Retail 2D General Purpose Handheld Scanners
BATTLECARD: A GUIDE TO MARKET AND PORTFOLIO POSITIONING

ZEBRA

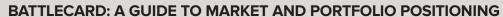## POSITIONING ZEBRA'S 2D GENERAL PURPOSE HANDHELD SCANNER PORTFOLIO

The chart below presents the differences between the models in this portfolio, who is the ideal prospect for each model — and why.

	DS2200 Series	DS4308	DS8100 Series
GENERAL MARKET POSITIONING			
Market Positioning	Entry level	Mid-market	Premium
High-level Positioning Tagline	Affordability and simplicity delivered	Feature-rich versatility	Ultimate in performance, innovation and manageability
Where to Sell	Tier 3 and 4 retail	Mid-market retail	Tier 1 and 2 retail
Top Three Messaging Pillars	Easy to deploy Easy to use Easy to manage	A model for every need	Unprecedented performance Innovation beyond the barcode Unrivaled manageability
Configuration Options	Corded and Cordless	Corded only	Corded and Cordless
Model Types	SR (Standard Range)	SR (Standard Range) DL (Driver's License Parsing) HD (High Density Barcodes) HL (High Density and Driver's License Parsing) P (Integrated Pedestal for Handheld or Hands-Free use)	SR (Standard Range) DL (Driver's License Parsing)
PROSPECT PROFILE			
Store Description	Budget-conscious stores that need to deploy 2D imaging to capture today's 2D barcodes as well as mobile barcodes that represent coupons and loyalty cards	Retailers that have multiple departments, each with unique scanning needs that require different models	Leading retailers looking for ways to increase transactions per shift and reduce wait times in checkout lines
Customer Challenge	Challenge: unable to scan all the new barcodes appearing at the POS, from 2D barcodes on products to electronic barcodes that represent loyalty cards and coupons on shopper mobile phones. Need intuitive scanning to easily transition users from 1D to 2D with little or no training. Need to upgrade scanning technology, but may not be technology savvy or have IT support. Needs a turnkey scanner that is easy to deploy and manage.	Challenge: looking to deploy multiple configurations/ form factors but need the management simplicity of a single product family. May have special needs that the broader DS4308 family of models can meet, such as tiny dense barcodes found in jewelry stores (HD model), on-the-fly handheld/hands-free scanning (Pedestal model) or the ability to scan items in shopping carts — without leaving the cash wrap (SR model).	Challenge: With the highest volumes of shoppers, these retailers need the best scanning performance and premium features to deliver the best customer experience, minimize wait times at the POS and increase productivity at the register.
Budget	Typically very budget sensitive — value-priced DS2200 Series is the ideal solution	Typically budget sensitive but can be upsold on the value of some of the premium features the DS4308 models offers	TCO and ROI-focused — need the premium feature set of the DS8100 Series to meet business needs today and in the future

	DS2200 Series		DS4308	DS8100 Series	

KEY APPLICATIONS: RETAIL	DS2200 Series	DS4308	DS8100 Series
Point-of-Sale (POS)	●	●	●
Loyalty/Mobile Loyalty	●	●	●
Mobile/Electronic Coupons	●	●	●
Driver's License Parsing[1]		●	●
Backroom Receiving			●
Inventory Management			●

MODELS	DS2208 CORDED	DS2278 CORDLESS	DS4308	DS8108 CORDED	DS8178 CORDLESS
KEY FEATURES					
1D/2D Scanning — Printed and Electronic Barcodes	●	●	●	●	●
Wi-Fi Friendly Mode		●			●
Driver's License Parsing			●	●	●
OCR Support			●	●	●
Integrated Handheld/ Hands-free Pedestal			●		
Image Capture			●	●	●
Full Page Document Capture				●	●
Multi-code Data Formatting (MDF)				●	●
Digimarc Support				●	●
Scan Statistics				●	●
PowerPrecision+ Battery					●
Battery Charge Gauge					●
Battery Health Metrics					●
KEY ACCESSORIES					
Gooseneck Intellistand	●		●	●	
Standard Cradle					●
Presentation Cradle		●			●
MicroUSB Cable		●			

1. For applications such as age verification, automatic credit, loyalty or other form auto-population, and documentation for sales of controlled substances typically found in pharma.