



Fixed RFID Reader Trade-Up Promotion

How to increase your Fixed RFID Reader sales

And help your customers take their competitive advantage
to the next level of Inventory Intelligence, too

Promotion starts 20 April 2020

Promotion ends 30 September 2020

Your Trade-Up Guide for Fixed RFID Readers

Seven compelling arguments you can use to demonstrate why your customers should trade-up their current Fixed RFID Readers to the latest Zebra models.

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

1. Trading-up from another make
2. Needing to increase coverage
3. Performance & reliability
4. Deployment
5. Device management
6. Service & support
7. Tough environments

**And remember... they can trade-up ANY* Fixed RFID Readers:
previous Zebra models and competitor products too!**

* For full list of eligible products please go to ... Fixed RFID Reader Trade Up Promo Page on Partner Gateway:
https://partnerportal.zebra.com/PartnerPortal/resources/promotions/fixed_rfid_reader_tradeup_promotion_emea.aspx



1. Trading-up from another make

Do your customers have Fixed RFID Readers from other manufacturers?

Would they like to upgrade to a Zebra Fixed RFID Reader but are concerned about the cost of changing?

Then this Trade-Up promotion is perfect for them!

They can trade-in **any Fixed RFID Reader**, from any manufacturer; trade-up to a brand-new Zebra Fixed RFID Reader; and you can offer them great discounts from the RFID specialisation program*.

The models offered – FX7500 and FX9600 – are easy to deploy, configure, manage and use, and for customers trading up from another make, our technology...

Seamlessly integrates with existing IT infrastructure... no new systems needed or 'hidden' extra costs incurred.

Offers a lower total system cost... embedded applications for stand-alone reader operation eliminate the need for a host PC connection in many applications.

Significantly lowers the initial investment cost... the unique, eight-port FX9600 model delivers more Read Points per reader, so fewer readers are required.

Zebra technologies has been recognized as a leader in Gartner, Inc.'s 2020 magic quadrant for indoor location services, global**

With this promotion, you can offer your customers all the benefits of a new RFID Fixed Reader from a global leader in the field: increased performance, wireless communications, increased security and backward compatibility to help them take maximum advantage of advanced RFID applications.

But remember, it only runs from 20 April 2020 to 30 September 2020... get it whilst you can!

* For full list of eligible products please go to ... Fixed RFID Reader Trade Up Promo Page on Partner Gateway: https://partnerportal.zebra.com/PartnerPortal/resources/promotions/fixed_rfid_reader_tradeup_promotion_emea.aspx

** Zebra was evaluated for its completeness of vision and ability to execute.



2. Increased Coverage Required

Has the number of items your customers need to read increased over time?

Are their current Fixed RFID Readers reading all the stock they have?
Or do they really need more?

Do they realise they can replace multiple older Fixed RFID Readers with a fewer number of higher performance ones?

Inventory management and asset tracking are activities which can be time-consuming and resource heavy, but trading-up to fewer of the latest Fixed RFID Readers will help simplify their inventory management.

Our FX7500 Reader offers **up to 1200+ tags/sec** tag reads and excellent dense reader mode performance. Your customers can deploy precisely the number of read points they need for proper coverage – no more, no less – and reduce their TCO.

And the FX9600 comes in an **eight-port model** (as well as a four-port model), for **twice as many reads** as your average Fixed RFID Reader! It covers more dock doors and portals with fewer readers — significantly lowering the initial investment, as well as deployment and management time and costs.



3. Performance & Reliability

Do your customers need consistent mission critical performance?

Does downtime significantly impact their resource levels and profit margin?

Can your customers have their Fixed RFID Readers serviced and maintained? Or are they out-of-support?

And just how reliable – or unreliable – are their older Fixed RFID Readers becoming?

In a mission critical environment, reducing and optimising the time spent on operational activities can have significant benefits. Which is where the reliability improvements which come with our Fixed RFID Reader technology really help.

Zebra's Fixed RFID Readers have a mind of their own – they offer adaptive intelligence which automatically senses and optimises reader operation to its environment.

For instance: our Fixed RFID Readers in Smart Ambulances know where the paramedic left an important piece of equipment. And automotive manufacturers don't want to run out of stock in the middle of a production line; our Fixed RFID Readers constantly read that stock.

The **FX7500** intelligent reader provides high sensitivity, superior interference rejection and echo cancellation. This means your customers get the best-in-class, reliable and consistent overall performance at all times in real world situations.

The **FX9600** can perform quickly and accurately in the most challenging RF environments delivering the industry-best read rates.

And all our Fixed RFID Readers can be covered by a **Zebra OneCare®** service contract, giving your customers all the technical support and practical services they need to maximise uptime and achieve peak performance.

Discover more sales arguments about our services and support in section 6.



4. Deployment

How many different models and brands of Fixed RFID Readers are your customers using?

And how easy is it to deploy them all?

Because with Zebra Fixed RFID Readers, deployment is as simple as 1, 2, 3!

Fixed RFID Reader deployment used to be complex and time-consuming, eating into your profitability (and trying your customers' patience), but not anymore! With Zebra's 123RFID Desktop you can **reduce setup and optimisation time** from weeks to as little as a day.

- **No cost to you:** 123RFID Desktop is a unique, no-cost, Windows utility
- **Intuitive & easy to use:** with drop-down menus, radio buttons, sliders and contextual help and videos built into the tool

And new Zebra Fixed RFID Readers are designed so that knowledge about how to use one device can be **transferred immediately** to another Zebra Fixed RFID Reader.

Zebra Fixed RFID Readers come with all the tools you need for fast, easy deployment, and **simplified ongoing management** of the RFID applications is built right into the RFID Fixed Reader architecture*, saving time and eliminating mistakes.

*Integrated Power Over Ethernet (POE), optically isolated GPIO, USB Client and Host ports.



5. Fixed RFID Reader management

How many Fixed RFID Readers do your customers have?

Do they spend too much time walking (or even driving) between Fixed RFID Readers, keeping them up-to-date and running?

Ever had to update 5 Fixed RFID Readers – or 50 Fixed RFID Readers?

Fixed RFID Reader management can present a huge administrative burden, whether your customers have 5 or 50 Fixed RFID Readers, in one location or deployed across multiple locations. But Zebra management applications are designed to keep our readers running reliably without all that 'leg work'.

With Zebra's **123RFID Desktop**, your customers can upgrade all their Zebra Fixed RFID Readers in one easy hit! 123RFID Desktop also enables them to...

- Start reading tags in less than a minute
- Easily fine-tune settings to optimise performance
- Easily programme GPIO accessories
- Access built-in help
- Identify trends with powerful filtering tools

The latest Zebra Fixed RFID Readers give your customers more, and more capable, **management options**.

- WiFi and Bluetooth capability delivers enhanced, wireless communications
- Remote and centralised operation simplifies and reduces management burden
- Integration with other Zebra hardware and infrastructure offers a comprehensive RFID solution

Zebra keeps your customers up-to-date with the **latest firmware downloads** providing enterprise-class management and support for worldwide standards (FCC, ETSI EN 302 208):

- EPC global-compliant design supporting LLRP and RM
- Auto-discovery and zero-configuration networking
- Flexible firmware upgrade features
- Support for industry-leading software – IBM, Microsoft

MotionWorks®

VISIBILITY WITH THE POWER TO TRANSFORM YOUR BUSINESS. When you can track everything – and put insights derived from real-time data immediately to work – you can accomplish anything. And that's precisely what Zebra MotionWorks® location solutions delivers. Automating visibility to your critical assets allows you to ramp up productivity, boost efficiency and grow your business – by delineating data that arms your enterprise with actionable insights.

Business Impact:

With accurate asset management you know where assets are in real time. Asset location information can be leveraged to reduce lost equipment, better deliver services, more efficiently run a production line. All of these increase your business' operational efficiency.

6. Services & Support

Do your customers worry about maximising predictability and uptime?

Do they need better understanding of the operational utilisation of their RFID Readers?

Maybe they just need to be able to access their data quicker and easier?

That's when our package of support services really makes a difference.

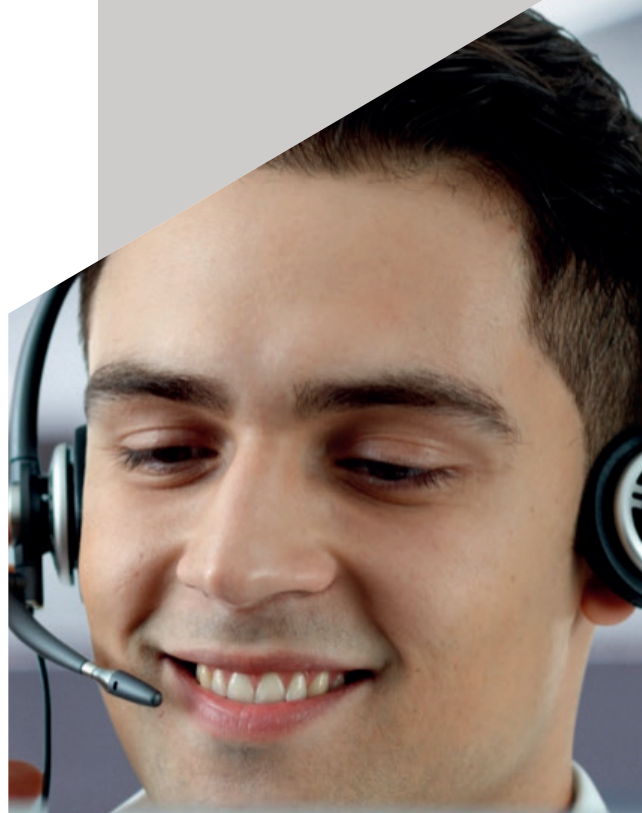
Zebra Signature Services... designed to accelerate your customers' ability to unlock intelligence from their data:

- Reduces the risk that RFID projects fail
- Delivers anticipated performance improvement
- Improves speed, cost, and probability of success

Zebra OneCare® Support Services... two service levels for Fixed RFID Readers – Essential and Select – offering comprehensive coverage, technical assistance, on-site support, and much more:

- Eliminates unexpected disruptions and unbudgeted repair expenses
- Provides hardware repair or replace and return, plus software support, too
- Ensures committed repair cycle times and rapid access to technical support

Zebra services and support: genuinely designed to maximise your customers' device uptime and ROI.



7. Tough Environments

Do your customers operate in a tough environment?

Are their Fixed RFID Readers subjected to damp, dusty, sub-zero or extremely hot environments?

And would they like to use their Fixed Readers in a vehicle, but are worried about driving in tough terrain or at high speeds?

Then they need the FX9600: a rugged Reader designed for tough environments.

An extremely durable die-cast aluminium housing, MIL-STD-810G shock rating and IP53 sealing deliver the durability your customers need to ensure uptime.

Our NEW rugged mobile mount brings the benefits of RFID to mobile workers too.

For forklifts and other warehouse material handling vehicles... with the FX9600, drivers can ensure the right item is going to the right place — and that the right items are picked for the right order.

For other mobile environments... such as emergency service vehicles and breakdown recovery services, the FX9600 enables crews to live track equipment usage and consumables stocks more effectively and productively, allowing them to be ready for the next call quicker than ever before.



