



Zebra RFID:

Sell One Platform for Big Gains, No Pains

Nearly every industry is being challenged to connect technologies with assets and workers into a consistent, fully-scaled operational ecosystem. Zebra RFID does just that.

The practical benefits of RFID are finally within reach, and demand for RFID is growing at a double-digit pace. It's a lucrative source of revenue that's on the rise, and Zebra has the only comprehensive RFID ecosystem you can bank on to ramp up your sales program right away.

Zebra RFID is More Complete for More Revenue

Sell the industry's broadest, field-proven RFID portfolio

You've seen enough of piece-meal RFID that doesn't meet your high standards, where the margin of the initial sale is eroded on the back end with issue resolutions and integration complexities.

Unlike our competition, Zebra's complete RFID solution offers the industry's broadest, field-proven RFID portfolio for unmatched accuracy and interoperability end-to-end. We have evolved RFID technology into an ecosystem you can count on to alleviate implementation pain points and interoperability challenges.

Explore the Value of Zebra's End-to-End RFID

Sell the brand that customers already know and trust

Zebra offers a complete solution. RFID involves numerous moving parts: printers, supplies, tags, readers, antennas, and software. Customers need to understand the value Zebra brings with a complete solution:

- A one-stop shop to streamline discovery, design and deployment
- The hardware, software and supplies for successful integration and interoperability
- A complete ecosystem to handle large volumes of assets and collect the critical data needed for business transformation

Zebra customizes RFID design. RFID solutions are not one-size-fits-all. Every environment is different, and RFID solutions must be customized for each one. Zebra's discovery process customizes the solution by incorporating multiple factors, including:

- Building structure, size, humidity levels, metals or liquid items, and more to optimize RFID tag readability and read ranges
- Workflows and processes to tailor the most effective solution design

Zebra delivers the data. If designed properly, RFID offers customers more data about their operations in real-time than they've ever had before. Zebra's experience gives customers:

- Tailored software integration to work with their current systems
- Access to the data they need to achieve their future-state goals
- Guidance to use data in new ways for improved operations

Educate your Customer

Assess the customer's current level of understanding. Even if the customer has done initial research on their own, it's likely you will need to expand upon their knowledge. Determine their current level of understanding, and what they hope to achieve with RFID. They may be used to the old ways of data collection (e.g. barcodes, one scan/one read at time), and may need help re-thinking their understanding of data collection, and the possibilities of RFID.



+20B

items in industry
and consumer
applications
successfully
connected with
RAIN RFID

Source: RAIN RFID Alliance,
2019

Within a year

85%

of retailers plan to
implement case or
pallet-level RFID,
68% item-level RFID

Source: 2020 Shopper Study,
Vol. 2, Zebra Technologies,
2019

Help them see what RFID can do:

- Scan hundreds of tags simultaneously
- Locate, authenticate and track items quickly and more efficiently
- Reduce time to complete tasks, e.g. inventory counts reduced from hours to minutes
- Complete tasks with more accuracy
- Collect data for increased efficiencies

Discuss industries and applications. RFID can enhance operations in nearly every industry, including healthcare and retail to manufacturing, transportation and logistics. Its use-case applications are wide reaching, including:

- Inventory tracking
- Supply chain management
- Work-in-Process
- Customized, specialized applications

Determine the Right RFID Solution for their Needs

Keep the customer engaged. Begin the initial conversation to qualify the opportunity by talking about:

- Their current technologies, environment and workflows
- What they hope to achieve with RFID
- How RFID might contribute to their future-state vision

Address cost concerns. Customers sometimes ask for upfront cost estimates, thinking RFID is a turn-key solution, and not understanding that each implementation has to be designed for each environment. It is not possible to give an accurate estimation without a site survey/discovery process. But if they ask, "How much does RFID cost?" you can:

- Discuss their operational environment for more insight
- Offer price ranges for RFID tags and hardware to give them a very general view of costs
- Explain the ROI

If RFID is not the right solution, discuss Zebra's other offerings, such as barcode solutions.

Schedule a Site Survey

Initiate the discovery process

RFID site surveys are not only critical, but required. It's vital for you to schedule an in-person, on-premise site survey with your customer to discover:

- The customer's specific assets and environments to be tagged
- The types of tags and readers that make the most sense
- How the solution would be designed
- How/if RFID will work with their current technologies
- What ROI the customer can expect

We're Here For You

We provide partner support to accelerate your sales process. If needed, we can help:

- Qualify the opportunity
- Guide the site survey
- Educate on how RFID would work in a specific environment
- Assist with staff training, maintenance and management services

**Global RFID in
healthcare market:**
\$1.9M in 2019,
expected to rise to
\$7.7M
by end of 2026

Source: RFID in Healthcare
Market, Facts and Factors,
2020

Nearly
50%
of manufacturers
plan to implement
RFID during the
next 5 years

Source: 2017 Manufacturing
Vision Study, Zebra
Technologies, 2017

For more information, visit the **Zebra's partner portal** and contact your **Channel Account Manager**.



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