

# How to Sell Intermec Mobile Printers

## INTERMEC MOBILE PRINTER VALUE PROPOSITION

### Fast – Keeps your teams productive

- Fastest printing increases productivity
- Quick, easy deployment and operation

### Rugged – Reliability you can count on. Lowers TCO.

- Built to last and perform on the go
- Less downtime, lower ownership costs

### Fit – Fits your work environment for increased efficiencies and uptime

- Single source for mobility hardware and services
- Seamless integration with Intermec mobile computers and accessories

## DEPLOYMENT ENVIRONMENTS

### Receipt

- DSD
- Field Service
- Public Sector (e-Citation)
- Postal Courier
- Mobile POS

### Label

- Distribution Center/Warehouse
- Retail
- Public Sector (e-Citation)
- Healthcare

## TARGET AUDIENCE

### Receipt





- IT Manager
- Business/Operations Manager

### Label

- Business Manager
- IT Manager
- Operations Manager

## MOBILE RECEIPT PRINTING

### Choosing the Right Receipt Printer

CATEGORY	RUGGED	DURABLE	COMMERCIAL	
Product	 PB21/31/51	 PR2/3	 PW50 Workboard	 6822 Full Page
Description	For demanding printing environments where performance and reliability are critical for success	Designed for all day comfort and durability with both invoice printing and secure payment capture capabilities	For applications where full page or integrated solutions are desired	
Connectivity	Serial, USB Bluetooth®, WiFi	USB full speed V2.0, Bluetooth (v2.0, Class II) IrDA, 802.11b/g	Serial, Bluetooth, DEX/UCS	Serial, Bluetooth
Ruggedness	5 ft Drop Spec 26 times on all surfaces IP54 PB21/31: 6.5 ftp Drop Spec with protective case	4 ft Drop Spec, 26 times on all surfaces, IP 40; With optional protective boot: 5ft Drop Spec With optional protective case: 5 ft Drop Spec, IP54	4 ft Drop Spec, 26 times on all surfaces, IP20	3 ft Drop Spec IP20
Languages	IPL, Fingerprint, ZSim (ZPLII), ESC-P, CSim (CPCL)	ESC-P, XSim (Ex-PCL), CSim (CPCL)	ESC-P	ESC-P

## Addressing Receipt Printing Audience Needs

AUDIENCE NEEDS	PROBING QUESTIONS	PRODUCT FEATURES THAT ADDRESS
<p>IT Manager: Secure and flexible mobile solutions with minimal support effort</p>	<ul style="list-style-type: none"> <li>• What printer language are you currently using?</li> <li>• What are the network security requirements?</li> <li>• Will the printer be used in or mounted to a vehicle?</li> <li>• How many different brands of mobile devices are you using? Is it difficult to integrate and support?</li> <li>• What is your current battery replacement strategy for your mobile computers? How does this differ for peripheral devices such as mobile printers?</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-language support in one configuration – <ul style="list-style-type: none"> <li>• PB21/31/51: IPL, Fingerprint, ZSim (ZPLII Simulation), ESC-P, DSIm (DPL), CSim (CPCL);</li> <li>• PR2/3: ESC-P, XSim (Ex-PCL), CSim (CPCL)</li> <li>• PW50/6822: ESC-P</li> </ul> </li> <li>• Complete range of Accessories including cart &amp; vehicle mounts, custom holders (PB21/31/51, PW50, 6822)</li> <li>• Sharing of Flexdock with Intermec mobile printers and mobile computers enables multiple options for data communications, charging, and a common interface for added flexibility within a single base (PR2/3)</li> <li>• Secure wireless &amp; wired communication options</li> <li>• Mobility Systems: Designed &amp; tested to work better &amp; faster with IN computers <ol style="list-style-type: none"> <li>1. Wireless Printer Wizard</li> <li>2. SmartSystems™ Auto Deploy</li> <li>3. SmartSystems™ Asset and Battery Analysis Reporting</li> </ol> </li> <li>• Remote management &amp; health monitoring maximizes uptime. New firmware and/or fonts can be sent to the printer remotely, so there is no need to touch each printer during updates (PR2/3)</li> <li>• Intermec's smart battery technology is included in both mobile computers and mobile printers. This feature minimizes replacement costs and increases productivity by providing insight into battery usage and replacement needs before the battery runs out. (PR2/PR3)</li> </ul>
<p>IT Manager: Highly reliable receipt and invoice printing for all types of environments</p>	<ul style="list-style-type: none"> <li>• What type of operating environment will the printing take place?</li> <li>• How long does your receipt media need to last after printing?</li> <li>• What are the desired widths of receipt media?</li> </ul>	<ul style="list-style-type: none"> <li>• PB21/31/51: Rugged, high throughput solution, intuitive user interface &amp; MIL-STD drop spec; tested to withstand 500 tumbles</li> <li>• PR2/3: The smallest, lightest and most durable mobile receipt printer in its class, the 2" PR2 and 3" PR3 can be comfortably worn all day</li> <li>• Industry's only 3" rugged mobile receipt printer (PB31)</li> <li>• Duratherm receipt paper: Long life media to protect against UV degradation. Co-engineered with Intermec printers for top performance, quality &amp; long print head life</li> </ul>
<p>Ops Manager: Improve cash flow and worker efficiency to increase profitability</p>	<ul style="list-style-type: none"> <li>• How do you measure your mobile worker's productivity?</li> <li>• How important is time to first receipt?</li> <li>• What are the areas of your operation where mobile printing would improve productivity?</li> <li>• What are your plans for secure payment capture to improve your cash cycle?</li> </ul>	<ul style="list-style-type: none"> <li>• 20-30% faster time-to-receipt than competition (PB21/31/51, PR2/PR3)</li> <li>• Paper sensors &amp; standard LCD display minimize lost transactions &amp; time troubleshooting (PB21/31/51)</li> <li>• Optional Mag. Stripe Reader for payments (all except 6822)</li> <li>• Comes complete: battery, charger, 1 media roll, belt clip for lower initial costs (PR2/3)</li> <li>• Optimized for all-day: compact, lightweight, wearable, field-replaceable batteries (PR2/3)</li> <li>• Innovative smart battery monitoring minimizes replacement costs and increases productivity by providing insight into battery usage and replacement needs before the battery runs out. (PR2/PR3)</li> <li>• Intermec offers integrated credit and smart card readers in the PB21/31, PW50 and integrated credit card readers in the PR2/3</li> </ul>

# MOBILE LABEL PRINTING

## Choosing the Right Label Printer

CATEGORY	RUGGED
Product	PB22/32/50
Description	For demanding printing environments where accuracy and speed are key performance indicators
Connectivity	Serial, USB, Bluetooth, WiFi
Ruggedness	5 ft, 26 times on all surfaces, IP54; PB22/32: 6.5 ft with protective case
Languages	IPL, Fingerprint, ZSim (ZPLII), ESC-P, CSim (CPCL)

## Addressing Label Printing Audience Needs

AUDIENCE NEEDS	PROBING QUESTIONS	PRODUCT FEATURES THAT ADDRESS
Ops Manager: Highly reliable label printing in environments where accuracy and speed are major key performance indicators	<ul style="list-style-type: none"> <li>• How important is time to first label?</li> <li>• How do you measure labeling accuracy?</li> <li>• What type of operating environment will printing take place?</li> <li>• What are the sizes &amp; label media types?</li> <li>• What environment will the media be exposed to?</li> </ul>	<ul style="list-style-type: none"> <li>• Fastest time-to-first label printing - up to 3x faster</li> <li>• Rugged, high throughput solution with intuitive user interface &amp; MIL-STD drop spec up to 6.5 feet</li> <li>• Tested to withstand 500 tumbles</li> <li>• Full range of media types &amp; sizes co-engineered with Intermec printers for top performance, quality &amp; long print head life</li> </ul>
IT Manager: Secure and flexible mobile solutions yet require minimal support effort	<ul style="list-style-type: none"> <li>• How do you deploy &amp; manage mobile computing and/or mobile printing solutions today?</li> <li>• What are the network security requirements?</li> <li>• How do you track the IT support costs of your labeling function?</li> <li>• What ideas are you considering to improve the flexibility of your labeling function?</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-language support in one configuration - IPL, Fingerprint, ZSim (ZPLII Simulation), ESC-P, DSim (DPL), CSim (CPCL)</li> <li>• Complete range of accessories including cart &amp; vehicle mounts</li> <li>• Most secure wireless &amp; wired communications</li> <li>• Mobility Systems: Designed &amp; tested to work better &amp; faster with IN computers               <ol style="list-style-type: none"> <li>1. Wireless Printer Wizard</li> <li>2. SmartSystems™ Auto Deploy</li> <li>3. SmartSystems™ Asset and Battery Analysis Reporting</li> </ol> </li> </ul>
Ops Manager: Improve label accuracy and worker efficiency to increase profitability	<ul style="list-style-type: none"> <li>• How do you measure your mobile worker's productivity?</li> <li>• What are the largest contributors to total cost of ownership for labeling?</li> <li>• What would mobile printing improve productivity?</li> </ul>	<ul style="list-style-type: none"> <li>• Fastest time-to-first label printing - up to 3x faster</li> <li>• Paper sensors &amp; standard LCD display minimize lost transactions &amp; time troubleshooting</li> <li>• Supports mobile applications in warehouse, distribution, asset management &amp; retail</li> <li>• Move closer to the point of application to reduce errors, speed up labeling processes</li> </ul>

## Top Mobile Printing Sales Objections

OBJECTION	RESPONSE
Customers don't want to change their application software for a new printer	<ul style="list-style-type: none"> <li>• IN mobile printers support common print command languages (IPL, ZPL, CPCL, ESC-P) with future support for EPL</li> <li>• i-Fast: rapid pre-sales program designed to ensure Intermec printers function with ZPL and CPCL applications. Visit <a href="http://www.intermec.com/sales-marketing/selling-intermec/ifast/index.aspx">www.intermec.com/sales-marketing/selling-intermec/ifast/index.aspx</a> for more information.</li> </ul>
IN mobile printers are heavier than the competition	<ul style="list-style-type: none"> <li>• Mobile printers are mission critical component of the enterprise mobility solution. IN mobile printers undergo the same Mil-Std drop, sealing &amp; tumble testing as IN rugged mobile computers</li> <li>• Rugged design does add weight, but IN's 2 inch mobile label printer's additional weight to leading competitor is &lt; a candy bar</li> <li>• The PR2/3 durable mobile receipt printers have a 10% smaller form factor and 5% lighter weight than competing durable class printers</li> </ul>
Always use competitor's product/did not know IN made mobile printers	<ul style="list-style-type: none"> <li>• Intermec introduced 1st barcode printer in 1971; 1st thermal printer in 1981—Intermec printers are built to last</li> <li>• Intermec is investing in mobile printers; Began shipping 6 new models in 2010; Introduced PR2/3 Durable mobile receipt printers in 2012 along with upgrades to workboard printers</li> <li>• Gain business efficiency having the same company service mobile printers &amp; computers</li> <li>• Intermec mobile printers are designed to work better and faster with Intermec mobile computers and accessories</li> <li>• Intermec Innovation: PB series rugged mobile printers are the only "Smart" printers commercially available—printer can host an application and eliminate a host computer ; PR series are the only printers to offer optional integrated PCI- compatible mag stripe reader with AES encryption</li> </ul>

### For more Information:

#### Product & Competitive Overviews:

Visit the sales resources tab for each of our mobile printers on Insider for these valuable sales tools:

- Mobile Quick Comparison Guide: Reference of Intermec printers vs. competitive products; Calls out differentiation illustrating how we win vs. the competition
- Mobile Printer Videos: Showcasing speed, ruggedness, mobility
- Recommended Mobile Media Guide: Matrix illustrating by application - media product and printer fit
- Printer Media Solutions Brochure: A high level overview of Intermec's printer lineup and key specs
- Product Profiles, FAQs, White Papers, Sales Presentations, Competitive Comparisons & more!
- Smart Printing: Visit [intermec.com/smartprinting](http://intermec.com/smartprinting) for overview on Smart Printing including case studies, whitepapers and videos
- iFast: On Insider, visit the sales resources tab on each printer's product page

#### Solutions:

For tools and collateral covering the following deployment environments:

- DSD: <http://solutions.intermec.com/content/DirectStoreDelivery>
- Field Service: <http://solutions.intermec.com/content/4keys>
- E-Citation: <http://www.intermec.com/solutions/public/e-citation/index.aspx>
- Distribution Center: <http://solutions.intermec.com/content/Warehouse3>
- Healthcare: <http://www.intermec.com/solutions/healthcare/index.aspx>
- Postal Courier: <http://solutions.intermec.com/content/CourierExpressPostal>
- Retail: <http://www.intermec.com/solutions/retail/index.aspx>

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