



What is Zebra Custom Solutions for Printers?

Our aim is to make our products easier to use, easier to integrate and easier to add more value. Tailored solutions should not cost the earth or take huge amounts of time to develop, which is why the Zebra team create bespoke solutions quickly and cost-effectively.

In practice, this means:

- Working together with companies to develop solutions that help enhance and streamline their operations.
- Making modifications to printer configuration, firmware and software to match a customers' functional requirements.

What does Zebra Custom Solutions for Printers mean...

Benefits for Customers

- Improves workflow efficiencies by adapting Zebra technology to suit day-to-day activity, future expansion and technologies (instead of the other way around).
- Offers a flexible approach to hardware and software configurations to meet individual requirements.
- Provides expert engineers who are on-hand to work with customers and develop tailored printer solutions.
- Helps them get the most out of their Zebra products.

Benefits for Sales Partners

- Offers a value-add route into customer accounts, increasing revenue and profit from new or existing opportunities.
- Helps protect your investment in sales opportunities and provides another reason for your customers to continue to use Zebra's identification technologies.
- Enables you to lock out competitor products and offer replacements to existing devices.
- Builds stronger customer relationships through a consultative, solutions-based approach.
- Demonstrates the flexibility of Zebra solutions to meet customer requirements.

Key Conversation Starters:

"What are the workflow issues in-store or in your warehouse?"

"Are you happy with your current printing technology?"

"Have you spotted a unique requirement and need to know if the right technology is available?"

"Did you know Zebra printers can be fully customised?"

Printer Services: The Benefits to your Customer

Development	How Zebra Can Help	Customer Benefits
LP Linerless printing	For more cost-effective and environmentally-friendly printing.	Improved market reputation.
ZBI ZBI	Data inputs (from any device) can be analysed and then manipulated for printing via open source software.	Print from many devices.
FW Firmware	Additions or enhancements to operating features, such as new menu configurations, barcodes, connectivity.	Match printer to application for faster workflow.
PM Printer Management	Zebra can provide a management solution for networked printers to ensure maximum visibility and uptime.	Locate, manage and maintain your printer deployment.
PRC Printer Replacement and Conversion	Zebra will customise your replacement printers to support specifications such as non-standard labels, parameters and printing languages.	Enhanced productivity to fit the unique business requirements.
CC Custom configuration	Specialised configuration of settings and development of kits for mass rollouts.	Cost effective deployment of equipment.
SEP Software & Enterprise printing	Operating system changes and integration with drivers. Integration into Oracle and SAP systems.	Easier integration with customers' applications.

Customer Challenges	Zebra Solution	Benefits
<p>Major retailer needed a way to manage thousands of printers at locations around the world.</p> <p>CC PM</p>	Zebra's Mirror solution enabled the retailer to keep the printers up to date and running.	Real-time visibility to find, fix and resolve issues to increase productivity.
<p>This top supermarket chain required shelf edge labels (tags) of similar sizes but different pre-printed designs. The solution had to be printable instore rather than in the back office.</p> <p>FW CC</p>	Created special tags of the same size but different design. Modified the firmware in the printer to recognise each different tag design. Printer also reports back to the host system the exact tag installed in each printer.	<p>Modifications saved time and money by minimising waste and improving staff efficiency.</p> <p>A single product could be used to manage multiple tags.</p>
<p>This prominent retailer wanted to replace non-Zebra machines with Zebra printers and not modify host source code.</p> <p>SEP FW CC</p>	Zebra's Virtual Device meant we could take their data stream and print the same information on Zebra printers.	Minimal disruption to the business, helped the retailer achieve its strategic technology objective, without the added expense of re-writing code.

Ask your customers what issues they face or opportunities they feel they have missed without a flexible printing solution. Use one of the **customer challenges** to highlight how we could overcome these in the future.

Objection-handling and FAQs

It sounds expensive

Zebra services are provided on a customer-by-customer basis after discussion with the Zebra partner. These are not off-the-shelf add-ons but value-added services, designed to maximise a customers' productivity.

Why can't I get this with my current printer brand?

Some companies only offer standard add-ons. Others are not set up to do this at all. At Zebra, we have the in-house engineering expertise and external partnerships to build a wider range of customisations.

I'm not sure how this will help my company

Our Zebra team can help you take your ideas and put them into practice or identify more effective ways to use your Zebra printers so you can work smarter and enhance your business.



The Zebra team is ready to talk through any potential sales opportunities with you and your customers. They will explore the technical options and cost implications of any value-add services so you can offer your customers a solution that's tailored just for them. Get in touch with your Zebra account team to find out more. Alternatively visit the Printer Services page on Partner Gateway.