



## THE MC9300: THE TOP 5 REASONS TO SELL

This sales tool presents the benefits you'll enjoy as a partner when you sell the MC9300 Handheld Mobile Computer, along with links to training and customer-facing resources to assist in your sales efforts. The 'sister' fact sheet, Why Should You Buy the MC9300, is designed as a handout for your customers at the start of the sales process — it presents the top 5 benefits the MC9300 will provide to your customers, along with links to customer-facing sales collateral.

### THE ULTIMATE ANDROID ULTRA-RUGGED COMBINATION KEYPAD/TOUCH MOBILE COMPUTER

As the next evolution of the world's best-selling and most trusted enterprise computer, the MC9300 builds on the MC9000 Series and makes it even better — adding a more rugged design, the ultimate in processing power and memory, a larger touch display, the ability to capture the most challenging direct part marks and barcodes, twice the battery run time of the MC9200 and more.



## WHY SHOULD YOU SELL THE MC9300?

### TOP 5 RESELLER BENEFITS

# 1

#### The right solution for a \$1.1B market.

The rugged warehouse and back-of-store market continues to be strong for Zebra rugged handhelds. The mid- to performance- tier market is \$1.1B — and this is exactly where the MC9300 excels. The MC9300 is the most feature-rich and rugged MC9000 Series device ever created. It is loaded with new features to boost productivity in the warehouse — from a larger touch display to the ultimate in processing power, data capture, battery run time and much more.

# 2

#### Future-proofing that practically sells itself.

The MC9300 is the most advanced ultra-rugged handheld mobile computer Zebra has released. The Qualcomm chipset helps create a multi-task-oriented platform that can run all your customer's business critical data and voice applications today and is equally ready for cutting-edge apps — from Machine Learning to advanced locationing applications, cold storage and non-incendive options. And with support for Android P and Q, the device you sell your customers today can run the operating systems of tomorrow.

# 3

#### Just look back to find new deals.

With over three million sold, the MC9000 family is the gold standard in premium rugged handheld computing. As the next evolution in this best selling series, the MC9300 offers an unmatched feature set and rugged design — giving you the right device to offer to this massive installed base of MC9000/XT15 customers that are looking for 'next best device' to meet today's business challenges. And the common platform shared with other Zebra mobile computers allows customers to run all their apps on all their Zebra devices, providing a common interface that practically eliminates training and simplifies support.

# 4

#### The easiest Android migration ever with plug-and play TE support.

With the phase-out of support for Microsoft mobile operating systems, your customers need to migrate their apps to Android — but are dreading the complexity, time and cost. Now, you can make it painless with the MC9300. With one of the world's most popular Terminal Emulators (TEs) pre-loaded on every model — Ivanti Velocity — your customers' TE apps will run on the MC9300 right out of the box, without any backend modification.

# 5

#### Deliver unmatched value and drive additional revenue streams with Mobility DNA and Zebra services.

When you sell the MC9300, you sell a device with value-add features no other competitive product can offer. Zebra Mobility DNA apps provides a powerful differentiator, delivering features that simplify everything from data capture to device management — and many apps are no cost, and already integrated into the device, ready to use. And Zebra OneCare service sets the bar for device support, covering literally everything for just pennies a day — including normal wear and tear and accidental damage.

## RESELLER RESOURCES

### TARGET MARKETS

#### Logistics

- Receiving/putaway
- Inventory management
- Returns processing
- Cross dock operations
- EDI transactions/picking

#### Manufacturing

- Inventory management
- Supply-line replenishment
- Safety testing
- Quality control audits
- Parts track and trace

#### Other Markets

- Retail
- Cold Chain
- Government

### SALES RESOURCES

[The Source \(for internal Zebra only\)](#)

#### Partner Gateway

- MC9300 Spec Sheet
- MC9300 Battletcard
- MC9300 Master Presentation
- MC9300 FAQs
- MC9300 Accessories Guide

[Modernize Your Warehouse campaign](#)



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