MC9200

MC9300

SALES MADE SIMPLE

Successful Positioning for Zebra's Keypad/Touch Rugged Computers

A PRACTICAL GUIDE TO SELLING THE MC9300 AND MC9200

Zebra's new 'ultimate' series of mobile computers is taking the business world by storm. As the next evolution of the world's best-selling and most trusted enterprise computer, the MC9300 builds on the MC9000 Series and makes it even better. As the most rugged MC9000 Series device ever created, the ultra-rugged MC9300 is ready to outlast virtually every device in its class in any environment. But since its predecessor, the rugged MC9200, is still available for sale, it can be confusing to determine which model to sell when, and to what type of customer. The following pages will answer those questions by providing customer profiles for each device, and what features to focus on to help close the sale.

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CUSTOMER PROFILES: MC9200 AND MC9300

MC9200	MC9300		
ONLY SELL TO EXISTING MC9200 CUSTOMERS	**EASIEST SALE**	**MORE CHALLENGING**	**MOST CHALLENGING**
	UPGRADE YOUR EXISTING MC9200 CUSTOMERS	**NEW CUSTOMERS / COMPETITIVE ENTERPRISE DEVICES**	**NEW CUSTOMERS / NO MOBILE COMPUTERS**

Customer profile:
Happy with the MC9200.

No new use cases that require the MC9300's advanced features.

Does not require Android O or above.

Does not feel pressure to adapt their operations to meet the demands of ecommerce.

Is not ready to migrate to the next generation platform.

If your customer has a Zebra OneCare support contract, LifeGuard provides the continued security updates required for their version of Android.

Customer profile:
Currently using the MC9200, but has new business needs the MC9300 can address:

- Faster app performance
- Latest Android OS with planned support for future versions
- Faster WiFi: 802.11ac and 2x2 MU-MIMO
- Larger 4.3 in. WVGA to show more business data
- Nearly twice the battery run time — plus optional freezer-rated battery
- Higher resolution optional rear 13MP camera to document proof of condition for shipments, bills of lading and more
- Optional front 5MP camera for rich locationing support
- Direct Part Mark (DPM) option for manufacturers
- Our latest, most advanced standard range scan engine option
- Better Bluetooth performance
- Haptic feedback for noisy environments
- Charge dock adapter and similar keypad layouts simplify migration and reduce training requirements
- Both the MC9300 and MC9200 can be used in the same environment, eliminating the need to upgrade an entire fleet at once
- Two new models for use in the freezer and areas with flammable materials provide your customers with the ability to easily expand mobility into more areas of the business — without increasing deployment and management complexity and training requirements

Customer profile:
Customers with competitive devices nearing end of life.

Customers who are looking to evolve their warehouse and boost productivity to meet the demands of ecommerce.

Customers with legacy Windows devices that need to migrate to maintain device/data security.

Customer profile:
Customers needing real-time processes to stay competitive.

Customers looking for maximum productivity gains from their mobility solution.

Position the MC9300 as the right product for the job. Focus on key competitive differentiators below.

Key selling points:

- Delivers 10% more productivity than competitive devices (based on third-party testing)
  - We know Android: committed the longest; majority marketshare
    - Mobility DNA
- Next evolution of the world's best-selling and most trusted enterprise mobile computer
  - Most rugged device in its class — with freezer and non-incendive versions
    - Larger display to provide more real estate for apps and business data
  - A choice of advanced scan engine options to meet your application needs, including DPM and best-in-class extended range imager
- Terminal Emulation pre-licensed and pre-loaded, ready for use right out of the box
  - Easy over-the-air OS updates
  - High resolution rear 13MP camera for proof of condition applications
    - Front 5MP camera for collaboration and rich locationing support
      - Faster WiFi and Bluetooth
  - Longest battery cycle, hot-swappable battery and most comprehensive collection of real-time battery metrics
    - PTT right out of the box with Workforce Connect PTT Express
      - Platform approach
- Freezer and Class 1 Div 2 non-incendive model for areas with flammable materials meet new environmental needs for new and existing customers

Use qualifying questions to determine which product is right for each sales opportunity

MC9200 Installed Base Qualifying Questions

MC9200

Is the MC9200 meeting all your needs today?

▶ **YES** Sell the MC9200

Focus on support for Android K and available security updates 2 years beyond end of sale.

▶ **NO** Consider the MC9300

Focus on advanced features that address today's unmet business needs.

MC9300

Do you feel the pressure to evolve your operations to meet the demands of ecommerce or do you foresee any new business needs in the next two years?

▶ **YES** Sell the MC9300

A 'yes' answer to one or more of the following questions can help you pinpoint which features to highlight to upsell to the MC9300:

• Do you want to keep the same trusted and best-selling ultra-rugged design of the MC9000 Series, but upgrade to the latest computing platform and technology?

• Are your business use cases adding more apps or graphic intensive interactive apps?

• Do you need or want to run the latest Android OS or remain on your current Android OS version until you are ready to migrate?

• Do you want faster WiFi speeds?

• Do workers take photos for proof of condition, proof of compliance or other applications? Would you like a higher resolution camera to capture more detailed images?

• Do you need to capture direct part marks? Would you like to use the same device for track and trace of materials on the production line and shipping/receiving in the warehouse?

• Would you like to double the battery run time, plus add fast-charging and hot swap support?

• Would you like to boost operational efficiency through locationing applications?

• Are your environments noisy and would you like to add haptic feedback?

• Would you like to boost Bluetooth accessory performance?

• Would you like a larger display to show more business data?

• Do you have freezers and areas where hazardous/flammable materials are present that could benefit from mobility?

• Would you like to deploy both MC9200 and MC9300 devices at the same time, so you don't need to retire your legacy devices all at once?

FEATURES AT A GLANCE: MC3300 / TC8300 / MC9200 / MC9300

	MC3300 Rugged and lightweight		TC8300 Ultra-ergonomic design		MC9200 Rugged keypad/touch		MC9300 Ultra-rugged keypad/touch	
Cost	◑	$$	●	$$$	●	$$$	●	$$$
Durability	◔	Rugged	●	Ultra-rugged	◔	Ultra-rugged	●	Ultra-rugged
Ergonomics	◔	Lightweight; four form factors	●	Ultra-ergonomic	◑	Ergonomic gun-style	◔	Ergonomic gun-style
Display	◕	4 in.	◕	4 in.	◑	3.7 in.	●	4.3 in.
Keypad	●	Physical	○	Virtual	●	Physical	●	Physical
Lifeguard	●	OS updates + 2	●	OS updates + 2	◑	Android K only	●	OS updates + 2
Mobility DNA	◑	Limited support	●	Full support	◑	Limited support	●	Full support
Scanning	●	Heavy	●	Heavy	●	Heavy	●	Heavy
DPM Option	○	No	●	Yes	○	No	●	Yes
Battery Power and Features	◑	5200 mAh (high cap), PowerPrecision+, fast charging	◕	7000 mAh, PowerPrecision+, hot-swap	◕	2600 mAh	●	7000 mAh, PowerPrecision+, hot-swap, fast charging
WiFi	◑	Enterprise	●	Ultimate enterprise	◕	Enterprise	●	Ultimate enterprise
Camera	◑	Rear (13MP)	◑	Rear (13MP)	◕	Rear (3MP)	●	Front (5MP) and rear (13MP)
Locationing	◑	WiFi and Bluetooth	◑	WiFi and Bluetooth	◑	WiFi and Bluetooth	●	Full support
VoIP Support	●	Yes	●	Yes	●	Yes	●	Yes
Cold Storage	○	No	◑	Condensation-resistant	◑	Condensation-resistant	●	Freezer (condensation-free)
Non-incendive	○	No	○	No	○	No	●	Yes
Platform	○	No	●	Yes	○	No	●	Yes
Lifecycle	●	5 yrs; +5 yrs after eos	●	5 yrs; +5 yrs after eos	●	5 yrs; +5 yrs after eos	●	5 yrs; +5 yrs after eos

Criteria Details

The following notes provide details on the group of specifications and/or enabling features factored into some of the various aspects of the devices listed in this chart.

- **Durability**: drop, tumble and sealing specifications
- **Ergonomics**: weight and comfort; ultra-ergonomic refers to an innovative scan angle that minimizes motion to boost productivity by 14%
- **Scanning**: heavy refers to enterprise class scanning for heavy duty scanning applications; multiple scan engine options including 1D laser, 1D/2D mid-range, and 1D/2D extended range
- **VoIP Support**: Supports VoIP; supports Zebra Mobility DNA voice tools — Workforce Connect Express (no cost); Workforce Connect PTT Pro (requires purchase of license), Workforce Connect Voice (requires purchase of license)
- **Platform:** Common SD660 architecture for seamless application support between different devices, simplified tech support and management
- **WiFi:** Ultimate refers to support for 802.11ac, 2x2 MU-MIMO and enterprise fast roaming

LEGEND ○ ◑ ● Standard .... Premium

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