ZEBRA

Printer Trade-Up Programme

Because today's challenges demand smarter technology

Mobile Printers Guide

ZEBRA

Trade-Up Guide: Mobile Printers

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

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

1. Network & data security

2. Printer management

3. Upgrades which work with existing systems

4. Environmental issues

5. Connectivity

6. Ease of use

7. Maintenance, consumables & support

8. Device visibility & monitoring

9. A complete solution

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

1. Security

With the growing frequency of cyber terrorism, how sure are you that your networked devices do not present an unacceptable security risk?

We are all increasingly aware of the issues around security of our connected devices.

But did you realise your printers could be the weakest link in your organisation's network security?

Older printers typically have less security protection against hacking and cyber intrusion, making them an easy 'way in' to your networks, potentially putting your confidential data at risk.

But Zebra mobile printers can protect you against attack.

With a new ZQ600 Series printer featuring 802.11ac and BT4.1, you'll have the fastest and most secure of any printer in its class
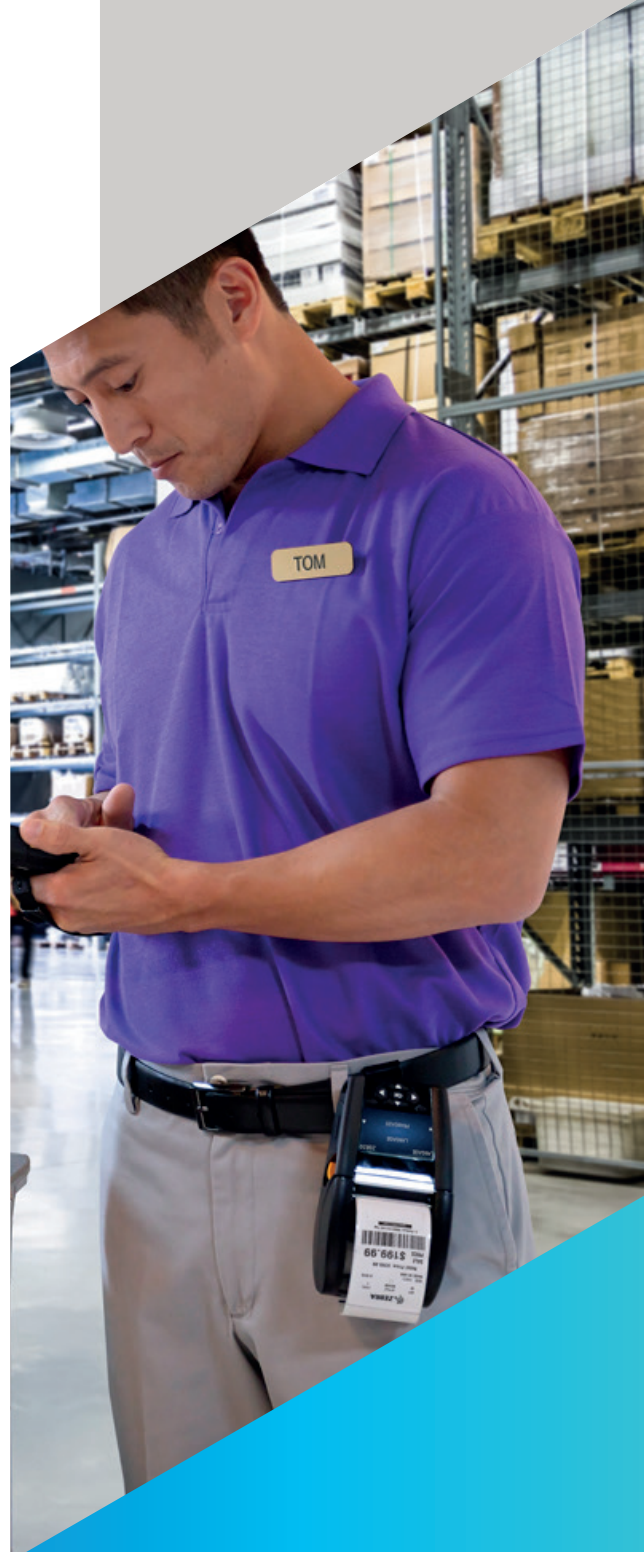
And the new security features... Link-OS 5 and PrintSecure... give Zebra even more of an edge over competitor models.

PrintSecure lets you 'lock down' your printers. You can monitor activity, control access and most importantly, block unwanted intrusion, limiting use to authorised applications and users only.

And with a supported device, you'll also benefit from regular firmware updates to protect your organisation from new threats.

Upgrade today to a new Zebra printer... and...

- Protect your network from security threats
- Get latest security protocols which printers with older wireless technology may not have

2. Printer management

Have you ever had to upgrade the firmware on a fleet of deployed mobile printers?

Are failing batteries a problem?

Are you looking to reduce down time with printers that have been reported as faulty?

This has traditionally been a challenge which can present a huge administrative burden for a large estate of printers that may be deployed across multiple locations. With Printer Profile Manager you can securely access your printers in real time from any mobile device in any location, diagnose problems and fix issues. Downloading user files and firmware updates is made easy.

Third party device management platforms such as Soti MobiControl are supported and can also be used to take control of our printers.

Enable management of the 40% of our Mobile printers that are connected to a handheld via Bluetooth with our unique BT Connector, which provides true device management using an Android terminal as the gateway to the Cloud – and this application also supports SOTI MobiControl! Web sockets are used to provide a secure connection. True two-way device management that provides Zebra with an unbeatable competitive edge.

Uniquely, Ethernet Cradles offer an alternative, non-wireless management and remote fault diagnosis tool for the ZQ600 Series printers, when docked.

40% of printers reported as faulty are diagnosed as 'no fault found' when sent to a repair or service facility. And the 3 most commonly found faults are (i) a dirty printhead, (ii) a faulty battery, and (iii) corrupt firmware: all of these can be rectified on site, without the need of sending the printer to a repair facility!

3. Upgrades which work with existing systems

Does your application use a non-Zebra command language and is this putting you off from making the switch?

If you would like to take advantage of all the benefits a new Zebra Link-OS has to offer but are concerned about the cost of modifying applications from your legacy vendor then consider Zebra's Link-OS Virtual Devices. These allow you to continue use your existing software with a new Zebra printer by providing language emulations for many legacy printer types as well as support for pdf printing from ERP applications.

Our library of Virtual Devices, which are free** to download from Zebra.com, can be simply loaded into a Link-OS Desktop printer and activated to allow the printer to ingest the third-party command code. You can benefit from a functionally superior printer without any impact to your existing system.

** PDF Virtual Device is chargeable.

4. Environmental issues

How would you like to improve efficiency, reduce your overheads and meet new and future legislation demands?

Local, regional and international law requires manufacturers and users to meet certain standards so our ISO 14001 demonstrates our compliance with key environmental legislation, for example WEEE, battery directives, RoHS, REACH. We meet all of these standards and more.

We have designed our ZQ range of Mobile Printers to be more power efficient, have reduced material consumption, use more recyclable materials and be cheaper to run.

We keep packaging to a minimum, and what packaging we use is recyclable. We have created low powered, energy efficient devices with connectivity such as Bluetooth Low Energy.

Other initiatives that might not necessarily be immediately obvious are our Cloud solutions featuring Link-OS Cloud Connect. The ability to have applications in the Cloud means that our customers can move away from on-premise devices, saving on space and reducing their electricity bill as well as their administrative burden.

One of our biggest steps towards a greener solution have been our linerless printer solutions. Businesses are looking to reduce waste and meet changing laws around waste. Our linerless solutions respond to these providing gains in legislation, environmental, productivity as well as health & safety. They also improve upon application efficiency by allowing up to 40% more label per roll!

5. Connectivity

When it comes to your critical applications, is speed of the essence?

Or: In a fast-moving world, do you need your hardware to be equally fast?

Do you need to choose from multiple wired and wireless connectivity options?

The environments in which our printers are being used is changing. The way in which the printers are used or how data is parsed to them is evolving, so you need to have printers with the latest, fastest, and most secure connectivity.

Passive NFC addresses a frequent customer pain point of simple connectivity to a handheld computer or scanner, and simplifies re-connection when moving a printer back in range of the terminal.

Ensure seamless Wi-Fi connectivity for workers with Mobile Printers as they move throughout the store, hospital or other facility with our latest printers featuring 802.11ac with support for 802.11r fast roaming, as supported on the very latest ZQ300 Series and ZQ600 Series Mobile Printers.

USB C connectivity makes the new ZQ300 Series printers much easier to charge with simple AC and DC adapters.

Ethernet Cradles provide remote support and fault diagnosis for the latest ZQ600 Series printers when docked.

The quickest and most secure dual-wireless offering – MFi certified Bluetooth 4.1 and WiFi 802.11ac.

Out-of-box wireless in the form of Bluetooth Low Energy to provide an easy means by which to setup and manage the printer.

6. Ease of use

Is staff training a problem for you?

Do you have a high turnover in staff, or use seasonal workers?

Ease of use has always been ones of the core competencies of our printer design and we build on this with each new generation.

Easier printers are simpler to deploy, require less training, less support and maximise uptime.

A common user interface across Mobile and non-Mobile platforms ensures that our products are easier to use, with our ZQ600 Series Mobile Printers able to run the same applications and print the same labels as many of our Desktop and Industrial printers.

Difficult and time-consuming tasks such as supplies loading are simpler for the mobile worker having to handle many items simultaneously.

Out-of-box wireless allows for simple configuration with one of our many free tools such as the Android Printer Setup utility.

PrintTouch feature supports simple device pairing and the launching of applications and websites.

Associated support pages and instructional "how to" videos can be accessed via the PrintTouch feature or by scanning the QR code in the printer or displayed on the optional LCD display.

7. Maintenance, consumables & support

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

Are you spending too much on print head consumables?

And how well maintained are your printers? What are the implications for your business if your printers fail suddenly, today or tomorrow?

Older printers are inherently risky: parts can break and need replacing; spares can be difficult and expensive to obtain; devices can (and do) stop working entirely and can't be repaired. These are all stressful enough situations when the printers are still supported; they're even worse when support has ended. Perhaps even more important in today's digital age, software updates and patches may not be applied to unsupported equipment, leaving networked mobile devices vulnerable to attack.

Which is why Zebra created OneCare. 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, plus vital cyber-security for Android devices with Lifeguard™ O/S updates and security patches.
- 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!

8. Device visibility & monitoring

Do you know how many printers you have? Honestly?

When were they last used?

And how are their batteries performing? Are they healthy, or constantly losing charge?

Managing a mobile 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)

Mobile printers are designed to improve workforce productivity, operational efficiency and differentiate the customer service you deliver. 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 will know where your devices are, how they are performing, whether they are being fully utilised and if they are properly configured with a fully charged battery for full-shift power. 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 where your company's mobile devices are – and whether they're working properly? If you don't, it could be affecting your bottom line. If a device is lost or stolen, if it fails, or if it runs out of battery life before a shift ends, this can significantly impact 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.

9. A complete solution

Do your customers want a one-stop-shop from a vendor that will ensure seamless device compatibility and smoother operations?

Do your customers complain that they cannot charge a terminal and a mobile printer simultaneously in-vehicle?

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

By deploying Zebra's ZQ300, ZQ500 or ZQ600 Series Mobile Printers with a TC7X or TC5X device, you can take advantage of our better together chargers to charge both devices from one DC outlet! In settlement rooms you can now charge your ZQ300, ZQ500 or ZQ600 spare batteries alongside your TC7X or TC5X with our share cradles – these cradles can also be adapted to take ZQ300 printer cups.

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