/FIS and Robotics is a focus for both Manufacturing and Warehouse in 2023.
- What, if anything is different in the strategy this year than last year?
 - Manufacturing will focus less on Food & Beverage in 2023.
 - Manufacturing will focus most in the Auto industry.
 - Grow core and expansion portfolio revenue in high priority Manufacturing accounts, while leveraging FIS/MV and Robotics.
- Any lessons learned from marketing to this industry in 2022?
 - We needed to focus on Manufacturing first from a brand awareness and thought leadership. We took a step back to make sure we understand the challenges of the personas we are targeting in our campaigns.

Manufacturing, T&L

2023 Key Industry Factors



Industry Factor	Description
<ul style="list-style-type: none"> Digital transformation / Acceleration of IIOT in plant with sensors, cloud and 5G 	<ul style="list-style-type: none"> Spend on IoT will undergo steady growth as digital technologies offer significant opportunities to improve and even transform operations; high degree of manual processes and new IoT technologies and sensors offer the opportunity to replace routine tasks and checks. Digitalization can no longer be ignored as regulations tighten and complexity and demand increase.
<ul style="list-style-type: none"> Increase in contactless, curbside pickup models > last-mile fulfillment and delivery 	<ul style="list-style-type: none"> Spike in digital sales and increased demand/peak volumes drive the adoption of multiple employment models for providers; fastest growing is outsourcing to flexible, hourly (Uber-type) delivery contractors growing (adding to corp. contractors and payrolled employees)
<ul style="list-style-type: none"> Greater supply-chain operational visibility needed on demand and supply side 	<ul style="list-style-type: none"> Uncertainty in the supply chain on both the demand and the supply side drives increased need for flexibility enabled by visibility; push for greater knowledge-base of working capital management, sales growth and product availability, service levels, regulatory mandates and traceability and locationing
<ul style="list-style-type: none"> Labor shortages add complexity to supply chain issues 	<ul style="list-style-type: none"> Hiring, training, and retaining the labor workforce is more difficult than ever.
<ul style="list-style-type: none"> Complexity requires more than hardware—need end to end solutions. 	<ul style="list-style-type: none"> Complexity in the supply chain requires more than hardware: our clients need end-to-end solutions powered by Automation, AI / Machine Vision, Predictive Analytics, and IES.
<ul style="list-style-type: none"> Growth of ecommerce and supply chain evolution 	<ul style="list-style-type: none"> Rising investment in physical automation solutions (AMR) and new product profiles, packaging levels, paths to market
<ul style="list-style-type: none"> New approach to risk management and contingency planning 	<ul style="list-style-type: none"> Customers will want to build in flexibility in capacity and capability to deal with uncertainty; putting a premium on supply chain visibility end to end

MTL – 2023 Focus Areas



	Pharma	Automotive (incl. MFG and suppliers)	Warehouse
Workflows	<ul style="list-style-type: none"> Packing Sites: <ul style="list-style-type: none"> Packing Operations Shipping Operations Asset track and trace 	<ul style="list-style-type: none"> Lineside Material Management Spare Parts Distribution Error Proofing Assembly 	<ul style="list-style-type: none"> Outbound Operations <ul style="list-style-type: none"> Picking/Batch Picking Packing Staging
Focus	<ul style="list-style-type: none"> Strengthen existing customer relationships Expand Zebra portfolio/deeper & wider within space Showcase Zebra as end-to-end solution provider Ecosystem Development 	<ul style="list-style-type: none"> Ecosystem Development Generate Demand for Existing Products across new and existing customers Increase Zebra's reputation & familiarity Showcase Zebra as an end-to-end solution provider FIS/MV including Matrox RFID and MotionWorks Zebra Core 	<ul style="list-style-type: none"> Deepen Business with current Channel Partners Cross-sell / Up-sell existing customers Generate Demand for Products in Existing Markets Promoting the Warehouse Maturity Model
Tactics	<ul style="list-style-type: none"> ABM <ul style="list-style-type: none"> Personalized websites Personalized email Digital advertising Telemarketing campaigns Direct Mail Pharma Industry Events Executive Briefings Pharma Use Case Webinars Thought Leadership <ul style="list-style-type: none"> Blogs Newsletters Sponsored content in key industry publications Facilitator at Key Events 	<ul style="list-style-type: none"> ABM <ul style="list-style-type: none"> Personalized websites Personalized email Digital advertising Telemarketing campaigns Auto Industry Events Executive Briefings Thought Leadership <ul style="list-style-type: none"> Blogs Newsletters Byline Articles Sponsored content in key industry publications 	<ul style="list-style-type: none"> ABM <ul style="list-style-type: none"> Personalized websites Personalized email Digital advertising Telemarketing campaigns Auto Industry Events Executive Briefings Thought Leadership <ul style="list-style-type: none"> Blogs Newsletters Byline Articles Sponsored content in key industry publications

Manufacturing

2023 Use Case/Situation Overviews



	"The Problem"	Ideal Solution	Point of Difference	Target Market	Product Focus
	Will Zebra be solving a real problem?	What would the solution look like?	What makes Zebra stand out?	Who is affected by the problem?	What are the suggested products/solutions?
Pharma	<ul style="list-style-type: none"> Pharma manufacturers need to be compliant and ready for phase 2 of the FDA's DSCSA which requires interoperable, electronic tracing of products at the package level Data Errors threaten supply chain throughput Labor shortages & workforce efficiency 	<ul style="list-style-type: none"> Tracking of raw materials (chemicals) and asset management (equipment and finished product) are applications where Zebra could help provide visibility. Highlighting RFID, FIS/MV and Tablets 	<ul style="list-style-type: none"> Grow our brand by creating awareness of our whole portfolio including FIS/MV and robotics. Zebra can enable inventory accuracy and asset protection by properly labeling chemicals and materials with RFID solutions and custom labels; created and managed with devices from the leader in mobile computing and thermal printing devices. 	Pharma MFG Work groups include: <ul style="list-style-type: none"> Director process control. Science community working lab. Operations, Stockroom Management Corp IT Dept vetting and distributing technology. 	<ul style="list-style-type: none"> Track & Trace with RFID Error proofing with FIS/MV EMC & Core ATS ADC

Manufacturing

2023 Use Case/Situation Overviews



Automotive

“The Problem”		Ideal Solution	Point of Difference	Target Market	Product Focus
Will Zebra be solving a real problem?		What would the solution look like?	What makes Zebra stand out?	Who is affected by the problem?	What are the suggested products/solutions ?
<ul style="list-style-type: none"> Costs/delays when line stops or out of sequencing occurs Conversion costs – spend for overheard and labor Customer quality and expectations continue to grow Defects in parts – quality Process bottlenecks 		Safety, Quality, Efficiencies <ul style="list-style-type: none"> Zero-line stoppage Zero out of sequence Zero defects Customer expectations exceeded Budget Management and Cost Reduction Quality Control Standards Motivators - Safety, Quality, Efficiencies <ul style="list-style-type: none"> Zero-line stoppage due to breakdowns / downtime Zero defects Drives preventive reliability in design Compliance for process efficiency and development Improved manufacturing processes and process planning 	Knowing that you have the correct components received and ready to be distributed through an effective and precise Inbound Materials / Goods In process Using Machine Vision and to understand where defects could occur that would stop the line and using MotionWorks Materials and RFID to ensure that components and parts are where they need to be when they need to be there We have the solutions to support Lineside Materials Management Maximizing the Spare Parts Distribution environment to understand requirements, process within the warehouse and distribution	Common Titles: Director Of Operations, Director / Plant Manager, Director / Plant Manager, Manufacturing Operations Manager, Logistics Operations Manager, Director Of Plant Operations, Senior Manager Of Manufacturing Operations, Director Lean Manufacturing, Manufacturing Operations Management, Vehicle Operations Manager, Director Of Manufacturing, Site Manager, Strategic Operations Manager Common Titles: Manufacturing Engineering Manager – Assembly, Engineer Manufacturing, Senior Engineering – Assembly, Manager/Director Production Engineering, Power Electronics Engineering, Engineering Specialist Controls, Engineering Director, Process Engineering Manager, Advanced Manufacturing Engineering Manager, Materials & Technology Manager, Advanced Manufacturing Engineering	<ul style="list-style-type: none"> FIS/MV + Matrox EMC Core Tablets Robotics ATS ADC MotionWorks Warehouse RFID Portals

Warehouse

2023 Use Case/Situation Overviews



Warehouse

“The Problem”		Ideal Solution	Point of Difference	Target Market	Product Focus
Will Zebra be solving a real problem?		What would the solution look like?	What makes Zebra stand out?	Who is affected by the problem?	What are the suggested products/solutions?
<ul style="list-style-type: none"> Labor Shortages – retaining and attracting labor with technology and automation Make front-line workers more productive, less stressed with fewer injuries with our portfolio More efficient operations with the use of Automation and AMRs 		<ul style="list-style-type: none"> Picking Operations highlighting Zebra Core + AMRs Streamline Staging highlighting Zebra Core + MotionWorks Digitize Packing Operations with Zebra Core (EMC, Tablets and Printers to create a full solution) 	<ul style="list-style-type: none"> Our ever-growing portfolio with the addition of Robotics and FIS/MV in the Warehouse space. Zebra’s core products with these new adjacencies give us leverage to tell the full story over the competition. 	<ul style="list-style-type: none"> Director and above from Operations and IT 	<ul style="list-style-type: none"> Robotics FIS/MV + Matrox Warehouse Core including EMC and ATS RFID & MotionsWorks Enterprise



Retail & Hospitality

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Retail & Hospitality

2023 Overview



Zebra R&H Team - Overview

- **What are some of the considerations and discussions driving where we are going to focus in 2023?**
- E-commerce is driving retail as consumer priority is shifting towards digital buying; however, consumers are gradually shifting back to offline buying and slowly inching towards pre COVID-19 levels
- As consumers transition to the e-commerce space, retailers' goals include supply chain optimization such as order fulfilment, third-party integration, inventory management, and customer analytics to evaluate buyer behavior
- Buyer preferences for purchasing from a retailer include BOPIS, same-day delivery, and curbside; consumer convenience, combined with the pandemic, are key drivers
- The key technologies that are projected to be adopted in the next two to five years include computer vision, real-time store IoT platforms, smart robots, and unified commerce systems
- **What might be helpful for a Reseller to know and understand about your direction so they can align and help drive Zebra business?**
- By 2023, up to 40% of Tier 1 retailers will leverage intelligent automation among their store workforce to improve business outcomes through better customer experience and associate engagement
- By 2025, 75% of large enterprises with hourly paid workers and variable demand for labor will use automation to drive workforce scheduling decisions
- By 2025, the top 10 retailers globally will leverage AI to facilitate prescriptive product recommendations, transactions, and forward deployment of inventory for immediate delivery to consumers
- **What, if anything is different in the strategy this year than last year?**
- More focus on Supply Chain Optimization as omni-channel growth continues to soar within retail
- More focus on outcomes for retailers
- For Hospitality, more focus on Track and Trace initiatives
- **Any lessons learned from marketing to this industry in 2022?**
- Customers are looking for comprehensive offerings (Hardware + Software) to help solve key operational challenges
- Retailers are moving towards a 1-to-few model, to support improved customer engagement, productivity, and efficiency
- Technology-driven workforce optimization is helping retailers reduce labor costs and improve employee and customer experiences

Retail & Hospitality

2023 Key Industry Factors



Industry Factor	Description
<ul style="list-style-type: none"> • Redefinition of physical estate 	<ul style="list-style-type: none"> • Heightened investment in smaller/local distribution facilities dark stores/micro-fulfillment strategies, configurable stores, showrooms and other approaches
<ul style="list-style-type: none"> • Increase in contactless, curbside pickup models 	<ul style="list-style-type: none"> • Retailers are investing in curbside pickup programs to offer customers a safer checkout experience and growth of BOPIS/click and collect and online (delivery-based) shopping; BOPIS/Click and collect/Curbside growth means more picking, handover and returns solutions on the retailer roadmap
<ul style="list-style-type: none"> • Grocery and ecommerce outperform broader industry 	<ul style="list-style-type: none"> • Many retailers saw unprecedented growth in ecommerce due to the pandemic and have seen foundational changes in purchasing behavior
<ul style="list-style-type: none"> • Focus on health & safety 	<ul style="list-style-type: none"> • Retailers are prioritizing health and safety for employees and customers by optimizing store layouts for social distancing, increasing cleaning & sanitization and monitoring employee health
<ul style="list-style-type: none"> • Last-Mile Fulfillment and Delivery 	<ul style="list-style-type: none"> • Spike in digital sales as consumers stay home and purchase patterns shift to essentials (food, grocery, medical supplies etc.)
<ul style="list-style-type: none"> • Merchandising and planning 	<ul style="list-style-type: none"> • Immense strain on supply chain, merchandising, planning and pricing to plan capacity and cope with demand volatility across stores and DCs; to support omnichannel picking from store, retailers looking to improve inventory on shelf availability (OSA)

Retail & Hospitality

2023 Sub-Verticals



	Food Retailers	Sports & Entertainment
Workflows	<ul style="list-style-type: none"> • Inventory Management • Food Safety • Food Traceability • RFID Tracking 	<ul style="list-style-type: none"> • Point of Sale • Warehouse Automation • Workforce Communications • Inventory Management • Food Safety & Labeling • Asset Tracking • Ticket Scanning • Personalized Credentials/Badges • On-Field Operations • Line Busting • Task Management
Focus	<ul style="list-style-type: none"> • Strengthen existing customer relationships • Create brand awareness • Identify and build relationships with key customers in Track and Trace space within food retailers (Grocery, QSR, C-Store) • Expand Zebra portfolio/deeper & wider within space 	<ul style="list-style-type: none"> • Strengthen existing customer relationships • Create brand awareness • Identify and build relationships with key partners in S&E space • Sell Zebra solutions (ZPA, Reflexis, WFC, MotionWorks)
Tactics	<ul style="list-style-type: none"> • ABM Lite • Zebra Sponsored Webinar (Amanda Wade, Eric Malmed, John Wirthlin) • GS1 Summit (Amanda Wade) • Produce & Flower Show (Amanda Wade) • MURTEC • Executive Briefings 	<ul style="list-style-type: none"> • Email Nurtures • Sports & Entertainment HUB • Digital Marketing (LinkedIn & Programmatic) • Executive Briefings • Thought Leadership (Webinars, Blogs, Bylines, Industry Publications) • Case Studies • Events

Retail & Hospitality

2023 Use Case/Situation Overviews



	"The Problem"	Ideal Solution	Point of Difference	Target Market	Product Focus
	Will Zebra be solving a real problem?	What would the solution look like?	What makes Zebra stand out?	Who is affected by the problem?	What are the suggested products/solutions?
Inventory Performance	<ul style="list-style-type: none"> • Store-Level Inventory Visibility • Retailers are faced with rising pressures to gain a better handle on their store-level inventory to maintain a positive customer experience and fulfill orders quickly and accurately. • Out-of-Stocks • With increased omnichannel fulfillment offerings, retailers are challenged with keeping shelves stocked while fulfilling online orders 	<ul style="list-style-type: none"> • Increased inventory visibility • Improved e-Commerce fulfillment • Better labor productivity • Improved customer satisfaction • Optimized merchandising • Better shrink & returns management 	<ul style="list-style-type: none"> • Zebra drives performance in inventory management and shrink and returns management by leveraging the right data for the problem and using analytics to prioritize the most productive actions to improve the most valuable key performance indicators (KPIs). 	<ul style="list-style-type: none"> • Store Operations • Loss Prevention 	<ul style="list-style-type: none"> • Mobile Computers • Printers • ZPA • Reflexis • SmartCount • Workforce Connect
Associate Performance	<ul style="list-style-type: none"> • Store-Level Associate Efficiency and Tasking • Store associates are the retailer's largest expense and need to be optimized to make sure they are performing the most valued task at any given time whether that be stocking shelves, order fulfillment, assisting customers, etc. 	<ul style="list-style-type: none"> • Increased labor productivity • Improved customer service • Improved e-Commerce fulfillment • Better store execution • More efficient inventory management 	<ul style="list-style-type: none"> • Zebra provides a comprehensive solution that increases associate efficiency by providing retailers with technology and software enabling better scheduling, tasking, communication, and workflow optimization. 	<ul style="list-style-type: none"> • Store Operations 	<ul style="list-style-type: none"> • Mobile Computers • Printers • Reflexis • ZPA • Workforce Connect



Healthcare

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Healthcare

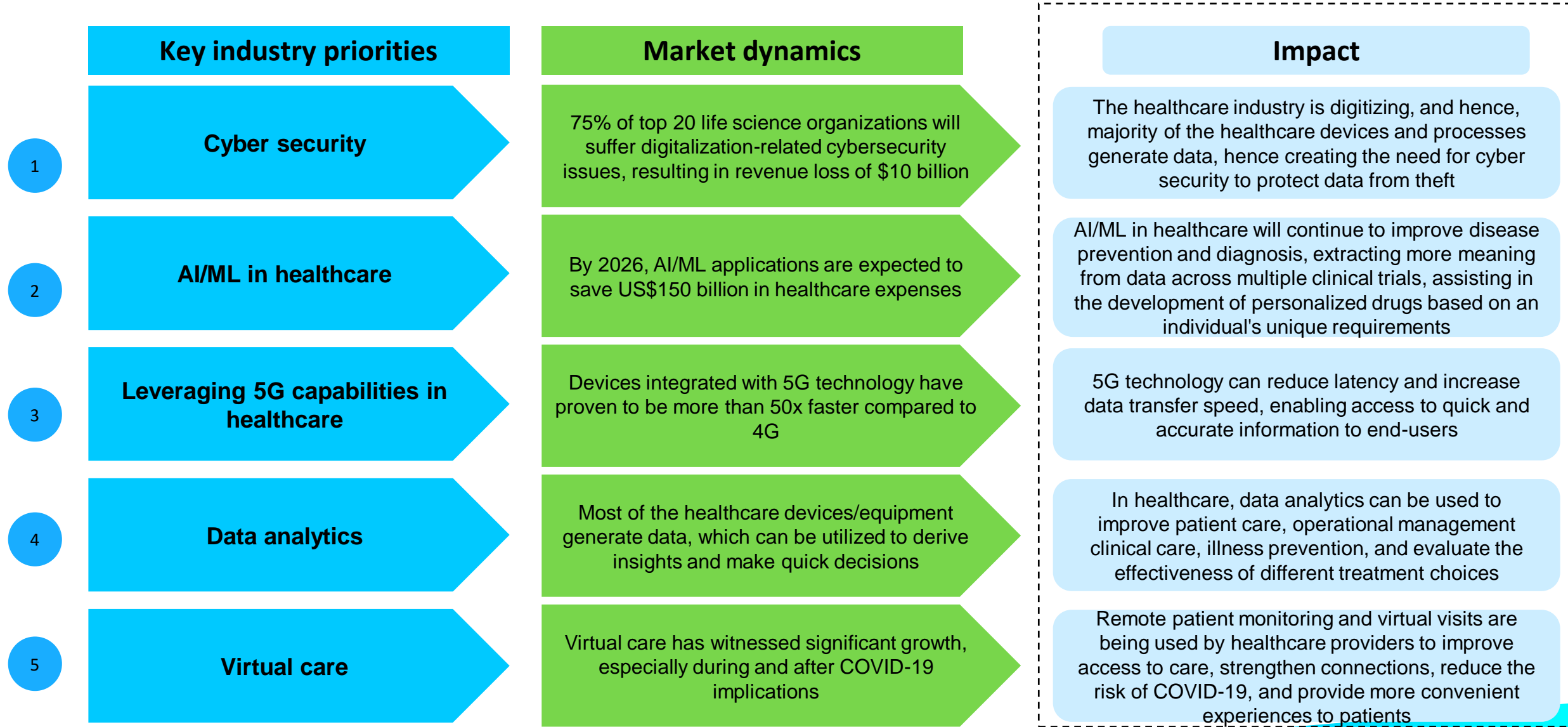
2023 Overview (the following slide may offer a better visual presentation)



Healthcare Team - Overview

- **What are some of the considerations and discussions driving where we are going to focus in 2023?**
- In 2021, cybersecurity, data analytics, and virtual care technologies witnessed a higher spending ratio than care management and smart room tech
- Healthcare end-user expenditure is predicted to expand at a CAGR of 6.2% from \$130 to \$166 billion globally between 2022 –2025
- Conversational AI and predictive analytics are used by patient engagement platforms to assist patients throughout their whole medical journey
- Algorithmic medicine, IoT in healthcare, and real-time healthcare systems are expected to gain traction in the next two to five years
- **What might be helpful for a Reseller to know and understand about your direction so they can align and help drive Zebra business? (Topics important in Healthcare)**
- Continued push to improve asset utilization
- Better resource utilization and service quality
- Improve workforce collaboration
- Push for clearer communication and improvement in workforce productivity
- Increase in telehealth interest and applicability
- Heightened requirement for tracking & visibility technologies
- **What, if anything is different in the strategy this year than last year?**
- Telemedicine is gaining traction as it enables video or phone appointments between a patient and their health care practitioner, offering both care and convenience at the same time
- According to Gartner, 50% of the US healthcare providers are expected to implement robotic process automation by 2023

Cyber security, AI/ML, and 5G capabilities remain the top priority for healthcare



Healthcare

2023 Key Industry Factors



Industry Factor	Description
<ul style="list-style-type: none"> Continued push to improve asset utilization 	<ul style="list-style-type: none"> Increased demand in asset tracking and patient engagement
<ul style="list-style-type: none"> Better resource utilization and service quality 	<ul style="list-style-type: none"> Efficient throughput management and real-time location system, scheduling and optimization; interest in business model transformation which includes dual systems of care, site of care shifts, and virtual care product lines
<ul style="list-style-type: none"> Improve workforce collaboration 	<ul style="list-style-type: none"> Healthcare delivery organization (HDO) business models are under pressure to deliver highly reliable care at a lower cost at a place and time that is convenient for the consumer
<ul style="list-style-type: none"> Push for clearer communication and improvement in workforce productivity 	<ul style="list-style-type: none"> Investments in care-team collaboration and patient engagement, frontline productivity, communication and alerts
<ul style="list-style-type: none"> Increase in telehealth interest and applicability 	<ul style="list-style-type: none"> Heightened visibility in telehealth, chatbots, remote patient monitoring; high volume telehealth utilization with increased use-case sophistication combining communication, asynchronous video, and AI applications
<ul style="list-style-type: none"> Heightened requirement for tracking & visibility technologies 	<ul style="list-style-type: none"> Invest in frictionless workflows for staff and assets (patient-tracking, staff-tracking/workflow optimization)

Healthcare

YoY Assessment



	Core	Share Gain in Core	Adjacent	IES
Drivers	<ul style="list-style-type: none"> Acute Care HC Inside Sales <ul style="list-style-type: none"> Smaller & underserved health systems 	<ul style="list-style-type: none"> Canada Ancillary Workers (TC2X) Non-acute (ASC) <ul style="list-style-type: none"> Leverage ISVs Develop GTM strategy TC21 printers Warehouse/Supply Chain 	<ul style="list-style-type: none"> Supplies (wristband and non-wristband) HC Tablet (Telehealth) RFID Temptime 	<ul style="list-style-type: none"> WFC LS <ul style="list-style-type: none"> Supply Chain Tracking (high value equipment) Proximity Tracking
Declines	<ul style="list-style-type: none"> Elective surgeries 		<ul style="list-style-type: none"> Elective surgeries (PPID) 	<ul style="list-style-type: none"> Limited customer IT resources and accessibility
Initiatives To Grow	<ul style="list-style-type: none"> VAM and DCM selling complete portfolio Provides HC expertise to smaller/underserved health systems Growth from investment in Canada (2 dedicated AMs) Increased DCM focus on non-acute (ASC and Outpatient) Targeting Mobile, Desktop, Wristband customers for AIT refresh (BTRs) GPO contracts 		<ul style="list-style-type: none"> PPID Inside Sales – expand focus to non-wristband supplies Tablet <ul style="list-style-type: none"> HC tablet Interior Health: ET51 for physician rounding 	<ul style="list-style-type: none"> WFC <ul style="list-style-type: none"> Implementation of Profile Manager for HC call center integration Marketing collateral Proximity Tracking <ul style="list-style-type: none"> Every seller identifying target accounts on NAL

2023 Strategic Priorities

Healthcare



Strategic Accounts

- AMs dedicated to smaller NAL of focus accounts
- Focus accounts are larger health systems with an opportunity for Zebra to go deeper and wider
- Develop 1:1 ABM



iVAMs

- Focus on <500 bed health systems and hospitals
- Allows VAMs to focus on larger health systems
- Develop ABM Lite to support growth



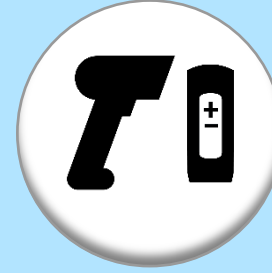
PPID

- Drive growth in the LaserBand and Wristband product lines
- Align with VAMs to pursue wristband sales to build annuity stream
- SAMs and iVAMs focus on entire portfolio - including wristbands and supplies



Ancillary Workers

- Enterprise vs Consumer value proposition
- Ancillary workers represent ~30% of hospital workforce
- Utilize TC2X-HC to address this market
- **WFC attach** to all ancillary worker opportunities



DCS Continued Focus

- Build upon momentum started by DCS specialists
- DCS pipeline growth and take share
- CS4070 refresh and take share with CS6080



AIT Refresh & Visibility

- Maintain strong AIT market share (70%+)
- Anticipate and plan for printer refresh opportunities
- SFDC visibility to potential opportunities

Healthcare

2023 Sub-Verticals



	Non-Acute (Outpatient Departments and ASC)	Canada	Underserved
Workflows	<ul style="list-style-type: none"> • Clinical Collaboration • Clinical and Non-Clinical Team Collaboration • Pharmacy Medication Administration • Inventory Management • Asset Tracking 	<ul style="list-style-type: none"> • Clinical Collaboration • Clinical and Non-Clinical Team Collaboration • Laboratory Management • Pharmacy Medication Administration • Inventory Management • Asset Tracking 	<ul style="list-style-type: none"> • Clinical Collaboration • Clinical and Non-Clinical Team Collaboration • Laboratory Management • Pharmacy Medication Administration • Inventory Management • Asset Tracking
Focus	<ul style="list-style-type: none"> • Expand Zebra market share • Capture new accounts • Highlight cross-portfolio solutions • Deepen existing relationships across the Outpatient Department • Promote comarket initiatives to enable partner engagement • Nurture new champions 	<ul style="list-style-type: none"> • Capture new accounts • Strengthen existing customer relationships • Secure Reference Account • Nurture new champions 	<ul style="list-style-type: none"> • Expand Zebra market share • Capture new accounts • Highlight cross-portfolio solutions • Promote comarket initiatives to enable partner engagement • Nurture new champions
Tactics	<ul style="list-style-type: none"> • ABM Campaigns • Cross Portfolio Campaigns • Expanded digital platforms • Executive Briefings • Digital Comms (newsletters, emails, blogs) • Telemarketing • Webinars • Events • Direct Mail • Asset Development • References • Leverage Non-Acute Z.com pages 	<ul style="list-style-type: none"> • ABM Campaigns • Cross Portfolio Campaigns • Expanded digital platforms • Executive Briefings • Digital Comms (newsletters, emails, blogs) • Telemarketing • Direct Mail • Asset Development • Regional Events • Webinars • References 	<ul style="list-style-type: none"> • ABM Campaigns • Cross Portfolio Campaigns • Expanded digital platforms • Executive Briefings • Digital Comms (newsletters, emails, blogs) • Telemarketing • Direct Mail • Asset Development • Regional Events • Webinars • References

Healthcare

2023 Use Case/Situation Overviews



	"The Problem"	Ideal Solution	Point of Difference	Target Market	Product Focus
	Will Zebra be solving a real problem?	What would the solution look like?	What makes Zebra stand out?	Who is affected by the problem?	What are the suggested products/solutions?
Non-Acute (Outpatient and ASC)	<ul style="list-style-type: none"> With smaller facilities, fewer staff and 24-hour turnarounds, non-acute environments need to do more with less. Same workflows as acute environments with focus on throughput, accuracy, and safety 	Mobile Collaboration (Touch Computers and Printers) – for clinical and non-clinical teams Barcode Technology - PPID and barcode labels Data Capture – for patients, meds, inventory, specimens RFID – Inventory and Asset Management	<ul style="list-style-type: none"> Zebra Solutions are purpose built for Healthcare environments Zebra hardware and software solutions streamline clinical and non-clinical workflows Zebra barcode technology reduces medical errors Zebra RFID technology improves productivity and reduces inventory expenses 	<ul style="list-style-type: none"> Clinical Teams Ancillary Workers Supply Chain IT Managers Operations Teams ASC Owners/Physicians 	<ul style="list-style-type: none"> TC52ax-HC, TC52x-HC TC21/26-HC RFID Readers – Active & Password CS60-HC scanner DS8100-HC series AIT portfolio Barcode Labels and Wristbands IES –WFC, RFID HC Tablet
	<ul style="list-style-type: none"> Providing superior, cost-effective care while allowing visibility and creating efficiencies throughout the Healthcare ecosystem Generating awareness and driving demand for complete portfolio of Healthcare Solutions (cross-portfolio demand) while following GDPR marketing guidelines 	Mobile Collaboration (Touch Computers and Printers) – for clinical and non-clinical teams Barcode Technology - PPID and barcode labels Data Capture – for patients, meds, inventory, specimens RFID – Inventory and Asset Management	<ul style="list-style-type: none"> Zebra Solutions are purpose built for Healthcare environments Zebra hardware and software solutions streamline clinical and non-clinical workflows Zebra barcode technology reduces medical errors Zebra RFID technology improves productivity and reduces inventory expenses 	<ul style="list-style-type: none"> Clinical Teams Ancillary Workers Supply Chain IT Managers Operations Teams All Department decision makers – Lab, Pharmacy, Admissions, Discharge, OR, ER, Bedside Teams 	<ul style="list-style-type: none"> TC52ax-HC, TC52x-HC TC21/26-HC RFID Readers – Active & Password CS60-HC scanner DS8100-HC series AIT portfolio Barcode Labels and Wristbands IES – WFC, RFID
	<ul style="list-style-type: none"> Providing superior, cost-effective care while allowing visibility and creating efficiencies throughout the Healthcare ecosystem Generating awareness and driving demand for complete portfolio of Healthcare Solutions (cross-portfolio, HW and SW) demand 	Mobile Collaboration (Touch Computers and Printers) – for clinical and non-clinical teams Barcode Technology - PPID and barcode labels Data Capture – for patients, meds, inventory, specimens RFID – Inventory and Asset Management	<ul style="list-style-type: none"> Zebra Solutions are purpose built for Healthcare environments Zebra hardware and software solutions streamline clinical and non-clinical workflows Zebra barcode technology reduces medical errors Zebra RFID technology improves productivity and reduces inventory expenses 	<ul style="list-style-type: none"> Clinical Teams Ancillary Workers Supply Chain IT Managers Operations Teams All Department decision makers – Lab, Pharmacy, Admissions, Discharge, OR, ER, Bedside Teams 	<ul style="list-style-type: none"> TC52ax-HC, TC52x-HC TC21/26-HC RFID Readers – Active & Password CS60-HC scanner DS8100-HC series AIT portfolio Barcode Labels and Wristbands IES – WFC, RFID



Government & Rugged Field Service

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Government & Field Service

2023 Overview



Zebra Government & Field Service Team - Overview

- What are some of the considerations and discussions driving where we are going to focus in 2023?
 - Public Safety Technology annual spend in North America is expected to increase from \$7.5 Billion in 2020, to \$9.5 Billion by 2024
 - Cybersecurity, AI, & Cloud Computing are top priorities for Federal Agencies over the next 3 years
 - 5G will become relevant to government communications & operations by 2024
- What might be helpful for a Reseller to know and understand about your direction so they can align and help drive Zebra business?
 - Zebra will expand marketing efforts to include Canadian Government market growth
 - Government agencies (SLED & FED) will benefit from modernized warehouse and distribution center operations
 - Many are focused on modernization, especially within the Federal DoD and Civilian markets
 - As Public Safety agencies replace older "Mobile Data Terminals" (MDTs/Vehicle Laptops), the ET8x is competitive and has differentiated advantages over the competition
 - A way to open doors with Law Enforcement agencies may be with solutions addressing Evidence Mgmt., Property Room Mgmt., and Asset Mgmt., Barcode, RFID, Scanners, & Printers
 - Energy and Utility organizations are a great opportunity for expanding Workforce Mobility and Asset Management solutions
- What, if anything is different in the strategy this year than last year?
 - In 2023, we are going to be working on Channel enablement to grow our State & Local, and Federal government businesses

Government & Rugged Field Service

2023 Key Industry Factors



Industry Factor	Description
<ul style="list-style-type: none"> Continued prioritization and emphasis on situational Awareness in Public Safety agencies. 	<ul style="list-style-type: none"> Heightened investment in situational awareness as the highest priority—being alerted to potentially dangerous situations for first responders - effectively communicating actionable responses to these incidents is their primary focus (situational awareness solutions require a combination of data collection, as well as the network for effective communication)
<ul style="list-style-type: none"> Analytics everywhere for all Government Agencies and Field Service (SLED, FED, & RFS) 	<ul style="list-style-type: none"> Rise of pervasive government use of analytics at all stages of business activity and service delivery to support autonomous business processes and the insights to make context-based decisions in real-time
<ul style="list-style-type: none"> Digitally-empowered workforce 	<ul style="list-style-type: none"> A workforce of self-managing teams that are provided the training, tools and autonomy to exercise new competencies required to work on cross-cutting, digital transformation initiatives
<ul style="list-style-type: none"> Multichannel citizen engagement 	<ul style="list-style-type: none"> Push to provide citizens with seamless access to government services across organizational and jurisdictional boundaries while delivering a personalized experience that conforms to their stated preferences
<ul style="list-style-type: none"> Rise of adaptive security 	<ul style="list-style-type: none"> Approaches risk, trust and security as a continuous and adaptive process that anticipates and mitigates constantly evolving cyberthreats
<ul style="list-style-type: none"> Mobility tech transitions drive handheld and tablet investment 	<ul style="list-style-type: none"> Tech transitions (wifi6e-2021, 5g-2022, and CBRS-2021) drive installed base refresh and continued shift from rugged notebooks to rugged tablets

Government & Rugged Field Service

2023 Key Marketing Initiatives



Vertical/Sub-Vertical	Objectives	Activities	Timing
<ul style="list-style-type: none"> SLED: Public Safety FED: U.S. DoD 	Continue to build channel that supports growth within State & Local, Provincial and Federal markets	Support and direct MDF funding to engage government partners	Q1-Q4 2022
	Broaden our reach within current accounts and develop relationships with net new accounts in both U.S. and Canadian Public Safety agencies and military organizations	Generate awareness, inquiries, and leads with campaigns that include paid media programs, webinars, eDMs, associations, PR and events	Q1-Q4 2022
	Support portfolio growth with focused campaign efforts and communications targeting key accounts	Generate awareness and lead generation with campaigns targeting specific use cases key to law enforcement focused on tablets/mobile computing and RFID	Q2-Q4 2022
<ul style="list-style-type: none"> RFS: Utilities/Energy 	Increase awareness and market share by focusing on target accounts	Generate awareness and leads with both paid and earned media, eDMs, PR and events	Q1-Q4 2022
	Continue to build channel that supports tablet 7 portfolio growth within the space	Support and direct MDF funding to engage key partners	Q1-Q4 2022
	Support tablet sales with focused ABM Lite or similar digital campaign effort targeting key accounts	Generate awareness and leads with ABM Lite program targeting specific use cases focused on tablets	Q1-Q2 2022

Government & Rugged Field Service

2023 Prioritized Sub-Verticals



	Dept. of Defense	Law Enforcement	Fire/EMS	Utilities/Energy
Workflows	<ul style="list-style-type: none"> • Inventory Management (WSE + Store) • Asset Tracking • Communication and Collaboration 	<ul style="list-style-type: none"> • Asset Management • E-Citation • Traffic/On-scene documentation • Evidence & Property Room Management • Disaster & Emergency Management • Communication & Collaboration 	<ul style="list-style-type: none"> • Asset Management • Traffic/On-scene documentation • Disaster & Emergency Management • Communication & Collaboration 	<ul style="list-style-type: none"> • Asset Management • Inventory Management • Workforce Mobility • Communication and Collaboration
Focus	<ul style="list-style-type: none"> • Raise Awareness for Zebra Solutions • Build New & Strengthen Existing customer relationships • Develop & Recruit partners with Federal focus • Build relationships with key integrators • Expand Zebra portfolio/deeper & wider within space 	<ul style="list-style-type: none"> • Raise Awareness for Zebra Solutions • Build New & Strengthen Existing customer relationships • Develop & Recruit partners within Law Enforcement • Build relationships with key integrators • Expand Zebra portfolio/deeper & wider within space 	<ul style="list-style-type: none"> • Raise Awareness for Zebra Solutions • Build New & Strengthen Existing customer relationships • Develop partners within FIRE/EMS • Build relationships with key integrators • Expand Zebra portfolio/deeper & wider within space 	<ul style="list-style-type: none"> • Raise Awareness for Zebra Solutions • Build New & Strengthen Existing customer relationships • Develop & Recruit partners with Utilities and Oil & Gas focus • Expand Zebra portfolio/deeper & wider within space
Tactics	<ul style="list-style-type: none"> • ABM/Digital Campaign • Executive briefings • Events • Media • PR • Advisory Council 	<ul style="list-style-type: none"> • ABM Lite/Digital Campaign (Top 100 accounts) • Telemarketing Campaigns • Executive briefings • Webinars • Events • Associations • PR • Advisory Council 	<ul style="list-style-type: none"> • Telemarketing campaigns • Executive briefings • Webinars • Events • Associations • PR • Advisory Council 	<ul style="list-style-type: none"> • ABM Lite/Digital Campaigns (Top 100 accounts for each sub-vertical) • Executive briefings • Events • PR • Advisory Council

Government & Rugged Field Service

2023 Use Case/Situation Overviews



Federal

“The Problem”	Ideal Solution	Point of Difference	Target Market	Product Focus
Will Zebra be solving a real problem?	What would the solution look like?	What makes Zebra stand out?	Who is affected by the problem?	What are the suggested products/solutions?
<ul style="list-style-type: none">• Federal Government: U.S. Department of Defense & Canadian Armed Forces• Cybersecurity• Migration to Android with aging IT infrastructures• Asset tracking• Efficiency• Accuracy• Optimization• Modernization• Cloud and software-as-a-service solutions to easily adopt to evolving technology and to save agency resources (<i>FedRamp Certification dependency</i>)• AI and machine learning for faster, sharper insight• Greater mobility via wearables and smart devices	<ul style="list-style-type: none">• Supply Chain• Inventory Management• Asset Tracking• Workforce Mobility• Communication and Collaboration• Cybersecurity	<ul style="list-style-type: none">• Zebra’s strength: Rugged, secure, high-performing and loaded with added intelligence, our transformative technology elevates first responders’ capabilities. And with our broad portfolio, they have public-safety-ready solutions for a spectrum of applications, from mobile communication to data access, from scanning to printing and tracking.• Zebra can help the Federal government migrate to android.• Zebra’s senior leadership advocates for heightened security practices, internally, with customers and throughout the industry• Zebra has a formalized Corporate Security Council and a Corporate Security Program, led by our Chief Security Officer (CSO)	<p>All Federal Agencies depending on the use case</p> <ul style="list-style-type: none">• Asset Management Chief, Logistics Commander, Logistics Officer, Contract Officer, Division Director, IT Project Manager, Mission Support Specialist, Procurement Analyst/Manager, Program Manager/Analyst, Chief Bureau of Technical Services, CIO, General Admiral, Colonel, Director of Systems, Administrative Lieutenant, Communications Director <p>Primary Role:</p> <ul style="list-style-type: none">• Support operations, maintain & support infrastructure, maintain & service equipment, deploy equipment & perishables, develop, deploy, and integrate new technology	<ul style="list-style-type: none">• Tablets• Mobile Computers• Scanners• RFID• Barcode• Printers/Supplies• Workforce Connect

Government & Rugged Field Service

2023 Use Case/Situation Overviews



	"The Problem"	Ideal Solution	Point of Difference	Target Market	Product Focus
	Will Zebra be solving a real problem?	What would the solution look like?	What makes Zebra stand out?	Who is affected by the problem?	What are the suggested products/solutions?
Law Enforcement	<ul style="list-style-type: none"> • Law Enforcement • Enhancing Officer Safety • Workforce Mobility/Flexibility • Cybersecurity • Adapting to new levels of transparency • Promoting improved police-community relations • Deploying new technologies for an operational advantage, recruiting new officers, and improving public image 	<ul style="list-style-type: none"> • Workforce Mobility • Asset Management • E-Citation • Traffic/On-scene documentation • Disaster & emergency management • Communication & Collaboration 	<ul style="list-style-type: none"> • Zebra's strength: Rugged, secure, high-performing and loaded with added intelligence, our transformative technology elevates first responders' capabilities. And with our broad portfolio, they have public-safety-ready solutions for a spectrum of applications, from mobile communication to data access, from scanning to printing and tracking. • Zebra's devices are built for rough environments and multiple use cases. • Zebra's senior leadership advocates for heightened security practices, internally, with customers and throughout the industry • Zebra has a formalized Corporate Security Council and a Corporate Security Program, led by our Chief Security Officer (CSO) 	<ul style="list-style-type: none"> • Chief of Police, Police Deputy Chief, Police Commander, Police Captain, Police Lieutenant, Police Sergeant, • Sheriff, Corporal, Lieutenant, Major, Lieutenant Colonel, Colonel • Governor, State CIO, Mayor, City President, City Council • Primary role: Protect people and property. Ensure the safety of officers, citizens and the security of communities. Enforce laws, prevent crimes, preserve peace, respond to emergencies and provide support services. 	<ul style="list-style-type: none"> • Tablets • Mobile/Handheld Computers • Mobile Printers/Supplies • Printers/Supplies • Scanners • RFID • Barcode

Government & Rugged Field Service

2023 Use Case/Situation Overviews



FIRE/EMS

“The Problem”	Ideal Solution	Point of Difference	Target Market	Product Focus
Will Zebra be solving a real problem?	What would the solution look like?	What makes Zebra stand out?	Who is affected by the problem?	What are the suggested products/solutions?
<p>FIRE</p> <ul style="list-style-type: none">• Increase Firefighter Safety• Cybersecurity• Inventory Management• Asset Management• Securing funding• Enhancing fire department communication: Many departments lack the resources to modernize communication systems and add wireless broadband. They are eager to transition from pagers and radio dispatch to smartphone apps.• Coordinating agency resources• Fire Inspection efficiency <p>EMS</p> <ul style="list-style-type: none">• Inventory Management• Asset Management• Use data for compliance• Improve patient outcomes• Adoption of technology, without diminishing the value of “high-touch” care and services	<ul style="list-style-type: none">• Asset Management• Inventory Management - Medication Security• Cybersecurity• E-Citation• Traffic/On scene documentation• Disaster & emergency management• Communication & collaboration	<ul style="list-style-type: none">• Zebra’s strength: Rugged, secure, high-performing and loaded with added intelligence, our transformative technology elevates first responders’ capabilities. And with our broad portfolio, they have public-safety-ready solutions for a spectrum of applications, from mobile communication to data access, from scanning to printing and tracking.• Zebra’s devices are built for rough environments and multiple use cases.• Zebra’s senior leadership advocates for heightened security practices, internally, with customers and throughout the industry• Zebra has a formalized Corporate Security Council and a Corporate Security Program, led by our Chief Security Officer (CSO)	<p>FIRE</p> <ul style="list-style-type: none">• <i>Lieutenant, Captain, Battalion Chief, Assistant Chief, Fire Chief, Fire Commissioner, First Deputy Fire, Assistant Deputy Chief, Assistant Deputy Fire, Deputy District Chief, Deputy Fire</i> <p>Primary role:</p> <ul style="list-style-type: none">• Respond to fires, accidents and other incidents where there are risks to life and property, help protect the public in emergency situations — fires, crashes, chemical spills, flooding, water rescue and natural disasters <p>EMS</p> <ul style="list-style-type: none">• <i>Paramedic Field Chief, Paramedic in Charge, Deputy Chief Paramedic</i>• Primary role:• Provide out-of-hospital acute care and transport to those who experience a medical emergency. <ul style="list-style-type: none">• Governor, State CIO, Mayor, City President, City Council	<ul style="list-style-type: none">• Tablets• Mobile/Handheld Computers• Mobile Printers• Printers/Supplies• RFID• Barcode

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2023 Use Case/Situation Overviews



UTILITIES/ENERGY

"The Problem"	Ideal Solution	Point of Difference	Target Market	Product Focus
Will Zebra be solving a real problem?	What would the solution look like?	What makes Zebra stand out?	Who is affected by the problem?	What are the suggested products/solutions?
UTILITIES <ul style="list-style-type: none"> Ensuring field worker safety Efficient grid/line inspections Grid Maintenance & repair Agile outage response Guided installations Coordinating resources Enhanced Communications Tracking valuable assets Energy <ul style="list-style-type: none"> Ensuring field worker safety Refinery pump station & systems inspections, maintenance & repair Pipeline installation Pipeline inspections, maintenance & repair Asset tracking Inventory Management Gasoline retail operations/POS systems 	<ul style="list-style-type: none"> Asset Management Inventory Management Workforce Mobility Communication & collaboration Security POS Retail Solutions 	<ul style="list-style-type: none"> Zebra's strength: Rugged, safe, secure, high-performing and loaded with added intelligence, our transformative technology elevates field worker capabilities. And with our broad portfolio, they have reliable solutions for a spectrum of applications, from mobile communication to data access, from scanning to printing and tracking. Zebra's devices are built for rough environments and multiple use cases, including certifications for uses in hazardous environments. Zebra's senior leadership advocates for heightened security practices, internally, with customers and throughout the industry Zebra has a formalized Corporate Security Council and a Corporate Security Program, led by our Chief Security Officer (CSO) 	UTILITIES <ul style="list-style-type: none"> CIO, General Manager, IT Director, IT Manager, Operations Manager Primary role: <ul style="list-style-type: none"> Maintaining IT systems, software and hardware. Transitioning and upgrading legacy systems. Researching and justifying new technology Energy <ul style="list-style-type: none"> CIO, General Manager, IT Director, IT Manager, Operations Manager Primary role: <ul style="list-style-type: none"> Maintaining IT systems, software and hardware. Transitioning and upgrading legacy systems. Researching and justifying new technology 	<ul style="list-style-type: none"> Tablets Mobile Computers Scanners Printers/Supplies RFID Barcode

THANK YOU!

Please contact your Zebra Account Manager or Marketing Representative with any questions regarding the information within this toolkit.

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