ZEBRA

Printer Trade-Up Programme

Because today's challenges demand smarter technology

Card Printers Guide

Trade-Up Guide: Card Printers

5 compelling arguments you can use to demonstrate why your customers should trade-up their thermal card printers to the latest Zebra models.

In this guide we cover the most challenging issues facing your customers today:

1. Network & data security

2. Fraud

3. Connectivity

4. Ease of use

5. Maintenance, consumables & support

Trade-up is available for all previous Zebra printer models and for competitor thermal devices too.

1. Security

How safe is your customer data? Because risking a data security breach has serious implications for your finances and your reputation.

Believe it or not, if you have older printers, you are at risk. And you don't need to be a large corporate, because smaller businesses are targeted more.

Your printers could be your weak spot.

Cyber security is a concern for all business; but perhaps surprisingly, smaller businesses are more at risk. If you think about it...

• Larger corporations, government institutions and other sizeable businesses have defined budgets and protocols to ensure access is controlled.
• SOHO businesses typically have less security protection and less sophisticated systems, which makes it easier to gain access to their networks and confidential data.

But these Zebra printers can protect your data.

Host Authentication... Zebra's latest Link-OS Card printers allow you to add Host Authentication to your print application; its advanced security features enable printer-to-host authentication to prevent printing from unauthorised applications or devices.

Government-grade encryption... with a Zebra card printer your data can also be encoded using Government-grade encryption which protects the most sensitive data during printing, such as account numbers.

2. Fraud

Do you use blank media which has a face value?

How do you safeguard your printed output?

Could falsified printing become a concern for your business?

Fraud prevention... with a printer? Yes; really!

It's not uncommon in your print applications for the associated blank media to have a face value, for example: transport or event ticketing, debit or credit cards, visas, national identity cards, etc. This type of media is increasingly being unknowingly removed (stolen!) and printed with false details; and this falsified output is then sold by touts and other illegal outlets.

But our lockable Card Printers have been designed to prevent media theft.

The media is secured within the printer and the printer can be anchored to a fixed location, to prevent theft of the entire unit.

3. Connectivity

Do you struggle to connect to your printer? Is it frustrating, especially when you need your prints in a hurry?

The environments where you use Card printers are changing. The way you use them, how data is parsed to them, and the opportunities for network infiltration are evolving too... which is why it's important to have printers with the latest, fastest, and most secure connectivity.

• Modular design of the ZC-Series Card printers means interface connectivity and infrastructure changes are simple and easy.
• Field upgradeable with Wi-Fi or Dual sided printing (ZC300/350 only).
• The quickest and most secure wireless offering – WiFi 802.11ac.

4. Ease of use

How useable – really useable – is your
Card printer?

Are you getting full effectiveness from your
Card printer, or would you like to do more?

And why should card printing be troublesome?

Because printing should be easy!

Zebra Card printers have always been designed for ease of use…
what's the point of a printer which is hard to use?

Zebra builds on this with each new iteration and the ZC-series
models are no exception:

- Easier printers are simpler to deploy, require less training, less
support and maximise your uptime.
- Difficult and time-consuming tasks, such as loading supplies,
are simpler with the media handling and ribbon loading of the
ZC-series. And its error-free ribbon cartridge design makes
things even easier!
- Comprehensive support pages and instructional "how to" videos
are easily accessed via the integral PrintTouch feature and on the
optional LCD display.

5. Maintenance, consumables & support

Do you know whether your printers are still supported, or not?

Are you spending too much on consumables?

Have you changed ribbons, loaded cards or adjust settings on your card printers lately?

And how long did it take you... honestly?!

In terms of day-to-day operations...

It may seem a relatively small thing, but day-to-day printer maintenance really does impact on productivity. And when changing consumables is difficult, printers can be left 'out-of-operation' for considerable periods of time, forcing staff to find 'ways round' the situation.

Replacing consumable parts such as ribbons and cards is a routine part of thermal card printer maintenance, but with older models it can be a tricky, time-consuming and – frankly – frustrating process.

BUT not with our latest Zebra Card printers!

The new ZC100, ZC300 and ZC350 Card printers have been designed by our award winning industrial design team to maximise the simplicity of every one of the user interactions, from setup to reloading cards, changing ribbons, adjusting printer settings and more. The result is a radical improvement in simplicity of use... and a series of card printers which are so easy to use they practically eliminate support calls.

And more strategically...

Zebra OneCare gives you prioritised customer support, ensuring minimum down-time and minimum adverse impact on your business.

- Committed repair cycle times, comprehensive coverage, repair service dashboards and rapid access to technical support.
- Prioritised helpdesk access with a service contract, which means much faster response and resolution than without a contract.
- Choice of Select or Essential service packages, covering:
  - Software updates
  - Device Diagnostics
  - Reporting Dashboard
  - Repair & Turnaround time commitment
  - Select: Advanced Unit Replacement
  - Essential: 3-day Repair

Some OneCare options also include print head replacement which is a routine consumable cost, so it can help reduce your total cost of ownership.

Designed to insulate you from unexpected repair costs, OneCare is only available on currently supported printers: which is a great reason to Trade-Up!

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