Printer Trade-Up Programme

Because today's challenges demand smarter technology

Industrial Printers Guide

Trade-Up Guide: Industrial Printers

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

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

1. The issues with ageing printers
2. Trading-Up from another make
3. Reliability
4. Ease of Use
5. Maintenance, consumables & support

6. Security
7. Performance
8. Printer management
9. RFID
10. Device visibility & monitoring

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

1. Ageing printers: the what ifs and are they really worth it?

Using the 'Printer End of Service Guide' (available from Partner Gateway), check whether your customer's older Zebra printers are still supported. If not, ask...

Are you aware your printer(s) is / are no longer supported?

And if you have other makes, are they still supported, or are you 'on your own' with those too?

What if your printers fail tomorrow? Because older ones can – and do – fail without 'notice'.

Can you afford the downtime whilst you wait for parts delivery? Better to plan replacements and avoid the stress!

Zebra has earned a reputation for reliable printers which just keep on printing day after day. But great reliability doesn't mean that older printers should be forgotten or taken for granted... once a printer reaches its published end of service life, spare parts availability can be a real issue.

Whether its standard consumable parts such as print heads, or repair parts such as power supplies and drive belts, once a printer reaches its end of service dates there is no guarantee of availability.

And of course, the same goes for other makes and models too.

But with this Printer Trade-Up Programme, you can replace any older thermal printer with a brand new Zebra device... all makes and models are accepted... and the selected Zebra printers qualify for programme discounts too.

2. Trading-Up from another make

Do you have any thermal printers from other manufactures?

Would you like to upgrade to a Zebra printer but are concerned about the cost of changing the applications?

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 we have a simple solution...

Zebra Link-OS Virtual Devices.

These allow you to use your existing software with a new Zebra printer by providing language emulations for over a dozen different competitive legacy printer types as well as support for PDF printing from ERP applications.

Our library of Virtual Devices are free* to download from Zebra.com and can be installed in moments.

*PDF Virtual Device is chargeable.

3. Reliability

Are you missing out on the reliability improvements which come with new printer technology?

Can you have your printers serviced and maintained? Or are they out-of-support?

And just how reliable – or unreliable – are your older printers becoming?

You care about the reliability of your devices… that's exactly why you have High Performance printers. But are you getting the best reliability, or are your printers becoming out-dated and falling behind?

Trading-Up to new Zebra printers gives you access to Print DNA software: it's specifically designed to help you keep your printers running reliably, with a far better range of management applications than older technology.

You can enhance that reliability with a OneCare service contract, which is only available on currently supported products. (See section 5 – maintenance, consumables & support – for more about OneCare.

4. Ease of use

How many different models and brands of printers do you have?

And how easy is it for new staff to 'learn' your printers?

New Zebra printers are designed so that knowledge about how to use one device can be transferred immediately to another Zebra printer, be it Mobile, Desktop or Industrial.

Most Zebra printers come with the same controls, messages and status lights... this consistency in user interface, visual clues and colour coded controls means your employees are more confident and productive when transferring between tasks, and means you can allocate staff to jobs with confidence.

Printers such as the newer ZT600 series are simpler to use than the Xi printers they replace. In particular, the media is far simpler to load, saving time and eliminating mistakes.

5. 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 Industrial 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.

- ommitted 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!

6. Security

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

Have you considered network security and the reliability implications for your printers (and your network)?

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 you can "lock down" your Zebra printer!

Print DNA software with PrintSecure gives Zebra printers an edge over competitor models.

PrintSecure lets you monitor activity, control access and most importantly, block unwanted intrusion, limiting use to authorised applications and users only.

And with a currently 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

7. Performance

Has your printer population just grown 'randomly' over time?

Are you aware you can replace multiple older printers with a fewer number of higher performance ones?

If your operation is a mission critical environment, then reducing and optimising the time you spend on operational activities can have significant benefits.

Printing is one activity which can be overlooked, but ensuring your print fleet is refreshed with the latest hardware and technologies will help you achieve optimal resource use by employing the very best performing devices.

Trading-Up to fewer of the latest printer models will simplify your printer management too.

8. Printer management

How many printers do you have?

Do you spend too much time walking between printers, keeping them up to date, resolving simple issues and keeping them running?

Ever had to update 5 printers – or 50 printers? And had a phone call at 5pm on Friday when shipping can't create delivery labels?

Printer management can present a huge administrative burden, whether you have 5 or 50 printers, in one location or deployed across multiple locations. But Zebra management applications help you keep your printers running reliably without all that 'leg work'.

The latest Zebra Link-OS printers give you more, and more capable, printer management options. For example: with Printer Profile Manager you can securely access your printers, in real-time, from any mobile device in any location; enabling you to diagnose problems and fix issues without the need to travel to the device. Downloading user files and firmware updates is easier too.

Newer Zebra printers also give you the best options for integrating with 3rd party applications such as SOTI MobiControl and AirWatch too.

9. RFID

Are you thinking about upgrading your printer with RFID?

There's no need to delay whilst you decide what your plans for RFID are… because Zebra's ZT400 and ZT600 printers can be upgraded simply and quickly after purchase.

So you can Trade-Up now to take advantage of the discounts, then decide about RFID at a later stage, safe in the knowledge that your new printers are still current and supported.

Additionally, Zebra can support your RFID solution, whatever your needs, with software products and other hardware products that include printers, scanners, beacons and readers.

This extends to RFID supplies, including tags, labels, wristbands and inlays to support a wide variety of applications.

10. Device visibility & monitoring

Do you know how many printers you have? Honestly?

When were they last used?

And how are they performing?

Managing an industrial 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 VisibilityIQ™ Solution

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.

With VisibilityIQ™, you enable a portfolio of tools to generate data-driven, actionable insights powered by Savanna™, Zebra's breakthrough data intelligence platform.

Get instant business intelligence about your Zebra devices and leverage the most from your assets, workers and daily tasks with VisibilityIQ™. And, when you combine visibility with intelligence...you get VisibilityIQ™.

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.