



## THE MC3300: THE TOP 5 REASONS TO SELL

This sales tool presents the benefits you'll enjoy as a partner when you sell the MC3300, along with links to training and customer-facing resources to assist in your sales efforts. The 'sister' fact sheet, Why Should You Buy the MC3300, is designed as a handout for your customers at the start of the sales process — it presents the top 5 benefits the MC3300 will provide to your customers, along with links to customer-facing sales collateral.

### MAKE IT EASY FOR YOUR CUSTOMERS TO SWITCH TO ANDROID WITH THE MOBILE COMPUTER THAT DELIVERS MORE.

If your warehouse, retail or manufacturing customers are using Zebra or other competitive mobile devices running Microsoft mobile operating systems, the time to upgrade is here. Your customers' productivity and throughput is dependent on their mobility solution — yet Microsoft has already begun to phase out support for their current mobile devices. Now, you can give them a device and an operating system they can count on well into the future, along with instant application migration — the 4th generation MC3300.



## WHY SHOULD YOU SELL THE MC3300?

### TOP 5 RESELLER BENEFITS

# 1

#### It practically sells itself.

It's easy to sell the MC3300 — for over a decade, it's been one of Zebra's most popular mobile computers. As a result, you already have a built-in loyal customer base that knows and loves their MC3000 Series mobile computers — and will practically sell themselves when their current older MC3000 Series models approach the end of their lifecycle. And with backwards compatibility with key MC3200 accessories, upgrading is very cost-effective.

# 2

#### More revenue through more market share.

The MC3300 is aimed at the huge mid-tier market segment. Not only do you have a device to meet the needs of the mid-tier market segment, but you have the most feature-rich device in this class, a device that delivers more: more form factors, the biggest display, the fastest processor, the most memory by a landslide, more data capture capabilities, the fastest wireless speeds, a better battery and more.

# 3

#### Just look back to find new deals.

With a best-in-class device with an unmatched feature set to sell, you now have the right device to offer all those lost opportunities that were seeking a more fully-featured device. The MC3300 offers a larger screen for easier application interaction, a selection of keypads that can streamline data entry in practically any application, plus a new long-range imager with an extraordinary range in a class of its own — it can capture barcodes as close as 3 in./7.62 cm and as far as 70 ft./21.4 m.

# 4

#### The easiest Android migration ever with plug-and play TE support.

With the phase-out of support for Microsoft mobile operating systems, your customers need to migrate to Android — but are dreading the complexity of app migration. Now, you can make it painless with the MC3300. With one of the world's most popular TEs pre-loaded on every model — Ivanti Velocity — your customers' TE apps will run on the MC3300 right out of the box, without any app or backend modification required.

# 5

#### Deliver unmatched value with Mobility DNA and Zebra services.

When you sell the MC3300, you sell a device with value-add features no other competitive product can offer. Support for 17 Zebra Mobility DNA apps provides a powerful differentiator, delivering features that simplify everything from data capture to device management. And Zebra OneCare service sets the bar for device support, covering literally everything for just pennies a day — including normal wear and tear and accidental damage.

## RESELLER RESOURCES

### TARGET MARKETS

#### Retail

- Backroom/warehouse mgmt
- Price verification/updates
- Store receiving
- Picking and putaway
- Inventory management

#### Warehousing/Distribution

- Warehouse management
- Picking and putaway
- Returns processing
- Voice-directed applications
- EDI transactions
- Yard management

#### Manufacturing

- Inventory management
- Supply-line replenishment
- Safety testing
- Parts tracking

### SALES RESOURCES

[MC3300 Microsite](#)

[MC3300 Partner](#)

[Gateway Resources:](#)

- MC3300 Datasheet
- MC3300 Battlecard
- MC3300 Master Presentation
- MC3300 FAQs
- MC3300 Accessories Guide



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