ZEBRA

BlueStar
Your Solutions Distributor

KNOWING WHEN TO SAY WHEN:

3 REASONS YOUR CUSTOMER SHOULD REFRESH LEGACY PRINTERS

A GUIDE FOR RESELLERS

THE VITAL ROLE OF PRINTERS

In this age of digitalization, printers might not get the credit – or attention – they deserve. Many organizations still rely on printers for mission-critical applications, even as they embark on their digital transformation. Ironically, perhaps, **today's high-tech printers can be an essential element of digital transformation.** In healthcare facilities, for example, nurses and other personnel use handheld computers to scan patient wristbands that are printed onsite. These data-rich wristbands provide the immediate positive identification needed to ensure patient safety, prevent medical errors, and boost staff productivity.

In manufacturing, warehousing, and logistics, printing is an essential function that supports Industry 4.0 initiatives. Shipping/receiving labels, packing slips, return labels, and other labels printed with barcodes or RFID tags facilitate real-time data capture for improved inventory management, asset tracking, and operational visibility. Retailers, hospitality providers, and other consumer-facing organizations leverage fast desktop printers to deliver a highly individualized guest experience, customizing bank cards, event-access passes, membership cards, season passes, and room keys on the spot.

> **ONCE YOU HAVE A DESKTOP PRINTER THAT MAKES IT EASY TO PROPERLY LABEL AND TAG EVERY ASSET, EVEN AS YOUR BUSINESS GROWS, YOU'LL SEE FAR-REACHING BENEFITS ACROSS NEARLY EVERY FUNCTION.**

Roger Chien, Zebra Technologies

IS 'NOT BROKEN' *GOOD ENOUGH?*

Despite a long list of mission-critical use cases in healthcare, manufacturing, logistics, retail, hospitality, transportation, and government, printers tend to be overlooked – that is, until they stop working. Of course, there are legitimate reasons why some organizations might take their printers for granted. Zebra printers (especially thermal printers) easily can last a decade or longer. Zebra designs its printers to be reliable and adaptable to changing business needs. Plus, the software driving those printers – Zebra Print DNA – helps keep them running like they were brand-new, throughout every stage of their lifecycle.

So, if it isn't broken, why replace it?

The simple answer for your customers is there's a difference between "not broken" and "not working optimally." In today's connected, data-driven world, it's a bigger difference than they might think. "To win the race against customer deadlines and competitors, or help your patients win the race against diseases, you must be able to adapt your workflows and information flow accordingly," explains Roger Chien of Zebra's Specialty Printing Group. "That is only possible if your desktop printer is flexible enough to support new applications, handle new media, connect to data sources via new networks, and protect against security vulnerabilities."

THE INABILITY TO PRINT ACCURATE, HIGH-QUALITY LABELS IN A TIMELY MANNER CAN MAKE IT CHALLENGING TO TRACK AND MANAGE:

- Inventory
- Inbound/outbound logistics
- Online orders
- Work-in-process
- Shelf tags
- Price markdowns
- Customer returns
- Service reminders
- Recalls
- Specimen collection
- Lab testing and reporting
- Prescription medications
- Patient records
- Regulatory compliance
- Administrative tasks (including billing)

3 REASONS TO REPLACE A LEGACY PRINTER

Mobile technology is transforming the way businesses and public-sector entities operate. When organizations equip their personnel with rugged mobile computers, they can create connected ecosystems that facilitate real-time data visibility, drive workflow efficiencies, and improve service levels. **Today's high-tech printers are vital nodes in those ecosystems.**

As technology continues to evolve at a brisk pace – and customer demands steadily escalate – it's nearly impossible to fully "future-proof" anything. There comes a time when even a "classic" printer model can't be modified enough to support expanded operating demands while handling new applications, new media, and ever-evolving security threats.

When a customer is mulling whether to replace a legacy printer, they should consider the following overarching factors as a starting point.

1.
SECURITY

2.
EASE OF USE

3.
POWER & PERFORMANCE

1. *SECURITY*

45% OF COMPANIES SURVEYED SAID THEY SUFFERED A COMPROMISE INVOLVING A MOBILE DEVICE IN THE PAST 12 MONTHS.

2022 Verizon Mobile Security Index

Expanded, uninterrupted connectivity is a foundational element for digitalization. With more pervasive connectivity and an ever-growing universe of networked, hyper-connected users, there's a steadily rising risk of security attacks that can cause enormous damage. "The proliferation of intelligent mobile devices can distribute these cyberattack points outside of the enterprise environment, threatening a company's reputation, finances, compliance, and legal standing," Zebra explains in its whitepaper, Best Practices for Securing Enterprise Data and Devices.

The threat is intensifying. "In 2021, America experienced an unprecedented increase in cyberattacks and malicious cyberactivity," the FBI explains in its 2021 Internet Crime Report. "These cyberattacks compromised businesses in an extensive array of business sectors as well as the American public." Public-sector organizations aren't immune. According to the 2022 Verizon Mobile Security Index, 49% of government agencies and education providers said they suffered a mobile-related compromise in the past 12 months.

These data points underscore the importance of continuously assessing the security capabilities of all networked devices – including printers. **If a legacy printer can't be updated with the latest security protections, it's time to consider a new unit.**

1. SECURITY

SECURE SOLUTIONS FOR PEACE OF MIND

Zebra printers offer unmatched security that's constantly evolving to safeguard sensitive data, uncover potential vulnerabilities, and defend against cyberattacks. Zebra Print DNA is a suite of software applications and capabilities built into Zebra printers that leverages everything Zebra has learned from thousands of use cases to ensure that your customers' printers perform at

their highest potential – with the highest levels of protection.

With the Zebra Print DNA ecosystem, your customers have the tools to: easily configure their printers to assess potential vulnerabilities; encrypt connections; block unauthorized access; control their data exchanges; and safely retire printers with a single command.

FEATURES INCLUDE:

PRINTSECURE
Secure connections, blocked unwanted access, and protect data and infrastructure.

SECURITY ASSESSMENT WIZARD
Uncover vulnerabilities and compare printer settings against security best practices with the free Printer Setup Utility for Android and iOS.

PRINTER PROFILE MANAGER ENTERPRISE
With PPME, remotely manage printer and security updates, and ensure that printers each have their own unique Wi-Fi certificate that automatically updates when expired.

▶ **WITH PRINTSECURE, ZD621 4-INCH DESKTOP PRINTERS PROVIDE PEACE-OF-MIND PRINTER SECURITY.**

Applications:
manufacturing, transportation/logistics, retail, healthcare

2. EASE OF *USE*

10%
OF EMPLOYEES HAVE LEFT A JOB DUE TO TECHNICAL FRUSTRATIONS.

– datch[7]

Labor shortages are nothing new. However, the unique challenges of the pandemic brought the issue to the forefront, giving rise to the so-called "Great Resignation." According to the U.S. Bureau of Labor Statistics, a record 47.8 million U.S. workers left their jobs in 2021. The U.S. Chamber of Commerce points out that labor shortages persist in durable-goods manufacturing, wholesale/retail trade, and education and health services.

The recent disruptions in the labor force have renewed the focus on employee engagement, retention, and productivity, as organizations are challenged to do more and more with limited resources. In challenging times, the right technology is one of the biggest keys to maximizing those resources. Equipping personnel with intelligent, easy-to-use tools and devices not only contributes to higher productivity, but it also boosts morale and job satisfaction. Plus, it helps shrink the learning curve when onboarding new employees.

A legacy printer technically might still function. However, as personnel are asked to manage more printing workflows and security threats each day, it might require an inordinate number of workarounds and IT interventions to keep it running. The takeaway for your customers is simple: **Don't let a legacy printer become a bottleneck for day-to-day operations – and a source of frustration for employees.**

2. EASE OF USE

EASY OPERATION FOR EASIER ONBOARDING

Backed by the Print DNA software suite, Zebra printers are incredibly simple to configure, integrate, and operate. With remote access, streamlined steps, and easy-to-follow setup wizards, they can be deployed anywhere, and rollouts are accelerated. Getting acclimated to the intuitive user interface requires minimal training, while robust remote management capabilities alleviate IT burdens. Print DNA tools that make life easier include:

FEATURES INCLUDE:

NETWORK CONNECT
Cut the cost, complexity, and time needed to integrate printers into existing systems.

PAIRING SOLUTIONS
Easily scan, tap, or touch to pair printers with mobile solutions and launch an app.

PRINTER EMULATIONS
Accelerate printer setup when a pre-existing print solution uses a non-Zebra command language.

▶ **WITH THE ZD510-HC WRISTBAND PRINTER, JUST POP IN THE FAST-LOADING WRISTBAND CARTRIDGE AND PRINT. IT DOESN'T GET MUCH EASIER THAN THAT.**

Applications: healthcare, hospitality

3. POWER & *PERFORMANCE*

In 1965, Intel co-founder Gordon Moore predicted that computing power would increase at an exponential pace, setting the stage for the "digital revolution" that was soon to come. Today, we continue to see Moore's Law playing out in a multitude of innovations, from mobile computers and advanced driver-assistance systems to artificial intelligence and machine learning.

Businesses and public-sector organizations are deploying the latest mobile technology to modernize their operations, enable better communication and collaboration, and improve service to their customers and constituents. While today's thermal printers provide more speed, intelligence, and flexibility than ever, some organizations are content to stick with legacy printers, even if the units struggle to meet their evolving needs. "All the while, your workers struggle, your business suffers, and your customers try to grin and bear the numerous issues that arise as a result," explains Roger Chien of Zebra Technologies. "Depending on the nature of your business, and the purpose of your desktop printer, the consequences could range from benign to life-threatening."

3. POWER & PERFORMANCE

PEAK PERFORMANCE IS IN ZEBRA'S DNA

From hospitals and hotels to warehouses and retail stores, printers are indispensable to everyday operations. In other words, printing must happen – *no exceptions*. Zebra thermal printers are rugged and reliable on the outside, built for years of everyday use in demanding environments. But with advances in technology continuously accelerating, it's the software inside that determines whether they remain relevant, agile, and high-performing with a strong ROI over their entire lifecycle. That's why Zebra printers come with a built-in advantage: **Zebra Print DNA.**

With the exclusive Zebra Print DNA software suite and an innovative electronic architecture, Zebra printers offer enhanced processing power, premium features, outstanding print performance, unparalleled intelligence, and industry-leading reliability. With Zebra Print DNA, Zebra printers work the way they're supposed to – so your customers can print what they need, when they need it, year after year. Ensuring easy integration and interoperability, Print DNA enables Zebra printers to work at optimized performance over their entire lifecycle, even as your customers' needs evolve.

FEATURES INCLUDE:

CLOUD CONNECT
Allow printers to securely integrate into cloud-based apps.

POWERPRECISION
Ensure the best possible print output throughout the charge length of the battery.

PRINTER STATION
Enable driverless printing from mobile solutions.

▶ **ZD421/ZD621 PRINTERS OFFER UP TO 33% FASTER PRINT SPEEDS AND 7X MORE PROCESSING POWER THAN THEIR PREDECESSORS.**

▶ **ZEBRA ZD411 2-INCH PRINTERS INCORPORATE A POWERFUL NEW PROCESSOR SO USERS CAN RUN MORE TASKS AND PERFORM MORE OPERATIONS SIMULTANEOUSLY.**

Applications: retail, healthcare, hospitality

SUMMARY

When your customers implement digital solutions to modernize their operations, they might focus on smartphones, laptops, tablets, PCs, and IoT devices. However, today's industry-leading printers are complementary solutions and an enabling technology for digital transformation. As a value-added reseller, you're in an ideal position to educate your customers on the importance of assessing their printer fleets.

Here are a few key questions they should consider:

- Do their legacy printers have the processing power and robust software to meet their needs today and adapt to their needs in the future?
- Do their existing printers provide the latest security safeguards (and ongoing updates) to protect the organization against the growing threat of cyberattacks?
- Do they offer easy, intuitive operation that minimizes training time and facilitates onboarding?
- How much downtime is required to change consumables or add Wi-Fi or Bluetooth wireless connections?
- If a legacy printer fails tomorrow, are spare parts readily available? Can they afford the downtime while waiting for a part to be delivered?

RESOURCES

ZEBRA PRINTERS: https://www.bluestarinc.com/us-en/manufacturers/manufacturer-microsites/zebra/featured-products/printers.html

ZEBRA PRINT DNA: www.zebra.com/us/en/products/software/barcode-printers/print-dna.html

ZEBRA *INDUSTRIAL PRINTERS*

FEATURED PRODUCTS

🔗 **More Zebra Industrial Printers**

▲
ZT200 Series
Small in Price, Big in Performance
Innovative printers with a space-saving design. The right choice for a variety of labeling applications.

▲
ZT510
Essential Features for Heavy-Duty Printing
The ideal balance between performance and value, with the core features needed at a cost-effective price point.

▲
ZT600 Series
Intelligence and Industrial Brawn
Combines rugged durability and exceptional performance on a user-friendly, future-ready platform.

ZEBRA *DESKTOP PRINTERS*

🔗

FEATURED PRODUCTS

▲

ZD200 Series
Unmistakable Quality at an Exceptional Value
Zebra-quality engineering, reliable operation, and basic features at an affordable price.

▲

ZD400 Series
Elevate Desktop Printing Expectations
Quality performance for years of operation, key features that keep business moving forward, and unmatched security.

▲

ZD600 Series
Designed to Perform Today and Tomorrow
Industrial printing quality inside a compact desktop printer — offering fast print speeds, excellent print quality, simple manageability, and security.

ZEBRA *MOBILE PRINTERS*

FEATURED PRODUCTS

ZQ300 Series
The Little Printers That Deliver Big Value
Class-leading battery power, versatility,
durability and easy remote management
at an affordable price.

ZQ500 Series
For the Rough and Tumble World
The industry's most rugged mobile printer,
featuring a military-grade design.

ZQ600 Series
Zebra's Most Versatile Mobile Printer Series
Advanced technology and innovative design
that take productivity, ease-of-use and
manageability to a new level.

ZEBRA *CARD PRINTERS*
FEATURED PRODUCTS

▲

ZC100
Simple, Secure, Single-Sided Printing
Next-generation simplicity and security in a "fit-everywhere" design.

▲

ZC300 Series
Compact Card Printers that Deliver it All
Midrange card printers delivering easy setup with painless plug-and-play deployment.

▲

ZXP Series 7
High-Quality Card Printing
Process up to three jobs simultaneously (encoding, printing, and laminating) for superb photo-quality card printing

ABOUT BLUESTAR

BlueStar is the leading global distributor of solutions-based ADC, mobility, point-of-sale, RFID, digital signage, and security technology. BlueStar works exclusively with value[1]added resellers, providing them with complete solutions, business development, and marketing support. The company brings unequaled expertise to the market, offers award-winning technical support, and is an authorized service center for a growing number of manufacturers. BlueStar is the exclusive distributor for the In-a-Box Solutions Series, delivering hardware, software, and critical accessories in one bundle with technology solutions across all verticals. For more information, please contact the BlueStar Zebra BDM Team at zebra@bluestarinc.com or visit the microsite at www.bluestarinc.com/us-en/zebra.html

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ABOUT ZEBRA TECHNOLOGIES

With the unparalleled visibility Zebra provides, enterprises become as smart and connected as the world we live in. Real[1] time information – gleaned from visionary solutions including hardware, software, and services – gives organizations the competitive edge they need to simplify operations, know more about their businesses and customers, and empower their mobile workers to succeed in today's data-centric world. For more information, visit www.zebra.com.

ZEBRA

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