

How to Sell Intermec Industrial Printers

INTERMEC INDUSTRIAL PRINTER VALUE PROPOSITION

Smart

- Faster deployment in typical environments
- Flexible and programmable for quick ROI

Strong

- Built to deliver in 24x7 mission critical applications
- Rugged, metal-throughout construction

Secure

- Industry's only WiFi & CCX certified printers for highest enterprise security




DEPLOYMENT ENVIRONMENTS

- Distribution Center
- Manufacturing
- T&L
- Healthcare

TARGET AUDIENCE

- Operations Manager
- IT Manager

Choosing the Right Industrial Printer

CATEGORY	HIGH PERFORMANCE	MID-RANGE	COMMERCIAL
Product	 PX4i/PX6i	 PM4i, PF4i	 PD41/PD42
Target Segment	Built for mission critical applications and 24x7 operation	Rugged and durable design for challenging applications	For lower duty industrial and commercial applications
Application volume	5,000-10,000+ labels/day	2,000-7,000 labels/day	1,000-4,000 labels/day

Top Industrial Printing Sales Objections

OBJECTION	RESPONSE
Didn't know Intermec had printers	<ul style="list-style-type: none"> • Intermec introduced 1st barcode printer in 1971; 1st thermal printer in 1981—Intermec printers are built to last • Features designed to speed deployment & operation such as all-in-one command languages, USB host, Ethernet on board & smart printing • The most complete range of printing solutions to serve the worldwide market
Existing printers are working, why change them?	<p>If enterprise account (large company):</p> <ul style="list-style-type: none"> • Industry leading connectivity for scalability & added confidence: WiFi, CCX certified & IPv6 standard • Smart Printing technology enables error-proof labeling, simplifying processes & reducing hardware expenses <p>If smaller account:</p> <ul style="list-style-type: none"> • Smart Printing means the printer is programmable enabling error-proof labeling, simplifying processes & reducing hardware expenses. • Free printhead replacement program with the purchase of Intermec Media • Best-in class "Local Service" through Intermec Global Service or IPSPs <p>Ask about our trade-in program</p>
Current printer language is not Intermec (ZPL, DPL), EPL on PD41/2	<ul style="list-style-type: none"> • All-in-one languages standard - fit into any printing environment • iFast - a rapid pre-sales program designed to ensure Intermec printers function properly with ZPL and DPL applications (EPL on PD41/2). See the "For More Info" section below for how to get started with iFast

Addressing Industrial Printing Audience Needs

AUDIENCE NEEDS	PROBING QUESTIONS	PRODUCT FEATURES THAT ADDRESS
Stable and uninterrupted operations	<ul style="list-style-type: none"> • What is the size and type of your operation (business, warehouse, industrial or non-industrial, shipping volume, manufacturing volume etc...)? • Is your printing solution unreliable, inconsistent and/or difficult to maintain at times? 	<ul style="list-style-type: none"> • Strong All Metal construction • Consistent print quality & reliability you can count on • Enhanced Self Strip for challenging media types
Tools that integrate easily with existing systems 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)? • How do you connect (or plan to connect) printers to the network? Will that change over time? Are you concerned about network security? 	<ul style="list-style-type: none"> • All in One Printer Command Languages = Integration into typical environments • USB Host/Boot enables file download from USB Thumb Drives & easy connection to Scanners & Keyboards • Advanced Connectivity & highest level of CCX & WiFi security
Ability to monitor and report the printer functionality and media consumption for improved cost control	<ul style="list-style-type: none"> • Do you desire a greater control of printer & media usage across your organization? 	<ul style="list-style-type: none"> • integrated device management and diagnostic capabilities, provided through Intermec SmartSystems™ and Wavelink Avalanche™ delivers a powerful ROI
Solutions that grow and adjust as business conditions change	<ul style="list-style-type: none"> • Is your labeling operation inefficient? Do you experience labeling errors? • Would you be interested in reducing errors or labeling complexity? • Are you planning operational expansion (local-global, maintain existing size) and/or infrastructure upgrades? 	<ul style="list-style-type: none"> • Flexible & programmable Smart Printing simplifies labeling processes, reduces errors, can eliminate PC hardware • Advanced Connectivity = Future proof with IPv6 • Ethernet standard • RFID upgradable • Intermec SmartSystems™ integrated diagnostic capabilities simplifies deployment

For more information:

Product & Competitive Overviews:

Visit the PF8 sales resources tab on Insider for these valuable sales tools:

- Industrial Quick Comparison Guide: Reference of Intermec printers vs. competitive products; Calls out differentiation illustrating how we win vs. the competition
- Recommended Industrial 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 and more!
- Smart Printing: Visit intermec.com/smartprinting for overview on Smart Printing including case studies, whitepapers and videos
- iFast: On Insider, visit the sales resources tab for each printer product.

Solutions:

For tools and collateral covering the following deployment environments:

- Distribution Center: <http://solutions.intermec.com/content/Warehouse3>
- Manufacturing: www.intermec.com/solutions/industrial/manufacturing_ops/index.aspx
- T&L: <http://www.intermec.com/solutions/transportation/index.aspx>
- Healthcare: <http://www.intermec.com/solutions/healthcare/index.aspx>

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