Zebra Electronic Temperature Sensors: The Top 5 Reasons to Sell

This sales tool presents the benefits you'll enjoy as a partner when you sell Zebra Electronic Temperature Sensors, along with links to training and customer-facing resources to assist in your sales efforts. The complement fact sheet, Why Should You Buy the Zebra Electronic Temperature Sensors, is designed as a handout for your customers at the start of the sales process. It presents the top five benefits to your customers, along with links to customer-facing sales collateral.

Wirelessly Track Environmental Temperatures and Protect Temperature-Sensitive Products

With mobile connectivity and data-sharing capabilities, Zebra’s portable, wireless electronic temperature sensors deliver exceptionally convenient, versatile and effective monitoring of temperature-sensitive products throughout production, storage and cold-chain shipping. They give users greater control to capture temperature readings and help to protect temperature-sensitive products from damaging exposure, which can cause product loss, deterioration of efficacy, and potentially harmful effects to consumers.

Why should you sell Zebra electronic temperature sensors?

Top 5 Reseller Benefits

1. The market is growing fast.
   The market for cold-chain tracking and monitoring solutions is growing fast. The growth in spend for biopharma cold-chain is expected to increase by 24% over the next four years. This growth is likely due to the $35B in losses in the pharmaceutical industry due to disrupted cold chain shipments. At the same time, 50% of healthcare products were temperature-sensitive biologics in 2018, and this is expected to grow 2X that of non-temperature sensitive product growth. Lastly, new regulations are being implemented and existing are being updated to improve cold-chain monitoring.

2. Zebra offers powerful differentiators.
   Zebra devices offer critical differentiators that meet customer needs in ways competitor offerings do not. Zebra solutions are designed to fulfill customer asks in cost, simplicity, compliance, speed and ease of access to data. The complement fact sheet presenting the top five benefits to your customers details differentiators over the current market standard which uses older technology.

3. Offerings provide upsells and additional value.
   This is a new solution Zebra is offering to enable you to provide customers with insights on temperature exposure and capture new revenue streams. With a versatile portfolio, plus price-points that make total cost of ownership worthwhile, Zebra devices provide additional value to customers, especially when tied to mobile computing. These devices expand partner upsell opportunities with products and service offerings easy to integrate into your portfolio. This solution provides the Partner with an annuity sale, whether it be the S-400 or the cloud service, both of which would need to be replaced annually.

4. Zebra makes it easy for resellers.
   Our temperature-monitoring solutions are designed to be reseller friendly, so you can easily order, resell and access Zebra expertise for support. These solutions provide access to latest temperature-monitoring technology, versus older technology which is the standard in the industry, but becoming out of date in their capabilities. Zebra reseller support makes it easy to add real value to your current offerings so you can sell more.

5. Zebra solutions are simple and more efficient.
   Zebra's portfolio of electronic temperature sensors are both comprehensive in functionality, and easily manageable for customers wanting to improve their cold-chain processes. Zebra devices are highly customizable to serve a wide range of customer needs, so you can give customers the temperature-monitoring capabilities they require, while increasing your revenue with confidence.

Reseller Resources

Target Markets
Warehousing and Distribution
- Refrigerated and Frozen Food
- Pharmaceuticals
Transportation & Logistics
- Temperature-sensitive products
Healthcare
- Medications
- Medical devices
- Clinical trial materials
Life Science Manufacturing
- Medical devices
- Pharmaceuticals
- Biologics
- Vaccines
Emergency Medical Services
- Medications
- Medical devices
Sales Resources
- Battlecard
- S-400 Fact Sheet
- M-300 Fact Sheet
- M-300-P Fact Sheet
- OCEA Bridge Fact Sheet
- Food Use Case
- EMS Use Case
- Pharmaceutical Use Case
- Presentation
- Website