Printer Trade-Up Programme

Because today's challenges demand smarter technology

Desktop Printers Guide

Trade-Up Guide: Desktop Printers

10 compelling arguments you can use to demonstrate why your customers should trade-up their Desktop 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. Printer management
4. Upgrades which will work with existing systems
5. Environmental issues

6. Connectivity
7. Ease of use
8. Maintenance, consumables & support
9. Device visibility & monitoring
10. A complete solution

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

1. Security

Global ransomware damage costs are predicted to exceed $5 billion in 2018: could your printers mean you're part of this statistic?

So... how secure is your IT? Privacy, cyberterrorism, hacking: could your network be vulnerable?

And 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 help protect you against attack.

Zebra's latest Link-OS Desktop's PrintSecure allows you to monitor activity, control access and most importantly, block unwanted intrusion on both wired and wireless printers. PrintSecure enables you to set permitted access and regularly update your desktop printers to address new threats, ensuring these peripheral devices on your infrastructure need not be a concern.

Wired or wireless, our networked Link-OS Desktop printers will provide your business with the protection you need... PrintSecure offers industry leading security for thermal printers.

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, prescription issuance, visas, electronic stamping, 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 Desktop 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. The only way to generate output is through a legitimate PrintSecure print job; and all transactions can be reconciled against the printer's integral odometer.

3. Printer management

Do you find your printers are difficult to setup?

How many hours do you waste managing your printers?

Who manages your printers?

And would you like to work smarter and save money with a better managed printer?

The majority of Desktop printers sold are networked devices, and you're probably aware of the efficiencies they offer – saving money, reducing maintenance, enabling remote use, increasing traceability, etc. – but what's the best way for you to manage yours to achieve what you need?

On-premise or cloud-based? And what about day-to-day management functionality? Because with our Zebra Link-OS desktop printers, you can...

• View the printer's webpage and control it from a laptop, smartphone or tablet device.
• Manage single or grouped devices across the globe with Printer Profile Manager.
• Even control throughput, supplies ordering and maintenance with OVS and AVS.

And if you have an existing device management platform – such as SOTI – it can also be used to control our printers too.

4. Upgrades which will work with their existing systems

Do you have an ageing population of barcode printers?

How much does it cost you to maintain and support your older barcode printers?

Would you like an easy route to upgrade your barcode printers?

Wish you could have all of the benefits and none of the hassle to switch your costly label printer?

If you're looking to improve efficiencies, then our Zebra Desktop printers can help you achieve your goals. However, we appreciate you may have reasons for keeping your legacy systems; and that's where issues can arise... but not when you trade-up to a new Zebra printer!

Maintaining long-since discontinued printers or upgrading to non-compatible models from other manufacturers generally means spending time and money on costly software developments... which is why Zebra developed its Virtual Devices.

Virtual Devices are on-printer apps which allow Zebra Link-OS printers to use the legacy languages normally associated with other printer brands.

Which means you get a functionally superior printer without any impact on your existing system.

And it's really easy to implement...

The library of Virtual Devices – which are free** to download from Zebra.com – are simply loaded into the Link-OS Desktop printer and activated, enabling the printer to accept third-party command code.

** PDF Virtual Device is chargeable.

5. Environmental issues

Does your current labelling solution meet your environmental aims, values and legal responsibilities?

Could your barcoding be more environmentally friendly?

Would you like a more sustainable business through a greener printing solution?

Businesses of all sizes – from small to multi-national – are becoming 'greener'. Local, regional, national and international law now requires manufacturers and users to meet certain standards.

Our Zebra Desktop printers meet – or exceed – exacting environmental standards, which:

- Helps you achieve / maintain compliance.
- Supports you with your environmental goals and market-facing 'green' messages.

Zebra's environmental credentials are:

- Zebra Desktop printers meet ISO 14001, demonstrating compliance with key environmental legislation, for example WEEE, battery directives, RoHS, REACH, and more.
- The ZD-Series Link-OS Desktops are designed to be more power conscious, reduce material consumption, use more recyclable materials and be cheaper to run.
- Packaging is kept to a minimum, and all packaging is recyclable.
- Printers and power supplies are Energy Star approved. And Zebra also supports low powered devices with connectivity such as Bluetooth Low Energy.

Zebra is also harnessing modern technology to create innovative new solutions:

Zebra Cloud Connect... gives you the ability to have your applications in the cloud, moving away from on-premise devices, which means you won't have to power them or worry about their disposal.

Linerless printer solutions... perhaps one of our biggest steps towards a greener solution, which helps you reduce waste and meet challenging and changing laws around waste. They offer productivity and health & safety gains too.

6. Connectivity

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

Does your current infrastructure have the latest functionality, device connectivity and security of connection, or could it be better?

And how current and convenient is your barcode printing? Are you keeping up with today's developments, or falling behind?

The environments where you use Desktop 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.

- Award-winning modular design of the ZD-Series means interface connectivity and infrastructure changes are simple and easy.
- USB connectivity and control of peripherals devices – scanners, keyboard, scales or payment devices – can be used to extend your print applications and get maximum use out of your printers.
- Intelligent serial ports sense and adapt to the attached device.
- Out-of-box Bluetooth Low Energy wireless makes printer setup and management easy.
- The quickest and most secure dual-wireless offering – MFi certified Bluetooth 4.1 and WiFi 802.11ac.

7. Ease of use

How useable – really useable – is your Desktop printer?

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

Is your labelling solution fully efficient, or could it be better?

And why should barcoding printing be troublesome?

Because printing should be easy!

Zebra Desktop 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 ZD-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 on the ZD-series. Even easier with the error-free ribbon cartridge design of the ZD420c.
- Out-of-box wireless allows for simple configuration with one of the many free tools, such as Print Setup Utilities.
- PrintTouch feature makes it simple to connect devices or launch applications.
- Comprehensive support pages and instructional "how to" videos are easily accessed via the PrintTouch feature and by scanning the QR code on the printer or on the optional LCD display.

8. Maintenance, consumables & support

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

Are you spending too much on print head consumables?

Have you changed the print head or platen roller on your 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 print heads and platen rollers is a routine part of thermal printer maintenance, but with older models it can be a tricky, time-consuming and – frankly – frustrating process.

BUT... you can change a print head or platen roller in less than five minutes on today's Zebra Desktop printers, often without the need for any tools whatsoever.

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!

9. Device visibility & monitoring

Do you know how many printers you have? Honestly?

When were they last used?

And how are they performing?

Managing a desktop printer 'population' for maximum productivity can be a challenge with older, non-Link-OS, models… they simply can't have today's operational and asset visibility functions.

Downtime costs: VDC Research estimates that a single device failure equates to 80 minutes of lost productivity. But actively monitoring and managing your printers helps minimise the issue.

Zebra's Operational Visibility Services (OVS)
Your printers should help you improve workforce productivity and operational efficiency. But to really maximise the benefits – and thus your investment – you need visibility into the wealth of operational information which can be provided by those devices.

OVS allows you build on a traditional MDM system with insights into utilisation, battery health, repair status and more. With OVS, you know where your devices are, how they are performing, whether they are being fully utilised and if they are properly configured. Plus you can see the status of print supplies and how your operational processes are performing.

Zebra's Asset Visibility Services (AVS)
Do you know whether all your printers are working properly? If you don't, it could be affecting your bottom line; because when a device fails it can have a significant impact on productivity and your ability to serve your customers.

Which is why Zebra created AVS. AVS offers a quick pay-as-you-go service which allows you to remotely monitor device location, inventory and utilisation, so you can maximise the return on your printer investment.

10. A complete solution

How well do your printers work together and with other devices?

Could printer limitations actually be limiting your business too?

Would it be good if you could add to your Desktop barcoding capability, quickly and easily, whenever you need to?

And how would you like to broaden your standalone printing applications?

The design of the ZD-series Desktop printers means you can deploy a mixed estate of mobile or other fixed printers… because ZQ, ZD and ZT printers all use the same method of control and management.

The ZD-series can also be connected to – and used alongside – Zebra Enterprise scanners, mobile computers and tablets.

And durable, legible output is essential… using genuine Zebra Desktop supplies makes sure your printers give you maximum up-time, with basic through premium options, all designed to deliver the best results in terms of printer performance and finished printed materials.

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