



THE EC30: THE TOP 5 REASONS TO SELL

This sales tool presents the benefits you'll enjoy as a partner when you sell the EC30 Enterprise Companion, along with links to training and customer-facing resources to assist in your sales efforts. The 'sister' fact sheet, Why Should You Buy the EC30, is designed as a handout for your customers at the start of the sales process — it presents the top 5 benefits the EC30 will provide to your customers, along with links to customer-facing sales collateral.

THE ULTIMATE DEVICE FOR TODAY'S UNCONNECTED WORKERS

The EC30, the right-priced mobile device with the right mobile connections for today's unconnected associates in retail and hospitality. This small, lightweight and durable device delivers comprehensive voice features — it's a walkie-talkie and a cordless PBX handset (optional). And the right data features bring a new level of efficiency and accuracy to core everyday tasks.



WHY SHOULD YOU SELL THE EC30?

TOP 5 RESELLER BENEFITS

1

A new market full of new sales opportunities.

The EC30 opens up a new market — all of your customers' workers who don't carry a mobile device. Where budget was a deterrent, the EC30 is an incentive — a device that comes out on the top of a cost/benefits analysis. Your reach into the front-line workforce market becomes broader and deeper — all without requiring the complexities of a different hardware vendor. And the increased sales allows you to reach higher benefit levels in Zebra's PartnerConnect program.

2

Increase the size of every deal.

There are many incremental sales opportunities. We're already positioned the Workforce Connect family of applications for you — PTT Pro for advanced PTT and secure text messaging, and Workforce Connect Voice for PBX integration. Sell your own consultative services or Zebra's Signature Services to help with planning and deployment. And the need to modify existing applications for the smaller screen size paves the way for application development opportunities.

3

Built-in future upsell opportunities.

As your customers reap the four big benefits the EC30 delivers — better service, fewer lost sales, and better workforce collaboration and productivity — the door to upselling fully-featured mobile devices will open. Your customers will trust even more in your advice and recommendations, providing more sales opportunities that lead to increased revenue. And since the EC30 provides a viable solution for your customers at a different price point and with a different value proposition than traditional Zebra mobile computers, you can preserve your margins across the full range that you sell today.

4

We're dedicated to your success.

We're behind you 100%, through every aspect of every Zebra sale. As the worldwide leader in purpose-built mobility solutions for retail, when you sell Zebra, you can be sure you're offering your customers the best-of-the-best technology solutions. And while other vendors that sell direct can disrupt your business model and your relationship with your long-standing accounts, Zebra is fully dedicated to selling to and through our channel partners — and to your sales success.

5

Minimal risks for you... and your customers.

Selling a new type of device can be just as risky for you as buying a new type of device can be for your customers. That's why the EC30 is compatible with leading EMM/MDM solutions as well as 18 well-proven and trusted Zebra-only Mobility DNA tools. The EC30 may be a new type of device, but all the tools you need to simplify everyday use, integrate, deploy, control and manage the devices are not. Even the platform inside the ET30 is shared with other Zebra Android mobile devices. The result? Less risk for you. And less risk for your customers.

RESELLER RESOURCES

TARGET MARKETS

Retail

- Picking/packing
- Putaway/replenishment
- Returns processing
- Assisted selling
- Price check/item look up
- Inventory/cycle counts
- Task management
- Associate location tracking
- Collaboration: PTT and VoIP
- Time/attendance tracking

Hospitality

- Guest management
- Mobile check-in
- Housekeeping/maintenance
- Scheduling
- Associate location tracking
- Time/attendance tracking
- Collaboration: PTT and VoIP
- Inventory management

SALES RESOURCES

The Source (for internal Zebra only)

Partner Gateway

- EC30 Datasheet
- EC30 Battlecard
- EC30 Selling Guide and Customer-facing Presentations
- EC30 FAQs



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
+1 847 955 2283
la.contactme@zebra.com