



MC2200/MC2700



MC3300



MC3300x



MC9300

SALES MADE SIMPLE

Positioning for Zebra's Keypad/Touch Rugged Mobile Computers

A PRACTICAL GUIDE TO SELLING THE MC2200, MC2700, MC3300, MC3300x, AND MC9300

Zebra's portfolio of keypad/touch rugged mobile computers provides the familiarity of a key-based user interface and the powerful Android operating system, delivering the flexibility for migration to the touch-optimized intuitive applications that drive workforce productivity up and meet the expectations of today's workforce. This document will help you match the nuances of your customers' use cases with the right model, data capture options, rugged specifications and more to create the perfect warehouse solution. The following pages will help you determine which model to sell when, and to what type of customer. You'll find customer profiles for each device, as well as which features to focus on to help close the sale.



ZEBRA
CAPTURE
YOUR EDGE

CUSTOMER PROFILES: MC2200/MC2700, MC3300, MC3300x, MC9300



**MC2200
MC2700**



MC3300



MC3300x







MC9300

NEW SMALL/ MEDIUM BUSINESS CUSTOMERS	UPGRADE FROM LEGACY ZEBRA DEVICES: MC2100, MC67, Omnii XT15, Workabout Pro 4	ONLY SELL TO EXISTING MC3300 CUSTOMERS	UPGRADE YOUR EXISTING MC2100/MC3300/ Workabout Pro 4 CUSTOMERS	NEW CUSTOMERS USING: COMPETITIVE ENTERPRISE DEVICES OR NO MOBILE COMPUTERS	UPGRADE YOUR EXISTING MC9190/MC9200/ Omnii XT15 CUSTOMERS	NEW CUSTOMERS USING: COMPETITIVE ENTERPRISE DEVICES OR NO MOBILE COMPUTERS
<p>Customer needs:</p> <p>Wants one multi-purpose mobile device for different types of workers/jobs and to simplify purchasing and management</p> <p>Cellular data for connectivity in areas with poor/no WiFi, or in the field (MC2700)</p> <p>Both keypad and touchscreen to support key-based apps, with a migration path to interactive intuitive apps</p> <p>An affordable device that doesn't compromise on features that improve productivity, such as:</p> <ul style="list-style-type: none"> • Powerful SD660 processor/large memory footprint • Platform for easy integration with other Zebra devices • Unparalleled ergonomics/comfort • Two devices in one: brick and gun • Double or triple-shift batteries • Rugged: drop and tumble tested; IP65 • Long lifecycle: sells for 4 years with another 4 years of support after eos 	<p>Using Zebra devices that are nearing or end of life (MC21/MC67/Omnii XT15/WAP Pro 4)</p> <p>The Windows-based operating systems in these legacy devices are no longer supported, forcing customers to migrate to ensure device security. MC2100 users can upgrade to the MC2200, while the MC2700 is a possible upgrade path for MC67/Omnii XT15 and WAP Pro 4 users, except:</p> <p>In rugged environments: The rugged MC3300x or ultra-rugged MC9300 are a better fit for Omnii XT15/MC67/WAP4 customers with rugged environments.</p> <p>If high volume/special scanning is needed: For moderate to heavy scanning or specialty scanning, such as long range or Direct Part Marks¹, multiple scan engine options and form factors make the MC3300x and MC9300 a better choice.</p> <p>See chart on the following page for feature advantages of upgrading to the MC2200/MC2700</p>	<p>Satisfied with current MC3300 devices and:</p> <ul style="list-style-type: none"> • Don't have any new use cases that require the MC3300x's advanced features • Does not need or want to go beyond Android 8.1 (Oreo) • Does not feel pressure to adapt their operations to meet the demands of ecommerce • Is not ready to migrate to the next generation platform • Zebra OneCare support contract with LifeGuard provides the continued security updates required for their version of Android, ensuring security for their current legacy MC3300 devices 	<p>Has new business needs the MC3300x can address:</p> <ul style="list-style-type: none"> • The latest version of Android (10) with support for a future version • Zebra's 'ultimate' SD660 platform: a maximum feature set for increased workforce productivity • Faster app performance • 35% larger capacity battery for triple-shift power • More rugged — increased sealing to IP64, increased drop spec to 6 ft./1.8 m and increased tumble spec to 3,000 • Faster WiFi: 2x2 MU-MIMO • Bluetooth 5.0 for better peripheral performance and less battery drain • Utilize existing MC3XXX accessories for a cost effective upgrade 	<p>Using outdated or near end-of-life competitive devices</p> <p>Has legacy Windows devices requiring migration to maintain security</p> <p>Has rugged environments; variety of use cases; high volume or long range scanning needs</p> <p>Key selling points:</p> <ul style="list-style-type: none"> • The latest version of Android (10) with support for a future version • Rugged — IP64 sealing, 6 ft./1.8 m drop spec and 3,000 tumbles • Mobility DNA — unparalleled only-from-Zebra tools that improve ease of use, device management and productivity • Powerful SD660 processor/large memory footprint • Specific use case models: choice of four form factors and three keypads — most options in its class • Lightweight and ergonomically balanced • Three scan engine options, including best-in-class extended range imager • Long lifecycle: sells for 5 years with another 5 years of support after eos • LifeGuard for guaranteed OS security, plus easy over-the-air updates² • Faster WiFi • Platform for easy integration with other Zebra devices • Supports ease of Android migration with Zebra's All-Touch Terminal Emulation 	<p>Has new business needs the MC9300 can address:</p> <ul style="list-style-type: none"> • The latest version of Android (10) with support for a future version • More rugged — increased sealing, drop and tumble specifications • Powerful SD660 processor/large memory footprint • Faster app performance • Freezer, DPM and Non-Incendive models • Faster WiFi: 802.11ac and 2x2 MU-MIMO • Larger 4.3 in. WVGA display to show more business data • Nearly twice the battery run time — plus optional freezer-rated battery • Optional 13 MP rear facing and 5 MP front facing camera, now available in an integrated gun form factor • Haptic feedback for noisy environments 	<p>Using outdated or near end-of-life competitive devices</p> <p>Has legacy Windows devices requiring migration to maintain security</p> <p>Has the most demanding environments; heavy scanning; special scanning needs</p> <p>Key selling points:</p> <ul style="list-style-type: none"> • Delivers 10% more productivity than competitive devices³ • Latest evolution of the world's best selling and most trusted enterprise mobile computer • The latest version of Android (10) with support for a future version • Ultra-rugged; most rugged device in its class — 10 ft. drop spec, 6,000 tumbles and IP65/IP67 • Mobility DNA — unparalleled only-from-Zebra tools that improve ease of use, device management and productivity • Specific use case models, i.e Freezer, Non-Incendive/hazardous locations and DPM • Four scan engine options, including best-in-class extended range imager • 8 field-replaceable keypad options • Larger 4.3 in. display • Long lifecycle: sells for 5 years with another 5 years of support after eos • LifeGuard for guaranteed OS security, plus easy over-the-air updates² • Platform for easy integration with other Zebra devices

The advantages of upgrading from Zebra legacy mobile computers



Legacy Zebra Devices	 UPGRADE MC2100 CUSTOMERS	 UPGRADE MC67 CUSTOMERS	 UPGRADE OMNII XT15 CUSTOMERS	 UPGRADE WAP 4 CUSTOMERS
FEATURES				
Operating System	Android 10, upgradable through Android 11; provides intuitive app support and superior future proofing			
Display	Larger 4.0 in. display			
WiFi (WLAN)	802.11ac with option for Full Fusion via Enterprise Mobility license			
Bluetooth (WPAN)	Bluetooth 5.0 vs V2.0 for better peripheral performance			
Camera	Optional 13 MP rear camera to document proof of condition/compliance			
Trigger Handle	Optional snap-on/snap-off trigger handle accessory to convert to gun-style device for scan intensive tasks			
Processing Power	Nearly 3x the processing power	Nearly 2x more processing power	2x+ the processing power	Nearly 2x more processing power
Memory*	15x+ RAM; 62x+ Flash	2x RAM; 2x Flash	Nearly 4x RAM; 16x Flash	Nearly 4x RAM; 4x Flash
Battery	Standard battery: 45% more powerful; Extended battery option: 104%+ more powerful	Extended battery option: 36%+ more powerful than the standard MC67 standard battery	SEE NOTE BELOW	Standard battery: 26% more powerful; Extended battery option: 11%+ more powerful
Rugged	5 ft. drop spec vs. 3 ft./4 ft. IP65 Gorilla Glass display	MC67 has a higher drop spec, but the MC2200/MC2700 has a more rugged display with Gorilla Glass	XT15 and WAP 4 have a higher drop specification, but are not tumble tested The MC2200/MC2700 are tumble tested	
Cellular (WWAN)	MC2700: Cellular LTE data-only option for expansive outdoor areas			
Operating System	Optional NFC for fast tap-to-pair for peripherals			

* NOTE ON MEMORY: Comparisons are between the standard memory configurations of both devices.

NOTE ON Omnii XT15 battery specification: While Omnii XT15 only offers a standard battery and the MC2200/MC2700 offers a standard and extended battery, the Omnii XT15 standard battery is slightly more powerful than the MC2200/MC2700 extended battery (5000 mAh vs 4900 mAh), so it is not a strength — and is why the extended battery option is not listed.

Qualifying questions to help determine which product is right for each sales opportunity



MC2200/ MC2700

Do you need an all-purpose device for your business that is flexible enough to be used in many different applications... and cost-effective enough not to break the bank?

YES Sell to the MC2200/MC2700

A 'yes' answer to one or more of the following questions can help you hone in on the features to focus on when selling to the MC2200/MC2700:

- Do you have use cases that would benefit from using a mobile computer?
- Is cost preventing you from investing in mobile computers for your workers?
- Do you have a WiFi network? And does it deliver the dependable coverage your workers need throughout the coverage area?
- Do you have large expansive areas where WiFi would be too costly to purchase and maintain?
- Do you have a field workforce, such as delivery drivers or repair technicians?
- Do your workers sometimes need to perform scan intensive tasks, such as taking inventory?
- Is comfort important in a mobile device?
- Are battery cycle times that last for double and triple shifts important?
- Do you have or are you planning to deploy other Zebra mobile computing devices?



MC3300x

Are you happy with the form factor of the MC3300, but feel the pressure to boost productivity or increase ruggedness?

YES Upsell to the MC3300x

A 'yes' answer to one or more of the following questions can help you pinpoint which features to highlight to upsell to the MC3300x:

- Do you want to keep the same trusted, ergonomic design of the MC3300, but upgrade to the latest computing platform and technology?
- Do you require a more powerful processor, a larger memory footprint and the latest Android OS?
- Are you looking for a more rugged device? (IP64 sealing, a 6 ft./1.8 m drops across the operating temperature range and 3,000 3.3 ft./1 m tumbles)
- Would you like 35% more battery capacity and the ability to power three shifts on a single charge?
- Do you need the latest WiFi security features and speeds?
- Do you want to keep many of the same accessories for a cost-effective upgrade?



MC3300

Is the MC3300 meeting all of your needs today?

YES Sell the MC3300

The MC3300 will be available for purchase through 2023. Focus on support for Android 8 and available security updates 5 years beyond end of sale.

NO Sell the MC3300x or MC9300

Focus on advanced features that address today's unmet business needs, as outlined on page two.



MC9300









































































Do you require ultra-rugged specifications or have unique use cases?

YES Upsell to the MC9300

Upsell to the MC9300 if your customer needs:

- An ultra-rugged device
- Specialty models, including Freezer, DPM and Non-Incendive devices for use in hazardous locations
- The most powerful platform available in a rugged mobile device
- Larger screen, longer battery run time and haptic feedback for noisy environments

FEATURES AT A GLANCE: MC2200/MC2700, MC3300, MC3300x and MC9300

								
Ergonomics	Lightweight; WiFi/WiFi-cellular; 2-in-1 brick and gun style via accessory		Lightweight with four form factors: brick straight shooter, brick 45°, brick rotating turret, gun		Lightweight with four form factors: brick straight shooter, brick 45°, brick rotating turret, gun		Ergonomic gun-style	
Cost		\$		\$\$		\$\$\$		\$\$\$\$
Durability		Durable		Semi-rugged		Rugged		Ultra-rugged
Display		4 in.		4 in.		4 in.		4.3 in.
Keypad		One option		Three options		Three options		Eight field-replaceable options
Mobility DNA		Professional (base apps); Enterprise/optional (all apps)		Enterprise (all apps)		Enterprise (all apps)		Enterprise (all apps)
Scanning		Light to moderate; one option		Heavy; 4 scan engine options		Heavy; 4 scan engine options		Heavy; 5 scan engine options
DPM Option		No		No		No		Yes
Battery Power and Features		3500 mAh/4900 mAh, PowerPrecision, warm swap		5200 mAh (high cap), PowerPrecision+, hot-swap, fast charging		7000 mAh, PowerPrecision+, hot-swap, fast charging		7000 mAh, PowerPrecision+, hot-swap, fast charging
WiFi		Standard; optional Enterprise		Enterprise		Ultimate enterprise		Ultimate enterprise
Cellular		4G LTE (data only)		No		No		No
Camera		Rear (13 MP); optional		Rear (13 MP); optional		Rear (13 MP); optional		Front (5 MP), rear (13 MP) (optional)
Locationing		Bluetooth		WiFi and Bluetooth		WiFi and Bluetooth		WiFi, Bluetooth, VLC*
VoIP Support		Yes		Yes		Yes		Yes
Cold Storage		No		No		No		Freezer (condensation-free)
Non-incendive		No		No		No		Yes; CL1/DIV2 UL
SD660 Platform		Yes		No		Yes		Yes
Lifecycle		4 yrs of sale + 4 yrs of support after eos		5 yrs of sale + 5 yrs of support after eos		5 yrs of sale + 5 yrs of support after eos		5 yrs of sale + 5 yrs of support after eos

LEGEND



* Visible Light Communication

Criteria Details

The following notes provide details on the group of specifications and/or enabling features factored into some of the various aspects of the devices listed in the chart on page 5.

- **Durability:** drop, tumble and sealing specifications
- **Ergonomics:** weight, comfort and ease of use
- **Mobility DNA:** Mobility DNA Professional = access to a base set of complimentary applications, additional applications are available through the purchase of the optional Mobility DNA Enterprise license; Mobility DNA Enterprise = access to the complete set of complimentary applications
- **Scanning:** heavy refers to rapid enterprise class scanning for heavy duty scanning applications with sub 100ms decode time; light to moderate refers to standard range (3 in. to 25 in.), less than 15 scans per 2 minute interval and sub 200ms decode time
- **WiFi:** Standard = WorryFree WiFi, 1x1 MU-MIMO; Enterprise = Fusion, WorryFree WiFi; Ultimate = Fusion, WorryFree WiFi, 2x2 MU-MIMO
- **VoIP Support:** Supports VoIP; supports Zebra Mobility DNA voice tools — Workforce Connect PTT Express; Workforce Connect PTT Pro, Workforce Connect Voice (the three Workforce Connect tools require the purchase of individual licenses)
- **Platform:** Common Qualcomm SD660 architecture for seamless application support between different devices, simplified technical support and management

1. DPM is only available in the MC9300
2. LifeGuard™ for Android™ is included with any Zebra OneCare support contract
3. Based on third-party testing



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
+1 847 955 2283
la.contactme@zebra.com