

How to Sell Intermec Desktop Printers

INTERMEC DESKTOP PRINTER VALUE PROPOSITION

Intuitive – Easiest to Install & Use

- Multi-language LCD or universal icon user interface provide status updates increasing uptime
- Available with a half-inch or one-inch ribbon core maximizing time between roll changes for greater productivity
- One hand media loading and reloading for trouble-free use

Flexible – Fits your business today & tomorrow

- User installable upgrades for network connectivity options and accessories provides long term confidence and scalability
- Modular IT-friendly design speeds up deployment and support, especially in networked and wireless environments
- All leading command languages standard enabling seamless deployment

Smart – Keeps you informed & productive

- Remote status and updates with Intermec tools ensures fewer interruptions
- Programmability enables deployment of comprehensive labeling applications and solutions – including attached scanners, scales or other peripherals, all without the need for a computer
- Fastest print speed in its class at 8 ips


DEPLOYMENT ENVIRONMENTS

- Transportation & Logistics
- SMB Distribution Center
- Healthcare
- SMB Manufacturing

TARGET AUDIENCES

- Operations/Office Manager
- Purchasing
- IT Manager

Choosing the Right Desktop Printer

CATEGORY	DESKTOP PRINTERS
Product	 <p>PC23d – Direct Thermal, PC43d – Direct Thermal, PC43t – Thermal Transfer</p>
Description	For low volume labeling applications. Typically less than 2 rolls or 1,000 labels per day.
Connectivity	USB, User Installable Options: Serial Dongle, Parallel Dongle, Ethernet (removable), 802.11 b/g/n, Bluetooth
Printer Language	Fingerprint, IPL, ESIm, ZSim, Dsim all standard. Easy autoconfiguration of printer language for quick deployment in just about any environment.

Top Desktop Printing Sales Objections

OBJECTION	RESPONSE
We've always used a competitors' product / We don't want to change our application software for a new printer	<p>Intermec Printers include:</p> <ul style="list-style-type: none"> • All-in-one languages standard – fit into any printing environment. (IPL, ZPL, EPL, DPL). Ability to print CPCL or ESC/P commands via FieldSoftware application • Many healthcare and WMS software certifications assure that the printers have already been tested with leading software applications • iFast – a rapid pre-sales program designed to ensure Intermec printers function properly with ZPL and EPL applications http://www.intermec.com/sales-marketing/selling-intermec/ifast/index.aspx
We didn't know that Intermec was in the printer business	<ul style="list-style-type: none"> • Intermec introduced the 1st barcode printer in 1971; 1st thermal printer in 1981– Intermec printers are built to last • Intermec's investing in desktop printers; 3 completely new models in 2012 • The most complete range of printing solutions to serve the worldwide market

OBJECTION	RESPONSE
Our existing printers are working, why change them?	<p>Intermec Printers offer advantages such as:</p> <ul style="list-style-type: none"> • Faster time to first label and throughput including 8 ips printspeed, plus easy to understand printer status messages keep productivity high • Printers grow with your business – install connectivity and accessory options when you need them without requiring a new printer or service call • Industry leading connectivity for scalability & added confidence: WiFi, CCX certified & IPv6 standard • The only “Smart” desktop printers available – enables error-proof labeling, simplifying processes & reducing hardware expenses • Features designed to speed deployment & operations such as all-in-one command languages, USB host

Addressing Desktop Printing Audience Needs

AUDIENCE NEEDS	QUESTIONS	PRODUCT FEATURES – Every printer Includes:
Tools that integrate easily with existing systems today and in the future and reduce time to deploy and maintain	<ul style="list-style-type: none"> • What is your printer command language? • What is your IT infrastructure (ERP, WMS system, LAN, Wireless)? • Who configures and installs your printers? • How do you connect (or plan to connect) printers to the network? Will that change over time? Are you concerned about network security? • Who maintains your printers? 	<ul style="list-style-type: none"> • All in One Printer Command Languages (FP, DP, IPL, ZPL, EPL, DPL = Integration into typical environments • USB Host/Boot enables file download from USB Thumb Drives • Industry leading connectivity today or user upgradeable in the future for scalability & added confidence: Ethernet, Bluetooth®, WiFi, CCX certified & IPv6 standard • Many healthcare and WMS software certifications for leading software compatibility • Remote monitoring and updates via printer webpage, SmartSystems™ and or Wavelink Avalanche™ delivers a powerful ROI
Improve productivity & efficiency to increase profitability	<ul style="list-style-type: none"> • Is your labeling operation inefficient? Do you experience labeling errors? • Do you experience a large number of service calls for your existing label printers? • What sizes and label media types are used today? Do you expect these to change? 	<ul style="list-style-type: none"> • Easy to understand printer status messages from either universal icons or VGA display in 10 user languages keep productivity high and greatly reduces service calls • L-o-n-g 300m ribbon length reduces number of times operator must stop to change ribbon (1 change to every 4 changes in the competitors' printer) • One handed media loading for quick, trouble free use • Industry leading connectivity today or user upgradeable in the future for scalability & added confidence: Ethernet, Bluetooth®, and WiFi, CCX certified & IPv6 standard • Programmability enables deployment of comprehensive labeling applications and solutions – including attached scanners, scales or other peripherals, all without the need for a computer • Largest memory with 128MB Flash/RAM and fastest printspeed at 8 ips offer fastest time to first label and throughput • Widest range of media available for a desktop printer including tags, receipts, linerless, floodcoat, RFID tags. Media consistency with other printers.
Reduce training costs for workers	<ul style="list-style-type: none"> • How do you train new workers? • Is your turnover rate high? 	<ul style="list-style-type: none"> • Easy to understand printer status messages from either universal icons or VGA display in 10 user languages maximizes uptime • One handed media loading is simple for new users • Easy to clean or replace platen roller requires no tools

For more Information:

Visit the PC23 & PC43 sales resources tab on INsider (intermec.com/products/printers_media/desktop) for valuable sales tools such as the quick comparison guide, videos, media guides and more.

Solutions:

Visit the T&L, Healthcare, Manufacturing and Distribution Center deployment environment pages on INsider for additional tools and collateral.

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