



Fixed RFID Reader Trade Up Promotion

20 April 2020

Agenda

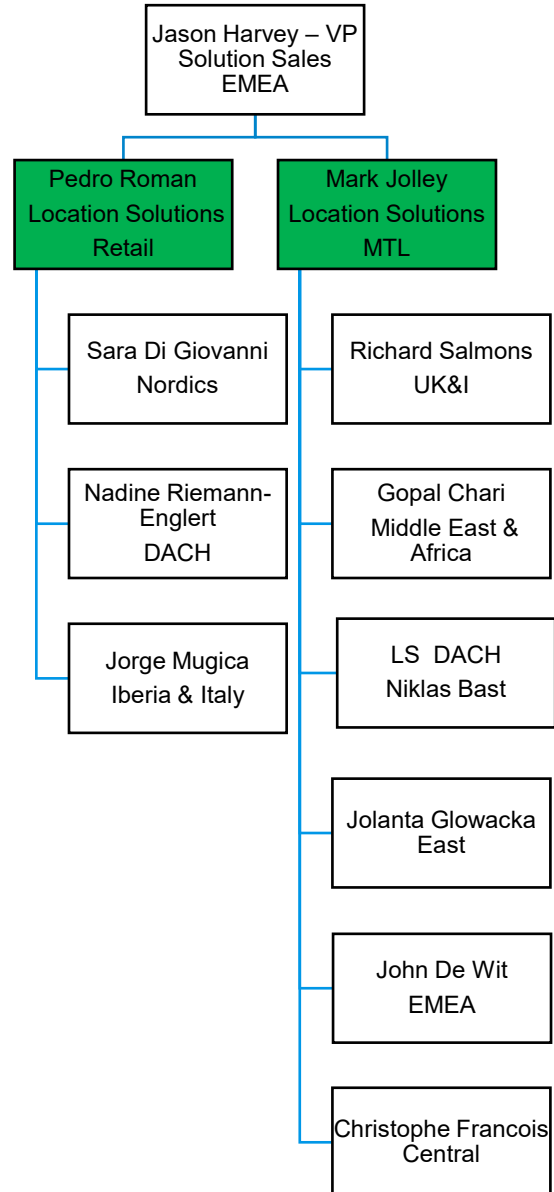
Your RFID team	Mark Jolley
RFID Specialist Program	
Fixed RFID Reader Trade Up Promotion	
What's New in RFID – 2020 Roadmap	Jose Echeverria
Good Hunting Ground	Mark Jolley
Fixed RFID Reader Trade Up Promotion Marketing	Margaret Budnyj

EMEA RFID Specialist Program Update

Mark Jolley

Your Zebra RFID Team

RFID Solution Sales



EMEA Supplies Sales

Jan (Honza) Flodrmán
Czech & Slovakia

Eike Schwartz
DACH

Victor Demidov
Russia

Daniele Finotti
Italy

Magdalena Placzek
Poland

Lisa Anderton
UK/ Ireland

EMEA Product Management

Jose M. Echeverria
EMEA DCS Regional Product Manager

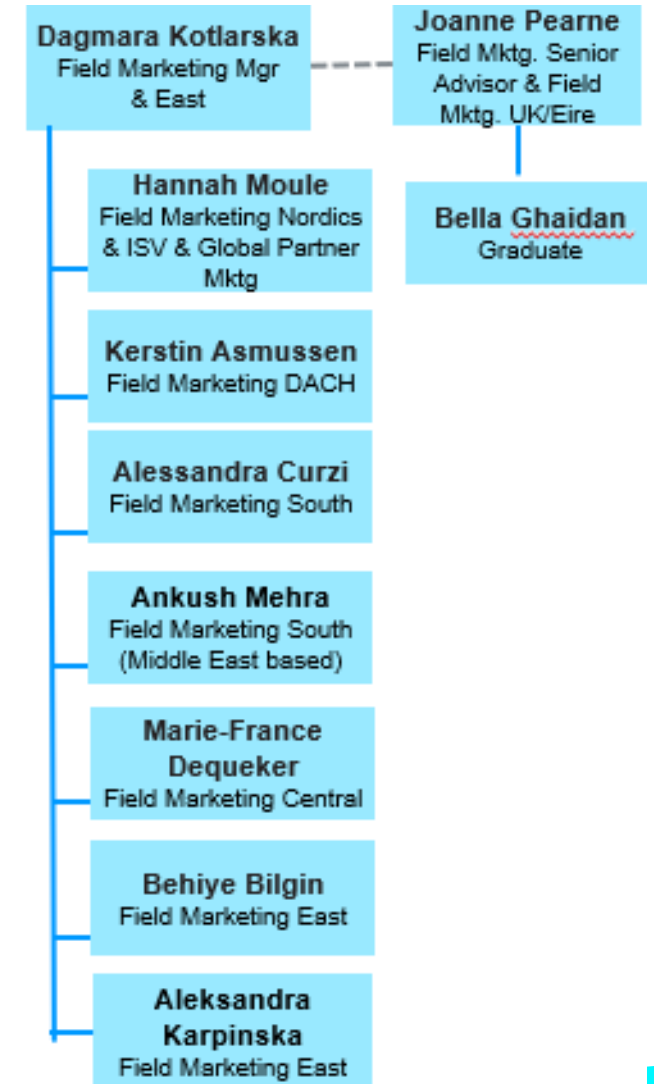
Louise Scott
EMEA RFID Supplies Product Manager

EMEA Marketing Solutions

Margaret Budnyj
EMEA Marketing Solutions Advisor – IES,
Public Safety and Utilities

Victoria Angell
EMEA Marketing Solutions Advisor – Retail
and Healthcare

EMEA Field Marketing



Zebra protects and reward partners who are committed to driving RFID solutions to their customers, when they become RFID Specialists

- ✓ Advantageous pricing on RFID portfolio
- ✓ Deal Registration offers protection and improved discount to reward you for building RFID opportunities
- ✓ Improved protection when selling Fixed Readers - From **TODAY** Fixed reader products will only be AVAILABLE to RFID Specialists
- ✓ RFID End user sales leads
- ✓ New RFID sales and technical certifications to help you develop and prove your RFID capability
- ✓ Now 2 levels of RFID Specialisation:
 - Specialist** — the first level of recognition of your skill and commitment to success with Zebra RFID products, rewarded by price advantage and benefits
 - Advanced Specialist** — partners who have achieved the highest level of skill recognition and success are eligible to greater price advantage and benefits



Improved Price and Margin Protection for RFID Specialist Partners

RFID Standard Price Advantage

RFID Specialists receive an attractive standard price advantage over other partners for all products in Discount category R1 (RFID).

Zebra has increased the price advantage available to RFID Specialists to reward them for their commitment to growing RFID business

Discount (R1)	
Non-Specialist	Standard
Specialist	Advantage
Advanced Specialist	Advantage +

RFID Deal Registration Protection

Zebra rewards and protects RFID Specialists partners who identify and build RFID Solution sales opportunities.

Attractive protected and improved price advantage for RFID deals that are approved

DR Rate - RFID	Was	Now
FX and Handheld	5%	10%
Printers	0%	5%

RFID Products Access

From April 2020

Only RFID Specialists will be eligible to sell RFID Fixed Reader and Antennas

RFID Specialists are protected from web and transactional sellers who are not entitled to sell these products.

Product Access	Now	From 20/4/2020
RFID Printers	1-Open	1-Open
Handheld Readers	1-Open*	1-Open*
Fixed Readers	1-Open	3-Specialist

Fixed RFID Reader Trade Up Promotion

Launches Today!

RFID Specialist Partners only will receive **greater discounts** ...when customers

- **TRADE IN** their old Fixed RFID Readers from any manufacturer* and.....
- **TRADE UP** to new, state-of-the-art Zebra FX7500 and FX9600 Fixed RFID Readers.

Effective Dates

- Start date: 20 April 2020
- End date: 30 September 2020

Go to [Partner Gateway](#) for more information and the list of eligible Products



RFID Roadmap – 2020

Jose Echeverria

Fixed Readers Future Releases

March 2020

- Network Connect: EtherNet/IP (Rockwell) (FX9600 only)
- USB Stick Configure
- Cellular Dongle with GPS Support (FX9600 only)
 - ***Sierra AirLink® RV50X***
- Python App Support
- SOTI Support for New Kernel
- Improved Bootup Time
- M4-640 Support

Fixed Readers Future Releases

Q4 2020

- Rapid Encoding
- Network Connect: PROFINET (Siemens) (FX9600 only)
- TLS v1.3
- Automatic regulatory configuration using GPS data when moving between FCC and ETSI regions
- Plug-N-Play for WiFi & Bluetooth Dongles
- Health Monitoring

Fixed Readers (FX9600 & FX7500)

March 2020

Country		# of 900MHz Channels Available
Liechtenstein Switzerland		2 Channels 916.3 MHz 917.5 MHz
Austria	Moldova	3 Channels 916.3 MHz 917.5 MHz 918.7 MHz
Croatia	Norway	
Cyprus	Russia	
Denmark	Slovakia	
Estonia	Slovenia	
Hungary	Ukraine	
Ireland	United Kingdom	
Luxembourg		

FX9600



- FX9600 will support new 4W requirement in 900 MHz channels

FX7500



- FX7500 will support new 4W requirement in 900 MHz channels

FX9600 Isolation Mounting Bracket and DC Power Supply

Isolation Mounting Bracket

- Helps protect the FX9600 from shock and vibration when mounting on a forklift or similar type of vehicle/machinery
- Can be mounted to various locations
 - Driver's cage
 - A or B pillars
 - Vehicle chassis
- Cable routing and protection

Vehicle Power Supply

- Input from vehicle: 9-60V
- Output to reader: 12V
- Bare wire leads to vehicle
- ¼ turn locking connector to reader



Item	Part Number	List
Forklift Bracket	BRKT-FX96-SVMP-01	\$ 449.00
DC Power Supply with reader cable and vehicle cable	KT-FX96-PWRS-9-60VDC	\$ 622.19

Good Hunting Ground

Mark Jolley

Top Target Areas



Top Target Areas



RFID Marketing 2020

Margaret Budnyj
EMEA Marketing Solutions Advisor IES

Fixed RFID Reader Trade Up Promotion

Assets for Partners

Trade Up Guide full of compelling arguments

ZEBRA

Fixed RFID Reader Trade-Up Promotion

How to convince 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

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 to a brand new Zebra Fixed RFID Reader and you can offer them great discounts from the RFID conversion program!

The models offered - FXT500 and FXT600 - are easy to deploy, configure, manage and use, and for customers trading up from another make, our technology:

- Seamlessly integrates with existing IT infrastructures - no new systems needed or "hidden" costs incurred.
- Offers a lower total system cost - embedded applications for retail store order management eliminate the need for a host PC connection in many applications.
- Significantly lowers the initial investment cost - the unique, right part/FXT600 model delivers more than 200m per reader, at lower readers are required.

Zebra technology has been recognized as a leader in Gartner, Inc.'s 2020 Magic Quadrant for Retail Location Services, Global.

With this promotion, you can offer your customers all the benefits of a new Fixed RFID Reader from a global leader in the fixed inventory performance, wireless communications, increased security and hardware compatibility to help them take maximum advantage of their investment. It only runs from 20 April 2020 to 30 September 2020, so get it while you can!

* The amount of eligible readers eligible for the promotion is limited to the number of readers that are currently in stock and being received.

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Fixed RFID Reader Trade-Up Promotion

How to convince your Fixed RFID Reader sales

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:

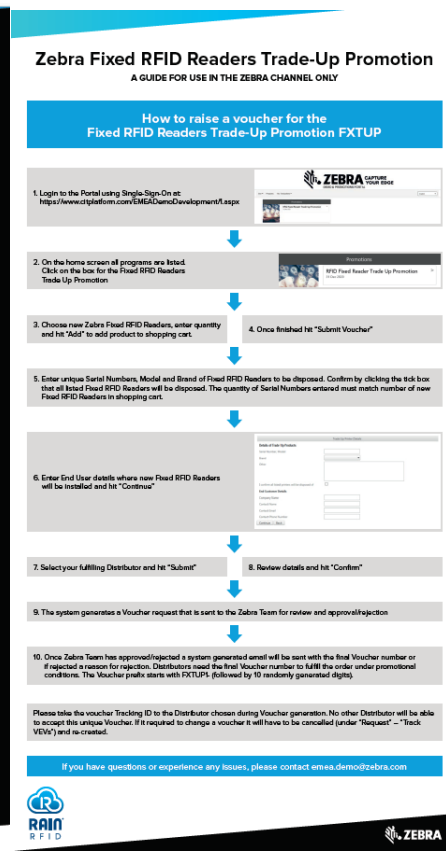
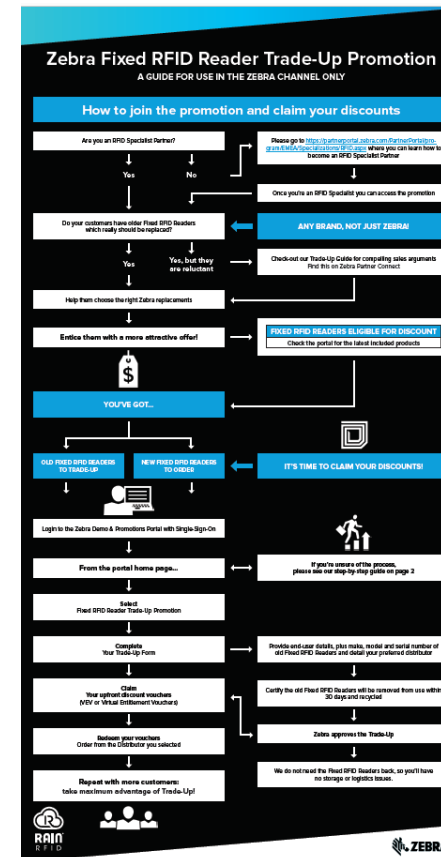
1. Trading-up from another make
2. Needing to increase coverage
3. Performance & reliability
4. Deployment
5. Device management
6. Service & support
7. Tough environments

And remember - they can trade up ANY Fixed RFID Reader against Zebra models and competitor products too!

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Fixed RFID Reader Trade Up Process Flow



Fixed RFID Reader Trade Up Promotion

Assets for End Users

Fixed RFID Reader Trade Up Flyer (Co-branded)



Fixed RFID Reader Trade-Up discounts available now!
Take your competitive advantage to the next level of Inventory Intelligence!



Whether you're a hospital, emergency service or retailer, in manufacturing, distribution or the public sector, items are always on the move. Knowing where your equipment, stock and assets are is essential for your operations.

Standard Fixed RFID Readers provide visibility into items 'at rest', but with Zebra's family of Fixed RFID Readers you can track items as they travel in, through and out of your facilities and vehicles too.

Our FX7500 Fixed RFID Reader brings you a new level of cost efficiency, providing maximum visibility and efficiency too.

The FX9600 Fixed RFID Reader delivers industry-leading read rates, exceptional read accuracy and superior RF sensitivity.

And with up to twice as many read ports as your average fixed reader, the FX9600 gives you even more visibility, helping prevent lost equipment, stock outs, theft and unplanned downtime.

So why risk losses to your business, when you could Trade-Up to the latest level of Inventory Intelligence?

TRADE-IN... any Fixed RFID Reader, from any manufacturer*

TRADE-UP... to a brand-new Zebra Fixed RFID Reader

ENJOY... great discounts from the RFID specialisation program, contact your Zebra RFID Specialist*



Fixed RFID Readers offered in this Trade-Up Promotion are:



FX7500 Series



FX9600 Series

Please contact us for details of the specific models and discounts available to you.*



Contact us today to discuss the benefits that a new Zebra Fixed RFID Reader can bring to your organisation.

Promotion starts 20 April 2020
Promotion ends 30 September 2020
*Conditions apply



RAIN
RFID

PARTNER LOGO TO GO HERE

And with Zebra, you get far more than just your Fixed RFID Readers... we have everything you need...



ZEBRA
The RFID Solutions Provider

RAIN
RFID

ZEBRA
NA and Corporate Headquarters
+1 800 421 3442
inquiry@zebra.com


Zebra Pacific Headquarters
+65 6518 5922
contact.apac@zebra.com

EMEA Headquarters
zebra.com/europe
contact.emea@zebra.com

Latin America Headquarters
+1 847 959 2283
la.com@zebra.com

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Fixed RFID Reader Trade Up Web Banners




Fixed RFID Reader Trade-Up Promotion

Discounts available when you trade-up to a new Zebra Fixed RFID Reader*.

[Discover more](#)

*Conditions apply





Fixed RFID Reader Trade-Up Promotion

Take your competitive advantage to the next level of Inventory Intelligence

Trade-Up discounts available.*

[Discover more](#)

*Conditions apply



Fixed RFID Reader Trade-Up Promotion

Discounts available when you trade-up to a new Zebra Fixed RFID Reader*.

[Discover more](#)

*Conditions apply





Channel Toolkit to follow

Zebra Marketing Tools and Resources

Marketing Tool	Description
Partner Gateway	https://partnerportal.zebra.com/PartnerPortal/product_services/rfid/index.aspx
Customer Reference Program	https://partnerportal.zebra.com/PartnerPortal/resources/sales/global_customer_reference.aspx
Zebra Co-marketing Builder	https://partnerportal.zebra.com/PartnerPortal/resources/marketing/co-marketing_builder.aspx
Zebra Gold	https://gold.zebra.com https://partnerportal.zebra.com/PartnerPortal/resources/sales/zebra_gold.aspx
Zebra Solution Pathway	https://partnerportal.zebra.com/PartnerPortal/resources/sales/solutions_pathway.aspx?sfid=&co=
Marketing 101 Webinar	https://partnerportal.zebra.com/PartnerPortal/resources/marketing/marketing_webinars_events_emea.aspx

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