



THE WS50: THE TOP 5 REASONS TO SELL



This sales tool presents the benefits you'll enjoy as a partner when you sell the WS50 Android Wearable Computer, along with links to training and customer-facing resources to assist in your sales efforts. The companion fact sheet, Why Should You Buy the WS50, is designed as a handout for your customers at the start of the sales process — it presents the top 5 benefits the WS50 will provide to your customers, along with links to customer-facing sales collateral.

ZEBRA'S SMALLEST ALL-IN-ONE ANDROID ENTERPRISE-CLASS WEARABLE MOBILE COMPUTER

Zebra's WS50 transforms the many disconnected workers in warehouse, manufacturing, retail and hospitality into a fully connected and highly productive workforce. Zebra's smallest Android enterprise-class wearable mobile computer, the WS50's game-changing platform adapts to a wide range of workers, applications and environments.

WHY SHOULD YOU SELL THE WS50?

TOP 5 RESELLER BENEFITS

1

Be a market leader.

When you sell the WS50, you enjoy all the advantages of a market leader and can offer a solution unlike any other. The WS50 features a unique all-in-one design. Unlike traditional wearable scanning solutions, no host mobile computer is required. The result? Your customers can equip more of their task workers with a real-time connection to the information, tools and team needed to boost productivity and efficiency.

2

Close more deals with a low TCO.

It's easy to show why the WS50 is a smart investment. The converged all-in-one solution reduces the number of devices, batteries, chargers, soft goods and service contracts that customers need to procure and manage. Compatibility with leading EMMs enables seamless device management via an existing management system. And the WS50's simplified user interface is tailored for task-based workflows, minimizing the learning curve.

3

Offer the right solution for every opportunity

Take advantage of the many sales opportunities with the WS50. With a common computing core and modular design, the WS50 can address the needs of virtually any task worker in practically any industry. The converged two finger and back-of-hand models are ideal for scan-intensive, rugged applications — for example, where workers are loading trucks, sorting boxes and putting away items. The wrist-mounted model is ideal for task management, communication, image capture and occasional barcode scanning.

4

Provide outstanding investment protection.

The WS50 can grow with your customer's business. Built on the industry standard Android OS, the WS50 can easily accommodate new features, even future technologies. Modular mounting options let your customers choose the right mounting style for the job. And our powerful Mobility DNA™ suite differentiates Zebra mobile computing devices from any in the industry, helping your customers get more value from their devices over the entire lifecycle.

5

Increase the size of every deal.

There's so much more to sell in addition to the WS50 itself. All models are PTT ready, enabling you to bundle the WS50 with a PTT solution. There's a broad range of charging solutions for any backroom configuration. With the new form factor and 2-inch screen, your customers may need help developing simplified task-based applications or modifying existing applications for the smaller screen. And you can leverage Zebra services to broaden your support with services that endure beyond the initial sale.

RESELLER RESOURCES

TARGET MARKETS

Retail

- Pricing/markdowns
- Back of store operations
- Task management

Warehousing/Manufacturing

- Sorting
- Put away
- Picking
- Loading/unloading
- Task management

Transportation & Logistics

- Sorting
- Loading/unloading

Hospitality

- Food service: restaurant servers; room service
- Housekeeping
- Janitorial service

SALES RESOURCES

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

Partner Gateway

- WS50 Datasheet
- WS50 Battletcard
- WS50 Selling Guide and Customer-facing Presentations





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