

START A CONVERSATION MANUFACTURERS WILL WANT TO HEAR



CREATE A HOOK THAT MANUFACTURING COMPANIES CARE ABOUT

Learn about the trends per vertical market, the goals they create and the resulting challenges they cause. Read the most common misconceptions about modern mobility and get to know how Zebra's modern technology platforms resolve your prospects' most pressing issues.

POINT OUT THAT THE TRENDS ARE CLEAR

The numbers don't lie. Manufacturers need to deliver more customized orders and output them faster for less expense.

43% of manufacturers are adding more made-to-order and engineer-to-order products to meet customer demand.

64% of manufacturers rank speed of delivery as a top pressure from customers.

53% said they made changes to their operations to save costs.

WHAT DOES THIS MEAN FOR MANUFACTURING FIRMS?

Ask where they're struggling to meet demand and budgets.



EXPLAIN THAT THERE ARE FOUR WAYS THEY CAN BE AS LEAN AS POSSIBLE:

1 SAVE IN EMPLOYEE TRAINING AND RETENTION

- **Establish the Need:** If manufacturing firms are going to compensate for the time lost accommodating customized orders, they're going to need to get workers up and running faster and retain them longer, to lower costly employee turnover.
- **State the Challenge:** They cannot afford the lengthy and tedious training time required with legacy devices.
- **Frame the Solution:** Only modern mobile devices can slash training time by offering the same UX workers already know and have on their personal devices. Plus, their user-friendly experience helps improve employee satisfaction and longevity.

2 AVOID THE EXPENSE OF DOWNTIME

- **Establish the Need:** Downtime is the biggest hurdle for manufacturers and is a bigger risk now that manufacturers have greater complexity in juggling settings and parameters to fulfill customized orders. If manufacturers are going to be nimble and lean, they must anticipate and prevent problems that lead to downtime. Real-time visibility into manpower, machines and material gives them the foresight to predict rather than react.
- **Frame the Solution:** Only modern technology can provide live insight into every component of the production process and unleash the full potential of IoT to master efficiency.
- **Key Selling Points:** In mere seconds, manufacturers can locate their workers inside the four walls using Bluetooth® sensors and BLE technology integrated into modern mobile devices. With RFID sensors and contemporary apps, they can track raw material and assets, and gauge PLC metrics from anywhere on the plant floor. Should an issue arise, manufacturers will receive push notifications in advance, giving them the power to prevent downtime. Using the fast speeds and intuitive interface of modern mobile devices and web-based dashboards, they can then pass on that critical IoT information to everyone – ensuring high quality and compliance at a lower cost.

3

ELIMINATE COSTLY DELAYS AND ERRORS

- **Establish the Need:** If workers need to produce different types of orders in less time and for less cost, they're going to need solutions that streamline tasks and speed up communication and decision-making.
- **State the Challenge:** There's no tolerance for the delays of outdated platforms and manual processes. Outdated scanners are incapable of reading damaged barcodes. This can lead to human errors, as workers must manually input the data. Slow communication and sluggish access to information erode profit margins.
- **Frame the Solution:** Only modern mobile platforms can expedite workflows and offer innovative ways to instantly access, communicate and share critical information.
- **Key Selling Points:** Modern mobile computers offer everything that workers need in one device – a phone, camera, computer, and imager all in one – eliminating the cost and inefficiency of using various devices. With all-touch screens, tasks are 15% faster. Add in modern apps, and the savings continue to add up. Workers can streamline capturing different types of data in virtually any condition, all with a single scan. Plus, they can work hands-free while receiving audible instructions with multi-modal speech-directed apps. Only modern mobile solutions offer such big leaps in productivity and savings.

At the push of a button, all workers can immediately communicate with one another regardless of the type of device or network they use. They have fewer steps to take to get crucial data, because of the intuitive interface and lightning fast speeds of modern devices. And with the integrated cameras, workers recoup valuable time capturing and sharing videos and images.

SUM UP THE HIGHLIGHTS

For manufacturers to embrace mass customization, they're going to have to be leaner in every facet of their business. Each dollar saved is a dollar recouped for customization. Only modern mobile platforms offer deep savings by trimming away obstacles to a nimble and efficient operation. That's because our solutions replace delays, downtime and errors with speed, automation, visibility and efficiency – maximizing every effort, dollar and resource.

**WHY ZEBRA**

As a manufacturer, you're pressed to recoup the extra time and money spent in order to produce customized batches. Our full range of modern mobility solutions and services can help you mitigate delays, downtime and errors that drain resources.

With our modern mobile devices, your employees will be ready from day one and more satisfied for days to come – saving you the expense of lengthy training and high turnover. Using our cutting-edge platforms, you'll streamline their tasks, so they're done faster, more accurately and with less effort and cost. Downtime that played havoc with your timelines and budget will be a thing of the past, thanks to

real-time location technology, modern RFID and best-in-class barcoding. This trifecta will give you the ability to preempt issues and optimize the use of your manpower, machines and materials to be truly nimble.

No need to be overwhelmed by migrating. Our turnkey services and partnerships can get you up and running quickly and smoothly, reducing expense and risk. Innovation is a cornerstone of our culture and the reason we invest over 10% of our sales to R&D. It's little wonder then that we've garnered the trust of 95% of global Fortune 500 companies and thousands more which we serve through our ecosystem of 11,000 partnerships.

