



EVERYWHERE AT ONCE

ScanSource and Zebra
Virtual Roadshow



ScanSource / Zebra

RFID and Location Solution Offerings

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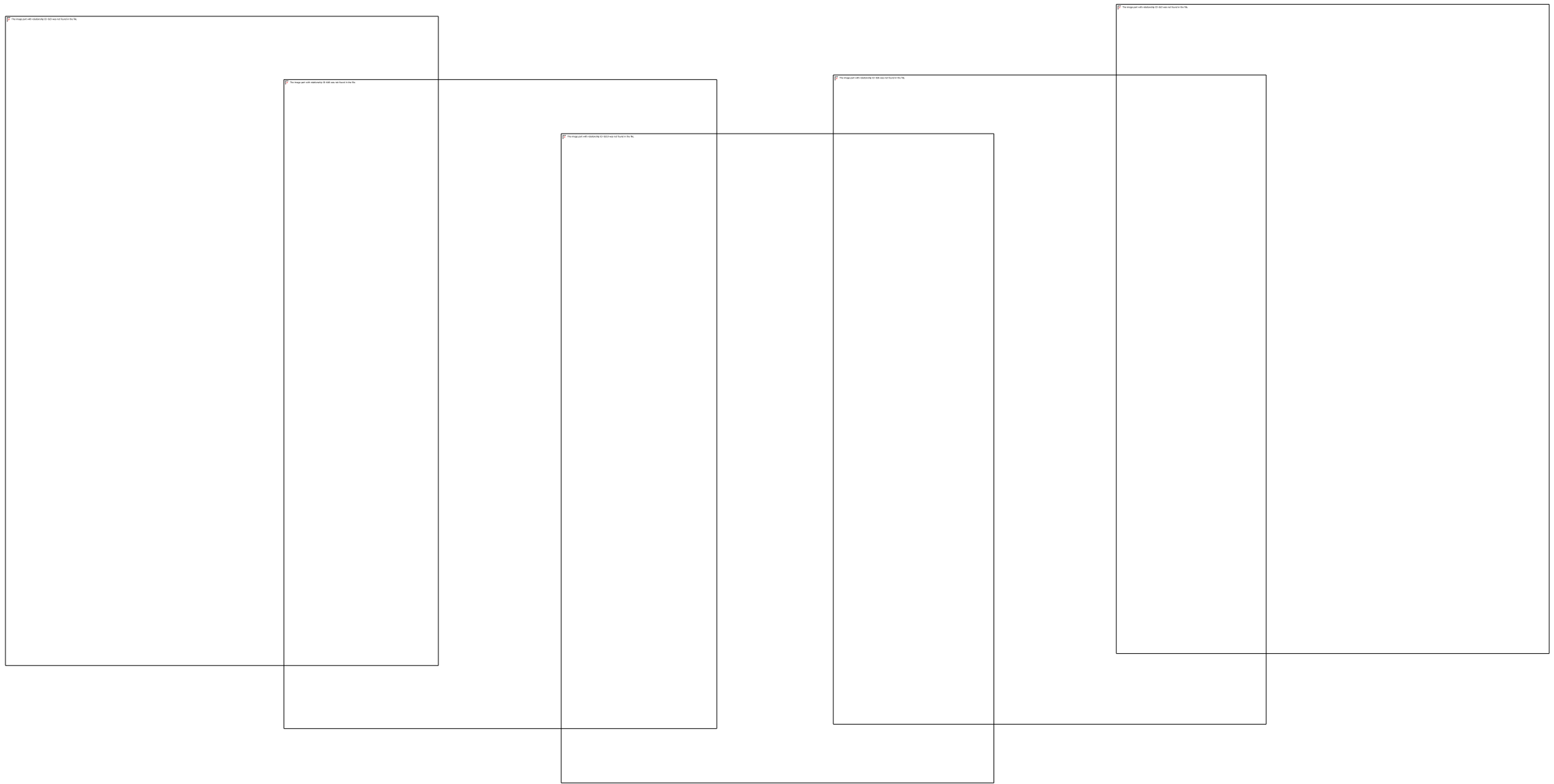
(360) 201 - 9155

www.scansource.com/solutions/suppliers/zebra



Agenda

- ScanSource Overview
- Market Development for RAIN and Active RFID
- RAIN RFID update
- RFID Printers and Supplies Portfolio
- Active RFID – Location solutions update
- RFID4u Solution – TagMatiks AT Lite
- Questions & Answers

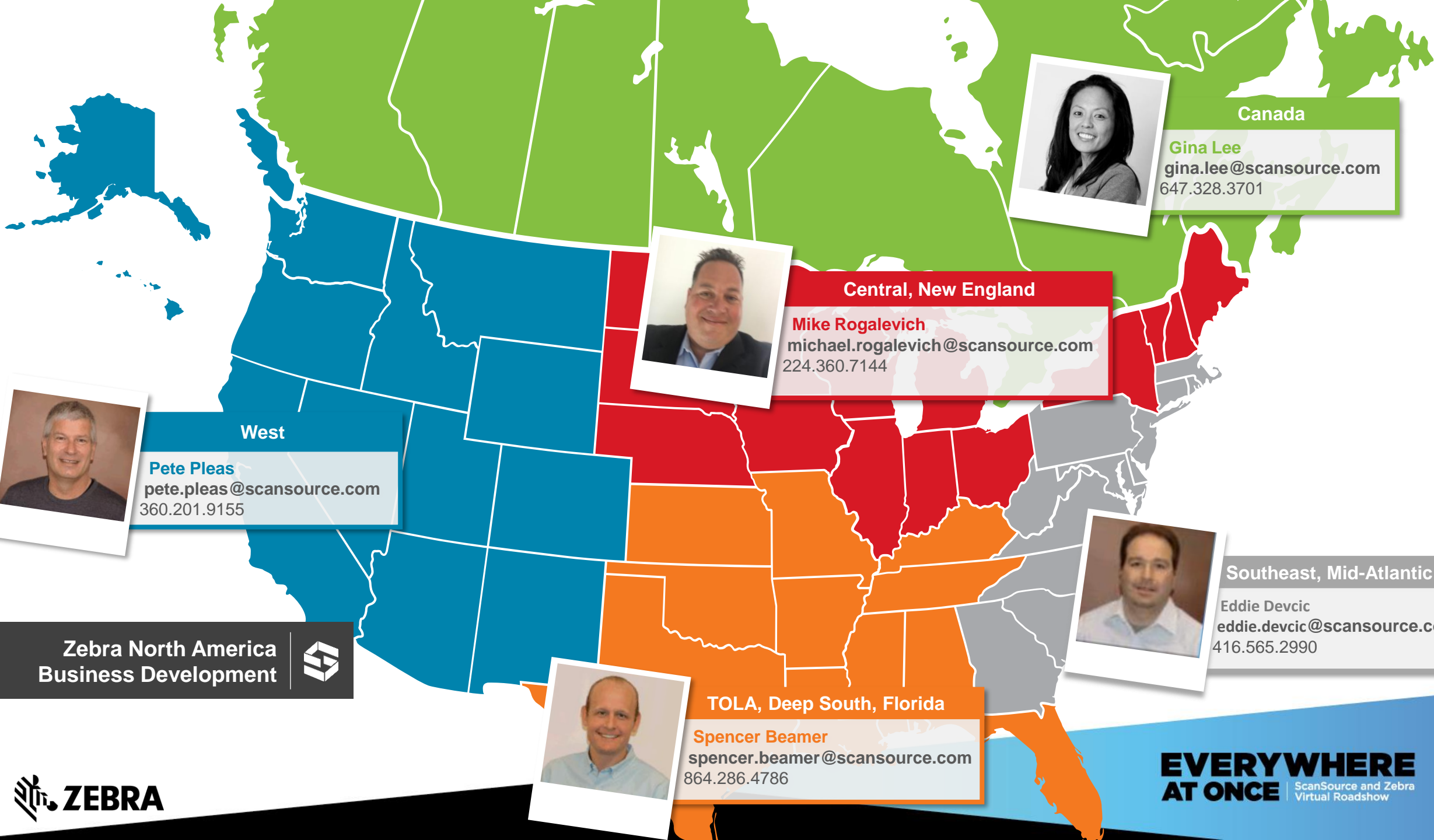


YOUR



ZEBRA TEAM – 35 STRONG

177 years with ScanSource
235 years of industry experience



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Virtual Roadshow

RFID and Location Solution

Market Development

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Zebra Technologies recognized as a Leader in Gartner 2021 Magic Quadrant for Indoor Location Services, Global* for the second year in a row

For two years in a row, Gartner has placed Zebra in the Leadership position.

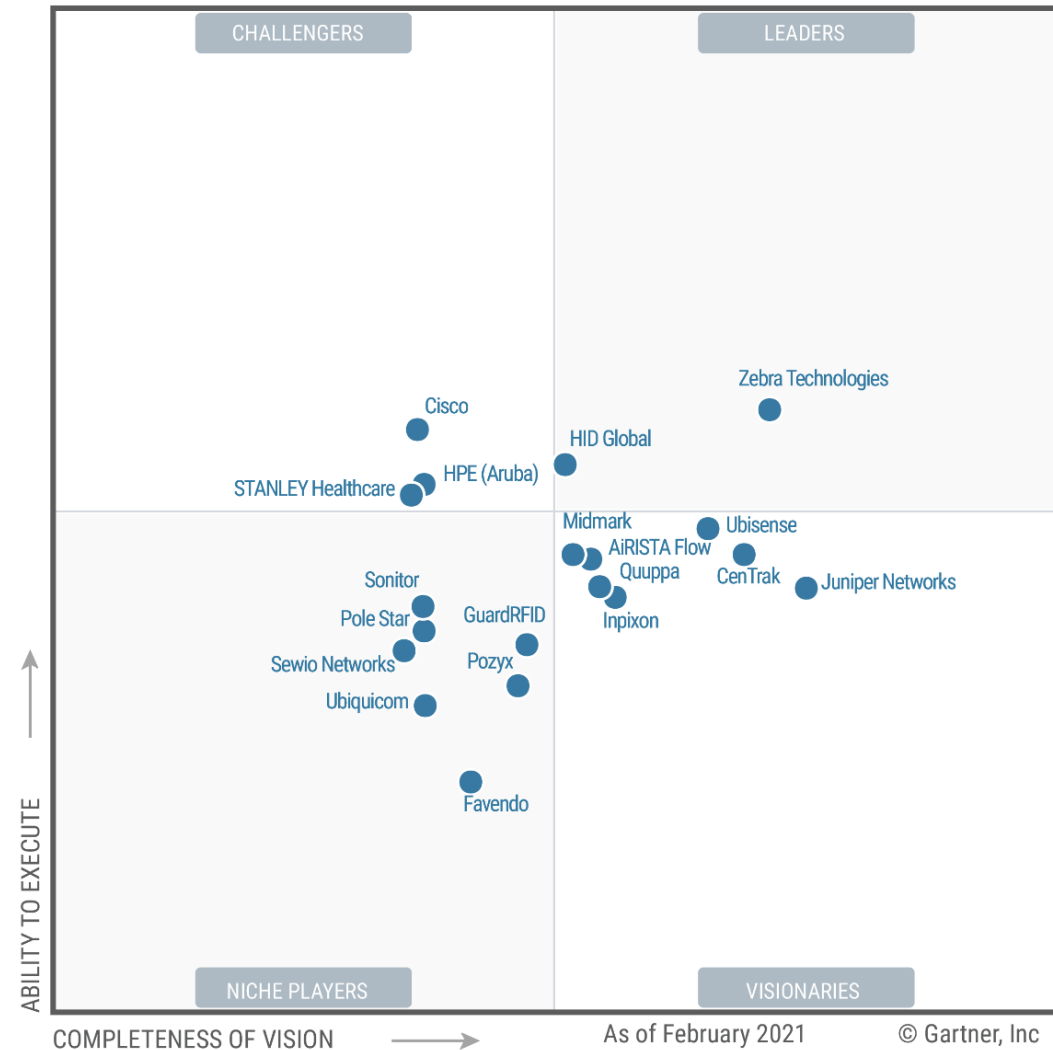
According to the report, “Leaders have demonstrated the ability to shape the market, maintain strong relationships with their channels and customers, and have no obvious gaps in their portfolios.”

Read the report here:

www.zebra.com/gartnermq2021



Figure 1: Magic Quadrant for Indoor Location Services, Global



Gartner, Magic Quadrant for Indoor Location Services, Global, 15 February 2021, Tim Zimmerman, Annette Zimmermann

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This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Zebra.

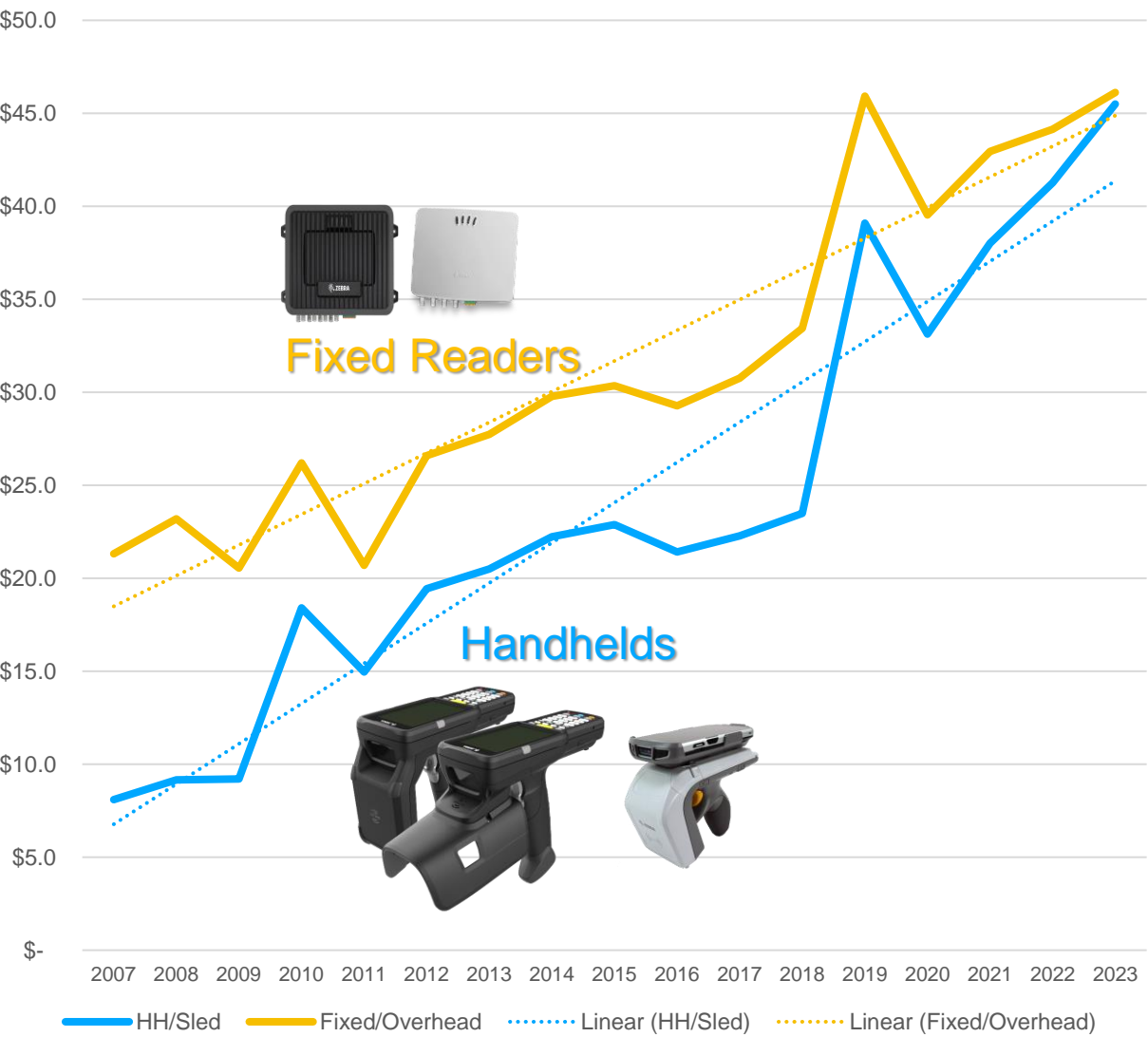
Source: Gartner (February 2021)

Gartner®

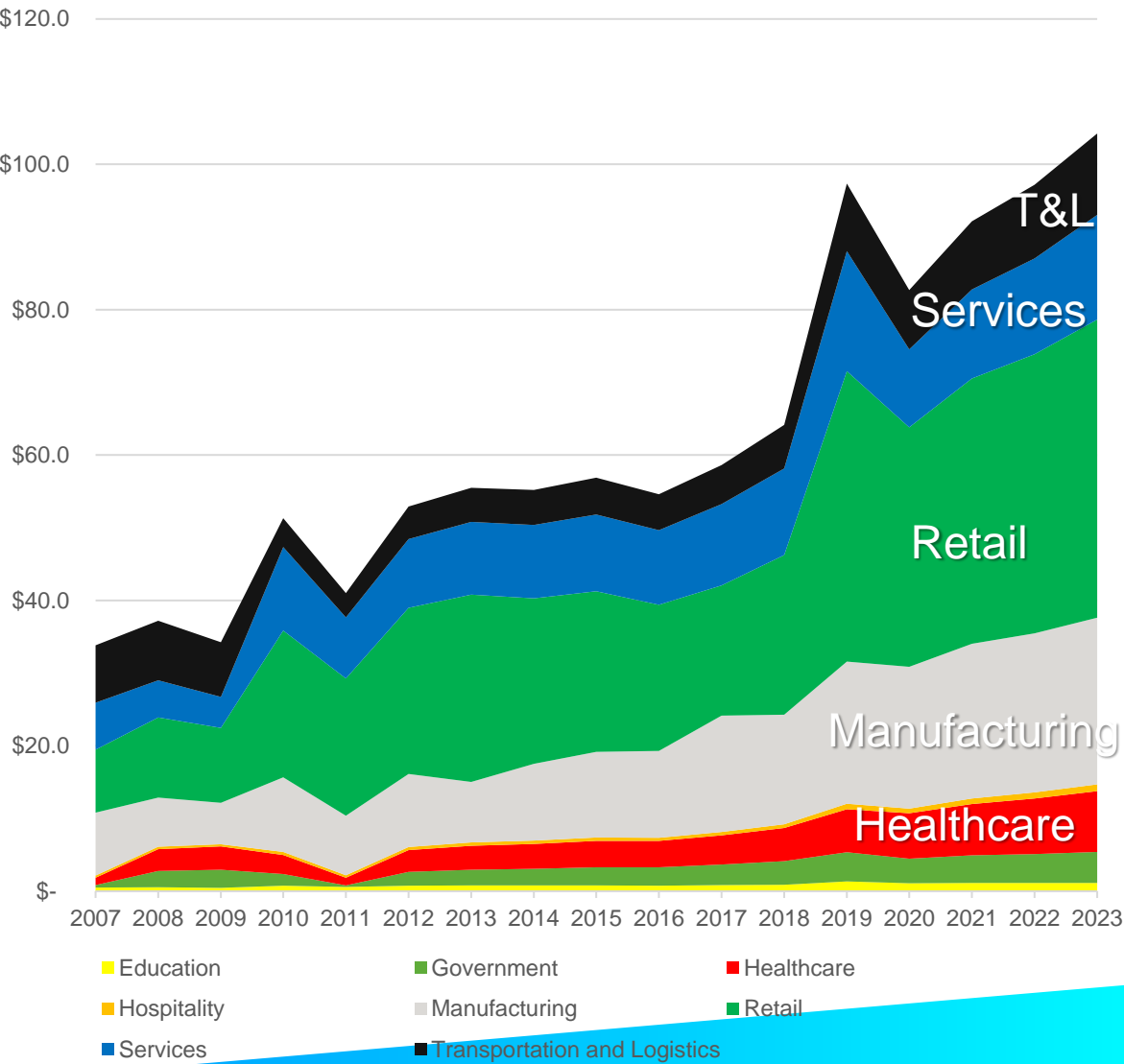
RAIN RFID Reader SAM

Handheld SAM grown driven in part by replacement cycles

Long Term SAM Growth NA RFID Readers (\$M)

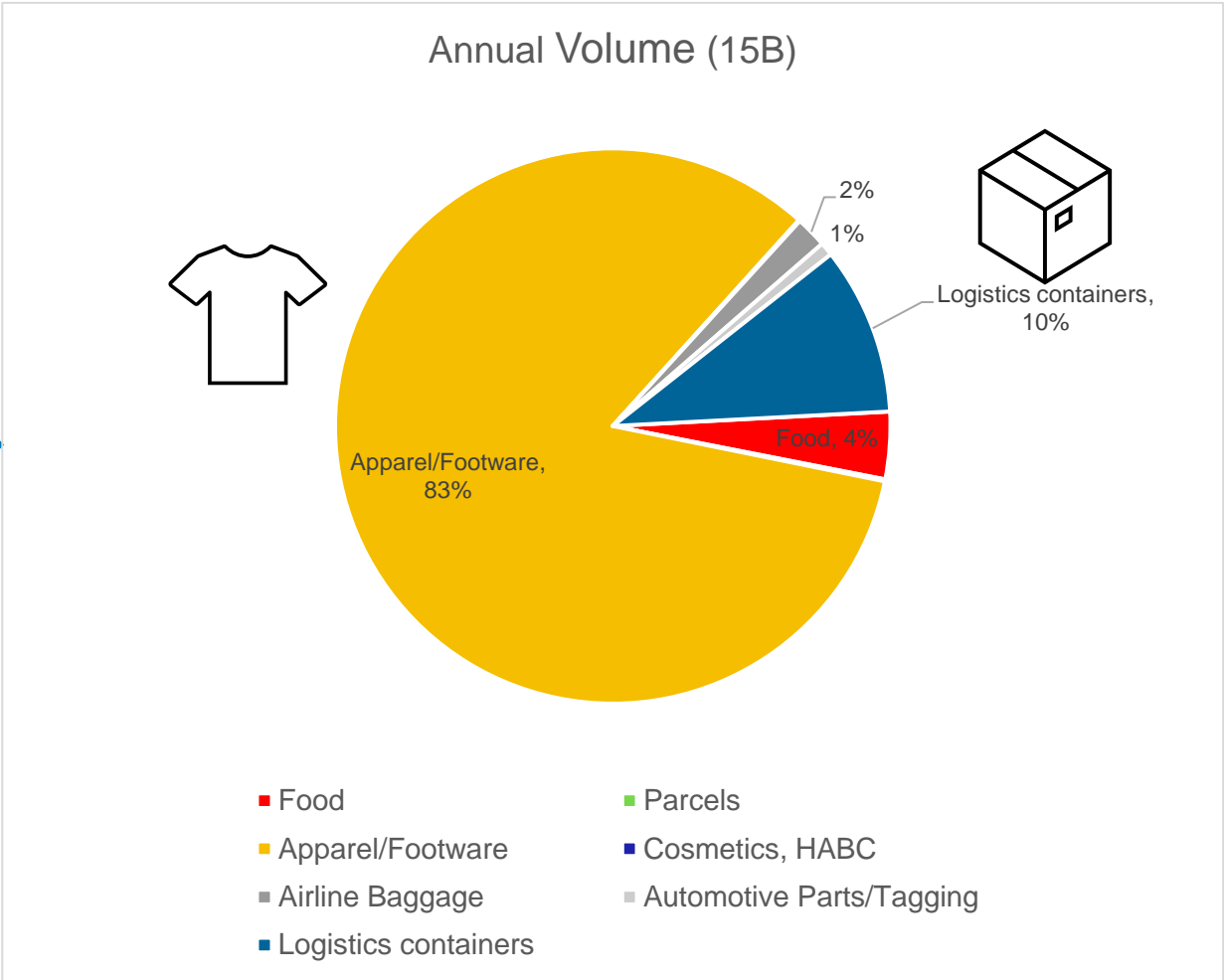
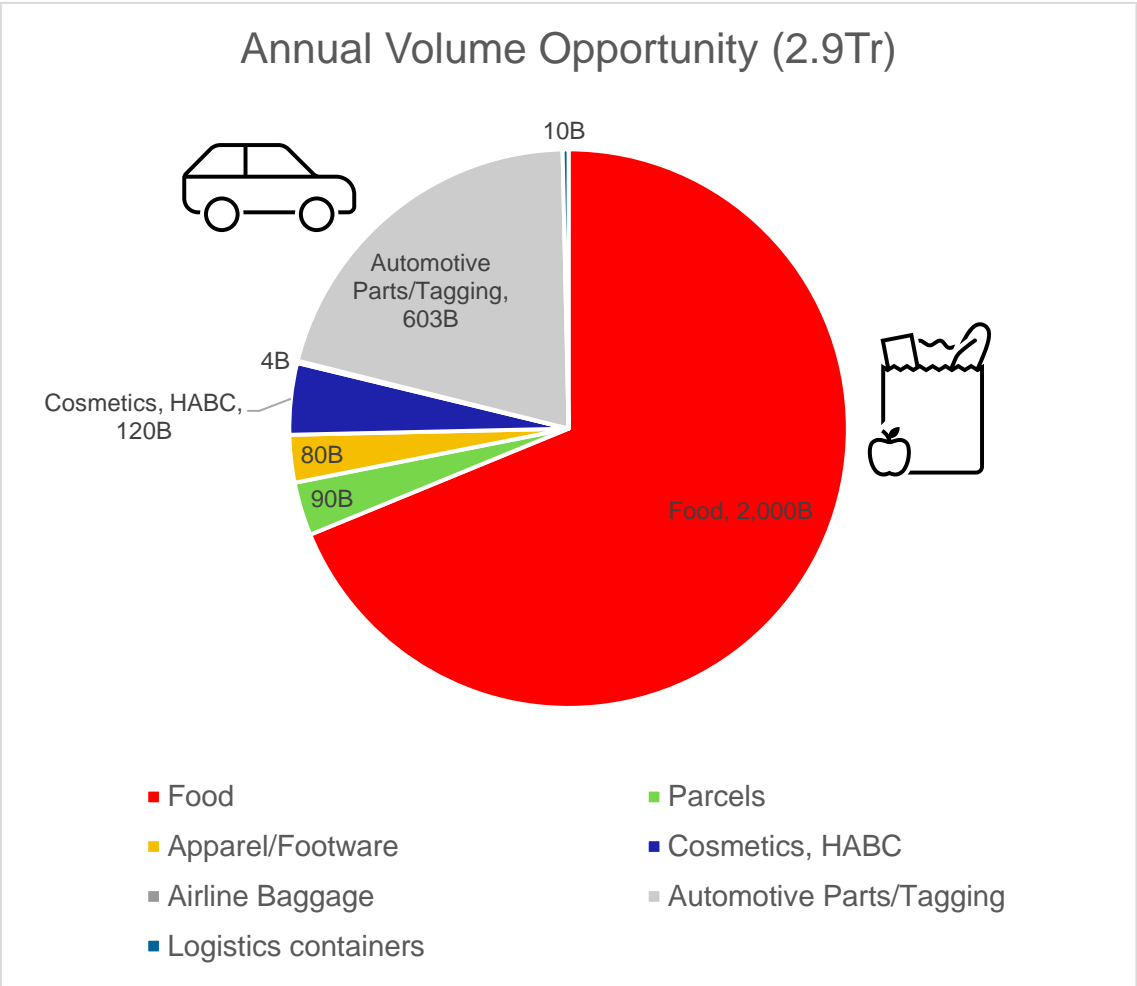


Vertical SAM – NA RFID Readers



RFID taggable opportunity by use-case and baseline attach rate

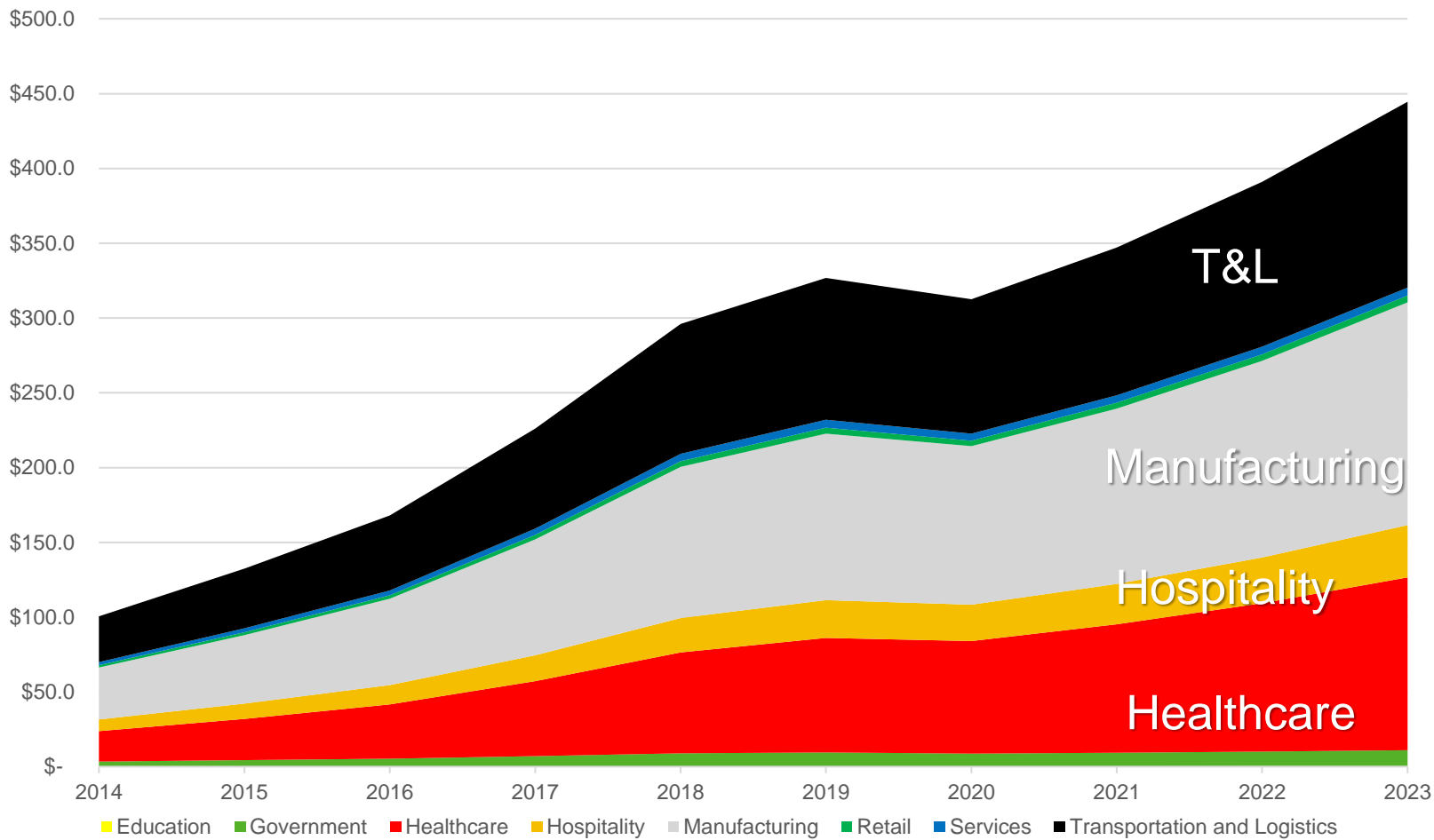
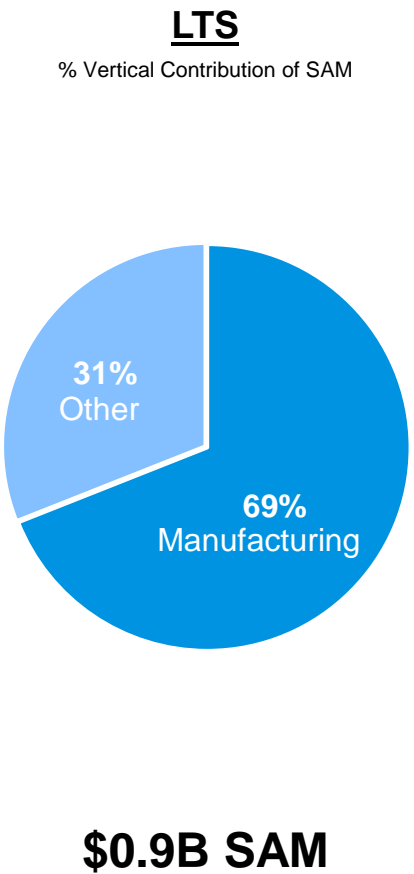
Tagging Opportunity gravitating towards Apparel / Footwear – others rising



Active RFID systems - Addressable market

Manufacturing, T&L and Healthcare the Lion's share of Market

Vertical SAM – NA Location Solutions Market



North America RAIN and Active RFID Sub-segments

[illegible]

Keys To Success 2021

Focus

- Retail: Mass Merchants / Dept. & Apparel Stores and non-store retail
- MT&L: Mfg with Warehouse/DC and Textile, Medical Mfg, eCommerce Hubs
- Inroads with QSR, Fixed Readers – Ethernet IP, Work in Process, Cannabis Market (supplies), Totes and RTLS
- Specific Focus on Yard management for supply chain

Empower Your Performance Edge

Zebra PartnerConnect and RFID Specialization Program

Dave Redmond

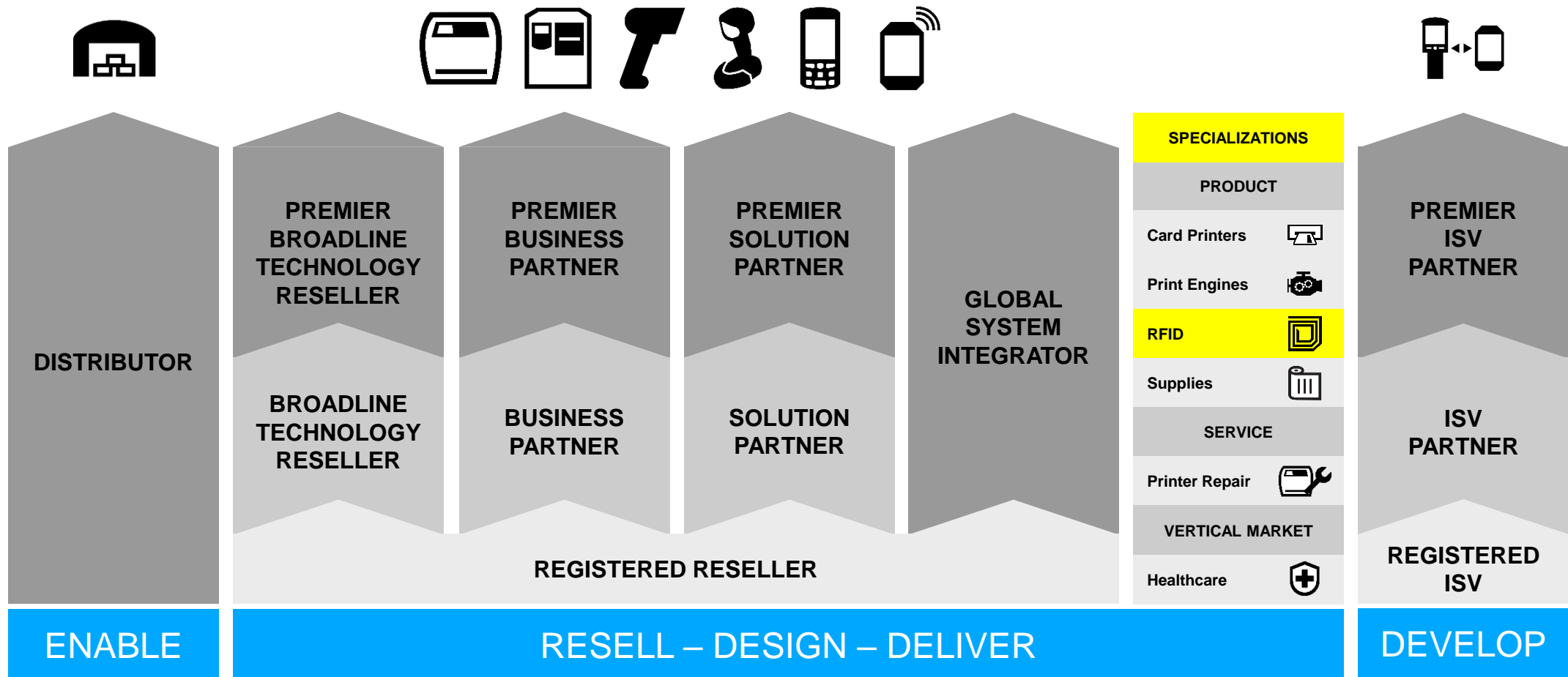
Solutions Channel Development Manager

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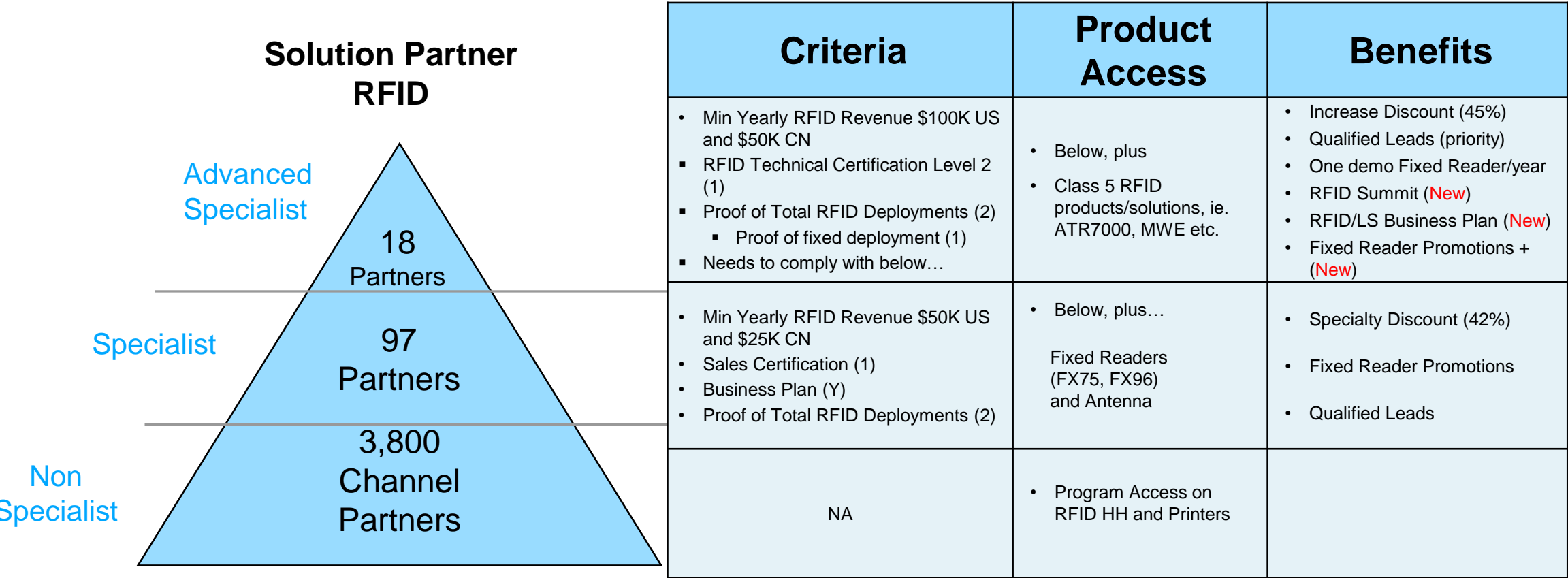


ZEBRA® PARTNERCONNECT



ZEBRA® PARTNERCONNECT

RFID Specialization Framework



Zebra Fixed Reader Enablement Package

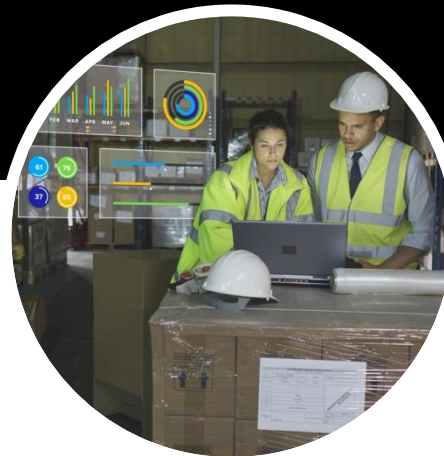
A Combination of Tools to Bring You Up-to-Speed with Zebra Fixed Readers

Zebra Training



- Configuration Tools
- Portfolio
- Use-cases
- Technology

Marketing and Lead Generation



- Campaign development to generate leads
- End-user webinar support
- Zebra Solutions organization joint selling

Performance and Innovation



- Accessories
- Portfolio
- Software
- LS portfolio

RFID Training Courses

RFID Sales Associate Certification



ID: RFGEN-SA-001



This curriculum is associated with the Zebra Technologies **RFID Sales Associate Certification**. The curriculum will provide you with basic and foundational knowledge of UHF RFID Solutions and the Zebra RFID portfolio to prepare for customer discussions. Completing this curriculum's requirement(s) will earn you a Zebra Technologies **Sales Associate Certification**.

This certification may be eligible towards the requirements of the Zebra® PartnerCo

Assignments

1



REQUIRED
UHF RFID 101
OLT AAE1302

2



REQUIRED
UHF RFID Portfolio Overview
OLT AAE1300

3



REQUIRED
Selling UHF RFID
OLT ASE1203

RFID Technical Associate Certification



ID: RFGEN-TA-001

This curriculum is associated with the Zebra Technologies **RFID Technical Associate Certification**. The curriculum will provide you basic technical knowledge of UHF Solutions and the Zebra RFID portfolio. Completing this curriculum's requirement(s) will earn you a **Zebra Technologies Technical Associate Certification**.

This certification may be eligible towards the requirements of the Zebra® PartnerCo **RFID Specialization**. For more information, click here for PartnerConnect progr

Assignments

1



REQUIRED
UHF RFID 101
OLT AAE1302

2



REQUIRED
UHF RFID Portfolio Overview
OLT AAE1300

3



REQUIRED
UHF RFID Key Technical Concepts
OLT AAE1302

4



RECOMMENDED
Selling UHF RFID
OLT ASE1203

RFID Technical Professional Certification



ID: RFGEN-TP-001

[Self Assign Curriculum](#)

This curriculum is associated with the Zebra Technologies **RFID Technical Professional Certification**. Requirements of this curriculum target the knowledge, skills and abilities related to competently designing, deploying and configuring these solutions. Completing this curriculum's requirement(s) will earn you a Zebra Technologies **Technical Professional Certification**.

This Certification can be used by Partner companies to meet the Zebra® PartnerConnect [more](#)

Assignments

1



REQUIRED
Design and Deploy RFID Solutions Exam
EXAM ZCERT-301

2



RECOMMENDED
Design and Deploy RFID Solutions Exam Blueprint
DOC ZCERT-301-BP

3



RECOMMENDED
RFID Technical Professional Preparation Guide
DOC RFGEN-TP-001-PG

4



RECOMMENDED
Design and Deploy RFID Solutions
ILT RFGEN-3001

IN PERSON

5



RECOMMENDED
Design and Deploy RFID Solutions
VILT RFGEN-3001

VIRTUAL

 Required to maintain RFID Specialization, within 6-months

RFID Business Transformation Across All Industries

Retail



- ✓ eCommerce Boom
- ✓ Item Level Inventor-BOPIS
- Inventory Accuracy
- ✓ Supply Chain
- Omni-Channel Fulfillment
- Point of Sale
- Loss Prevention
- Self Service Kiosks

Manufacturing



- ✓ Materials management
- Item-level inventory visibility
- ✓ Work-In-Process (WIP)
- Vehicle and yard management
- Asset utilization/tracking and analysis
- Shipment validation
- ✓ Supply chain tracking/management
- DSD Route Accounting / Field service
- Fulfillment/Replenishment
- Tool tracking
- Theft prevention

Transportation & Logistics



- Employee safety
- ✓ Fleet management
- Inventory management
- ✓ Supply chain management
- Sortation/handling/ service quality
- ✓ Asset tracking
- Mobile dispatch
- Terminal ops
- Port & yard management

Healthcare



- ✓ Equipment/asset tracking
- Item level inventory visibility
- ✓ Supply chain management
- Patient/people monitoring
- ✓ Staff Utilization
- Document/data file mgmt.
- IT asset tracking
- Specimen tracking

Zebra RFID Product Portfolio



The industry's broadest portfolio of RAIN RFID technology

FIXED READERS & ANTENNAS



HANDHELD & HANDSFREE READERS



PRINTER ENCODERS, INLAYS, LABELS & CARDS



Data Services for RFID



Challenge

Real-time tracking and visibility of inventory provides advantages for businesses, but infrastructure can be cost-prohibitive. How do you push the benefit of RFID to additional venues without scaling costs?



Solution

Enhance RFID readers with native cloud access to transmit tag read events through on-reader filtering and modes for custom event information. Manage readers remotely via the cloud. Let businesses avoid server costs and put fully-functional RFID in more places—retail, fast food, pharmacy, and others.

API on the Zebra Dev Portal:

<https://developer.zebra.com/apis/data-svcs-for-rfid>



ZEBRA TECHNOLOGIES - CONFIDENTIAL

APIs in this package include:

1. Cloud Data Transmission

Receive RFID tag information and events via Webhook Subscriptions. Raw data can be pushed to existing customer/partner analytics platforms or to Zebra Savanna Cloud

2. Cloud Management and Monitoring

Remotely setup, receive alerts and monitor functionality and health of RFID Reader. Receive actionable intelligence on device health, inventory tracking, and more

3. Analytics and Reporting (optional)

Store decoded tag data in Zebra Savanna Cloud for historical views and advanced analytics. Centralize data, prevent data silos, minimize TCO for on-premises infrastructure and expand RFID footprint

Zebra RFID Printers and Labels

The Foundation of RAIN RFID Solutions

Michael Fein

Sr. Manager, Product Management

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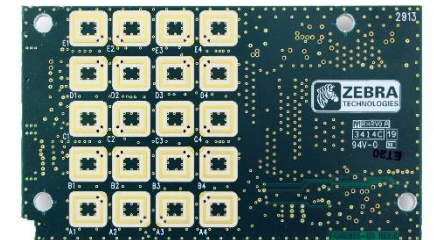
RFID Printers have a hard job...

...and it's getting harder as chip sensitivity improves

- **RAIN RFID was designed to:**
 - Read thousands of tags...
 - Several meters away...
 - In a fraction of a second.
- **A printer/encoder needs to:**
 - Write just one specific tag...
 - A few millimeters away...
 - In the vicinity of thousands of others...
 - 100% of the time, for hundreds of tag types, and dozens of chip types.



Miniature RFID reader



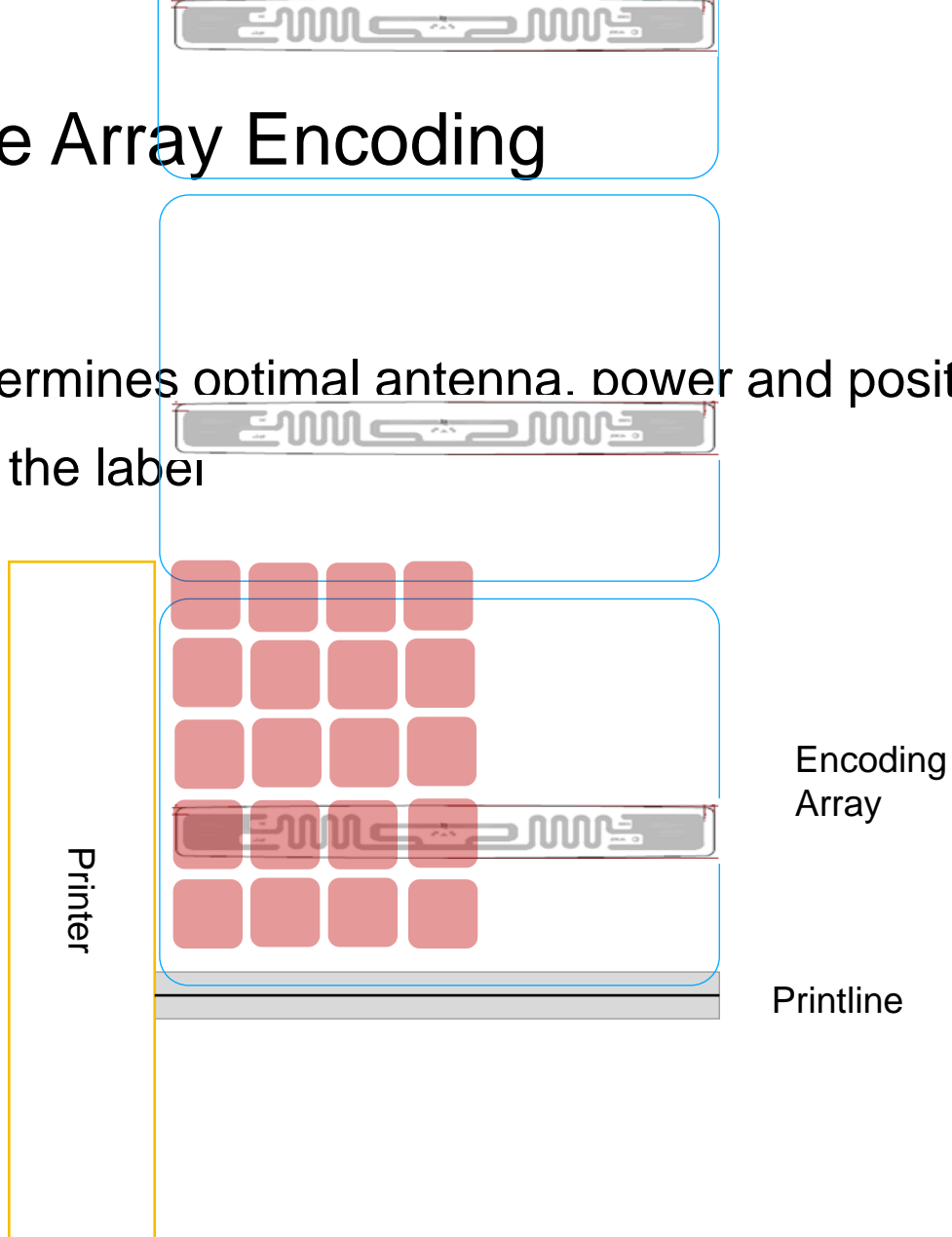
Patented Encoding Antenna

Data Accuracy, Data integrity, Throughput, Flexibility

Zebra Advantage: Adaptive Array Encoding

20 antennas working together

- RFID Calibration automatically determines optimal antenna, power and position settings.
- Encode the inlay at any position in the label



Zebra's RFID Encoding Advantage: Print DNA

The broadest portfolio of RFID Printers – all on the Link-OS platform

- Print DNA ecosystem brings new integration and remote management capabilities
 - Development, Visibility, Management, Productivity
- Common ZPL, SGD and SDK interfaces across the entire RFID printer line
- RFID Calibration to make setup and configuration easy (^HR)
- Self serialization capabilities ensures unique tag data (^RU)
- RFID Data Log stores encode records, track void/valid rates (~HL, ^HL)
- Future proofed to support current EPC Gen2v2 standards... and beyond
- <http://www.zebra.com/PrintDNA>



Industrial RFID Printers



ZT600R

Intelligence and industrial brawn

- Combines industrial durability and user-friendly features with future-proof adaptability
- Print quality, reliability, maximum throughput
- 4" and 6" Width Available



ZT400R

Sturdy, Simple, Smart

- Offers advanced features for reliable printing and encoding, even in tough environments
- Value, easy to operate, easy to configure
- 4" and 6" Width Available



ZE500R

Print Engine

Enables Automated RFID Print/Apply

- Ideal for high-volume industrial applications for manufacturing, shipping, receiving and more
- Reliable, easy to service

Desktop / Mobile / Specialty RFID Printers



DESKTOP RFID PRINTER

ZD500R

Brings UHF RFID Printing to Your Desktop

- Small, easy-to-use printer delivers advanced features in a compact footprint for convenient, simple operation
- Compact size, simple setup and operation



MOBILE RFID PRINTER

ZQ630R

Maximum Productivity Mobile RFID

- Globally available
- Zebra's 3rd Generation mobile RFID printer
- Color display, simple setup and operation
- Business tough, built for all-day, every day enterprise use



MOBILE RFID PRINTER

ZQ511R/521R

For the Rough and Tumble World

- The industry's most rugged RFID mobile printer built to handle all that is thrown its way
- Rugged, long life, encode anywhere



SPECIALTY RFID PRINTER

ZT411R ON METAL

RFID Tags for Metal Surfaces

- A specially designed ZT411 RFID printer and Silverline tags allow companies to print tags on a broader group of items including metal and liquid filled containers
- Media + printer solution, on-metal RFID labels

New ZD621R Desktop RFID Printer

Premium 4-Inch – DT and TT

- Zebra exclusive RE40 RFID radio module inside
- Adaptive encoding technology for simple RFID setup
- Standard 4.3" Color touch display
- Global RFID Certifications: 70+ Countries
- Upgraded Capabilities:
 - Improved Print Speed; dual 74M & 300M ribbon support
 - Standard: Ethernet, USB, USB Host
 - Optional dual radio 802.11ac + BT 4.1
 - Field upgradable peel and cutter kits
 - Transportable accessories available
- Ideal for retail in-store, office, healthcare, etc.



ZD621R



Why Choose Zebra RFID Labels?

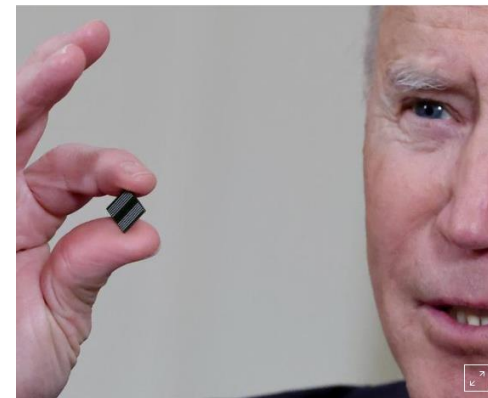
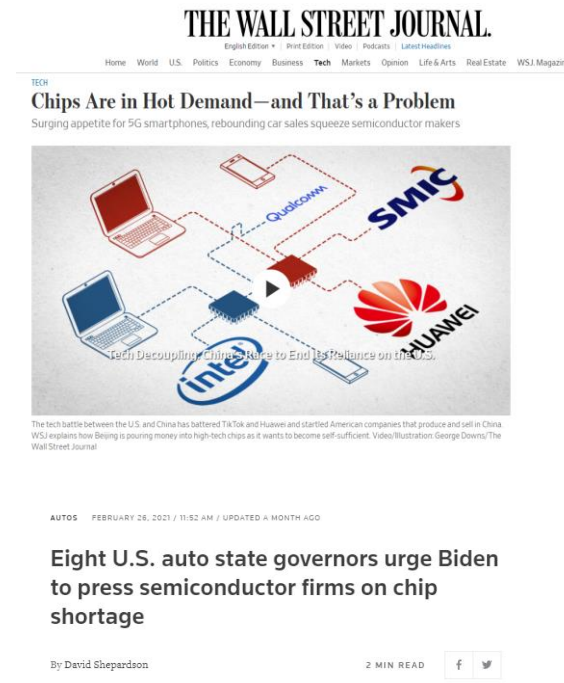
Quickly Move from Proof-of-Concept to Implementation

- **RFID & Labeling Solution Expertise**
 - Test equipment – to compare, quantify and test inlays in different environments
 - We only offer the best of breed – ICs, Inlays, Adhesives, Materials
 - Optimized for performance in Zebra RFID printers
 - Application tested with Zebra readers
- **Largest Stock Offering of RFID Labels**
 - Ship within 24 hours, can order just 1 roll
 - Variety of materials, inlays, and sizes
 - Test/pilot quickly
- **Or customize to fit your application**
 - Intimate knowledge of label materials and adhesives – can recommend the right material for the application
 - Custom inlay developments available to service the most challenging applications



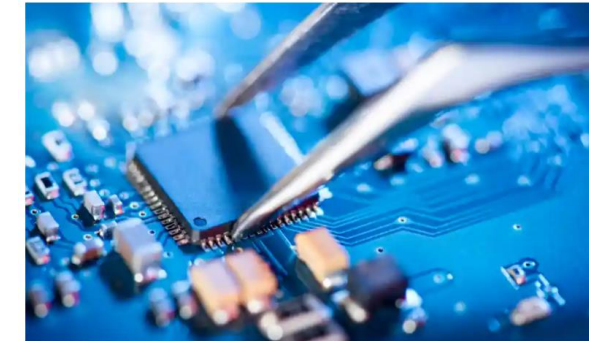
Market Challenges – RFID tag chip availability

- Strong demand
 - Global increase in silicon demand (all)
 - Walmart apparel rollout
 - Projects returning following 2020 COVID-19 delays
 - New markets/applications – Food, Auto, T&L
 - 26 week lead times to inlay suppliers
- Reduced supply
 - Exit of Alien from market
 - Impacts high memory chips
 - All chip inventory allocated in 1H



Global shortage in computer chips 'reaches crisis point'

Consumer price rises loom while dearth of semiconductors slow production from Samsung to Ford



▲ Ford recently cancelled shifts at two car plants and said profits could be hit by \$1bn to \$2.5bn due to chip shortages. Photograph: Krystian Nawrocki/Getty Images

When will the global chip shortage end so you can finally buy a PS5?

And what has to be done to prevent a future shortage?

By Chaim Gartenberg | @gartenberg | Apr 7, 2021, 9:30am EDT



There aren't enough chips to go around. The ongoing global semiconductor shortage means the difficulty of buying a PlayStation 5, Xbox Series X, or high-end GPU from companies like Nvidia or AMD could go on for months — if not for the rest of 2021.

Introducing Silverline II: Zebra Exclusive On-metal RFID labels



Read Range Improvement

Improved Performance on Metal; Now Readable off Metal

Product	Size	On Metal	Plastic	Liquid	FCS
Silverline Micro II	1.77" x 0.51" 45 x 13mm	Up to 12 ft (3.5m) 2.3X	Up to 5 ft (1.5m)	Up to 7 ft (2m)	April 12
Silverline Slim II	3.94" x 0.51" 100 x 13mm	Up to 23 ft (7m) 1.8X	Up to 26 ft (8m)	Up to 7 ft (2m)	April 12
Silverline Blade II	2.36" x 0.98" 60 x 25mm	Up to 33 ft (10m) 2.2X	Up to 16 ft (5m) 3.3X	Up to 13 ft (4m)	May 17
Silverline Classic II	Coming Soon				

Zebra Location Solutions

Active RFID

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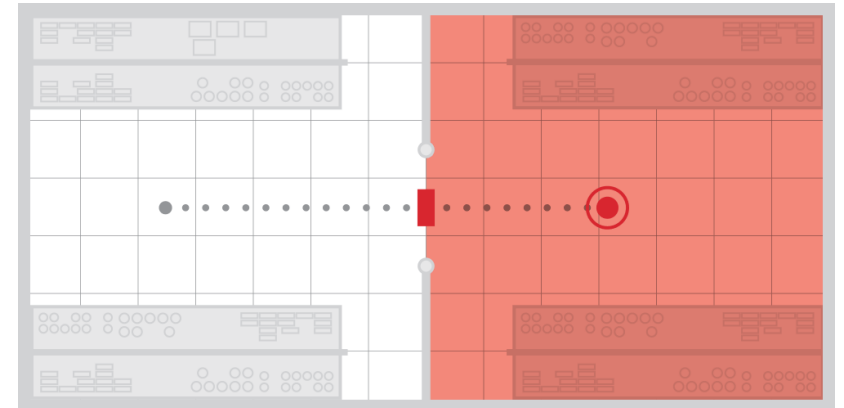


How Zebra Location Solutions Works

Instantly updates the location of a person, asset or good:

- **When a tag passes by a reader**

- “Point in time”
- Example: Tells you when a tagged asset moves to a specific location
 - Could be used to confirm a shipping container arrived at its destination on time.



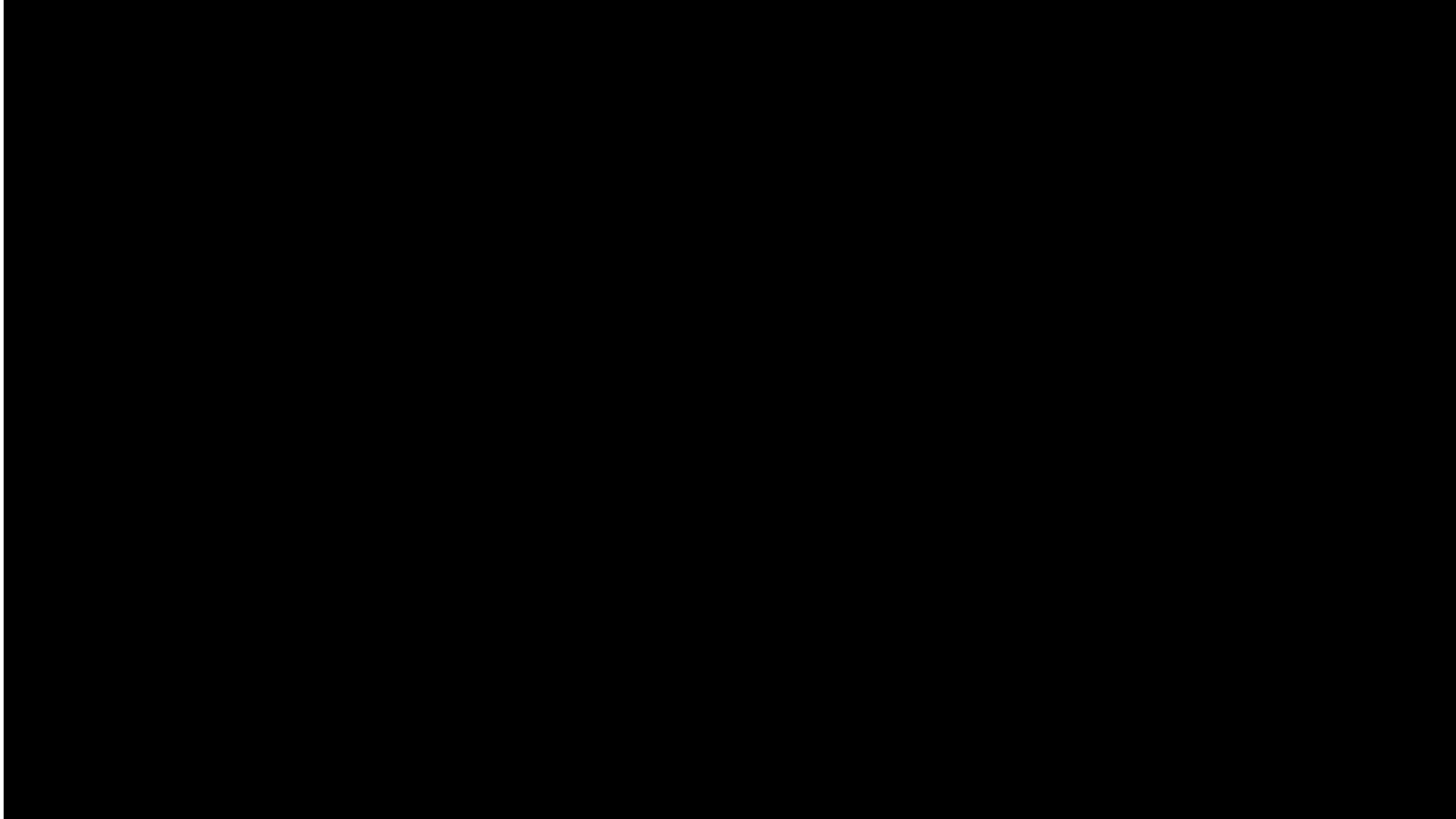
- **Or updates the position constantly**

- “Persistent”
- Example: Tells you where it is every X seconds (or minutes, hours, days).
 - Could be used to keep track of a forklift or mobile computer in your yard.



Real Time Location Solution

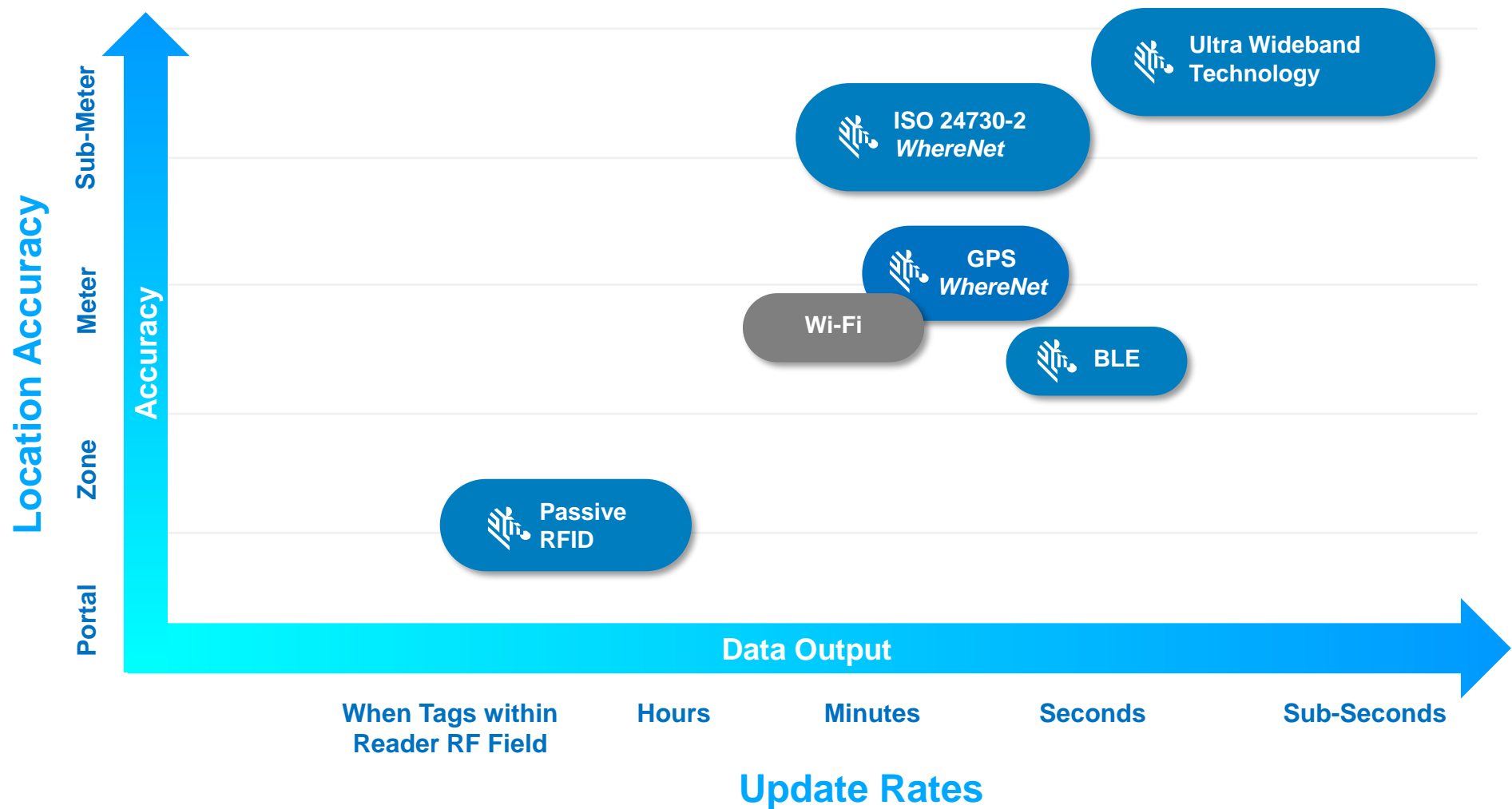
Zebra – NFL Partnership



<https://www.youtube.com/watch?v=85CSoXZreQg>

Supported Location Technologies

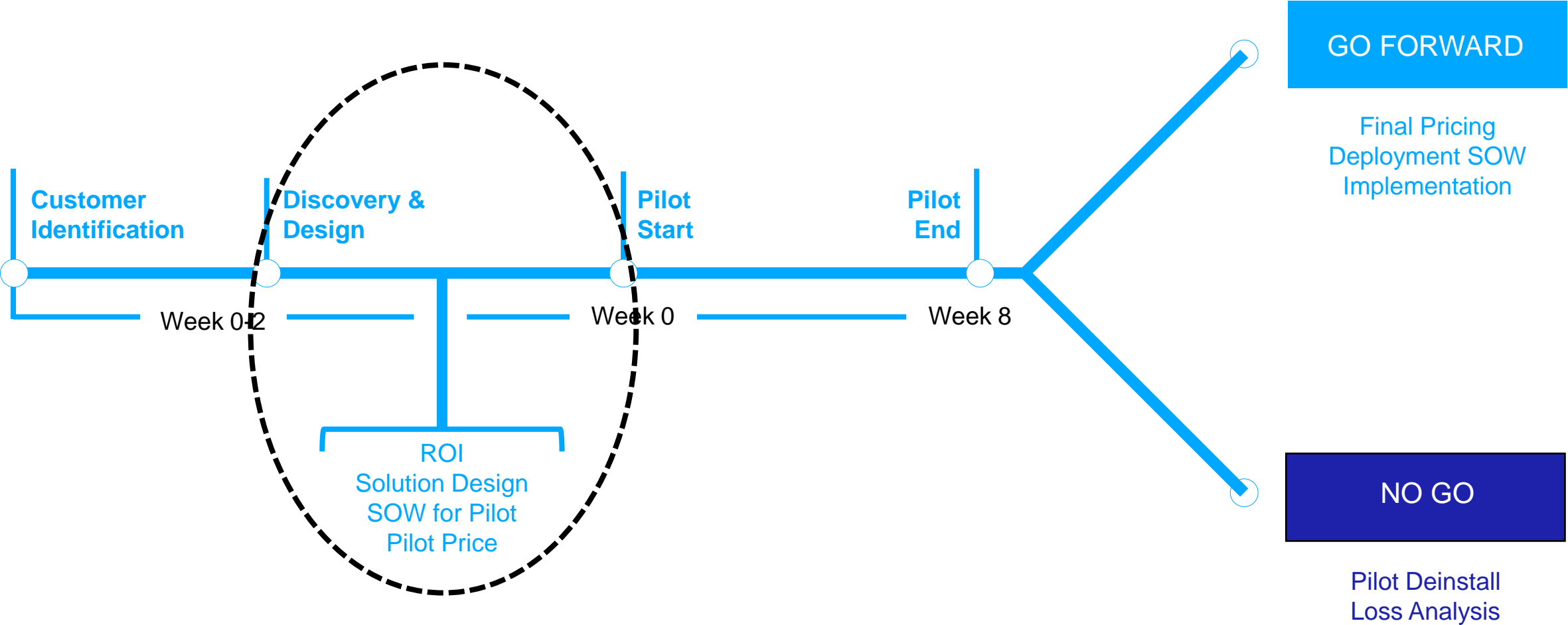
Locating Technologies that work with MotionWorks Enterprise



Subject to change without notice

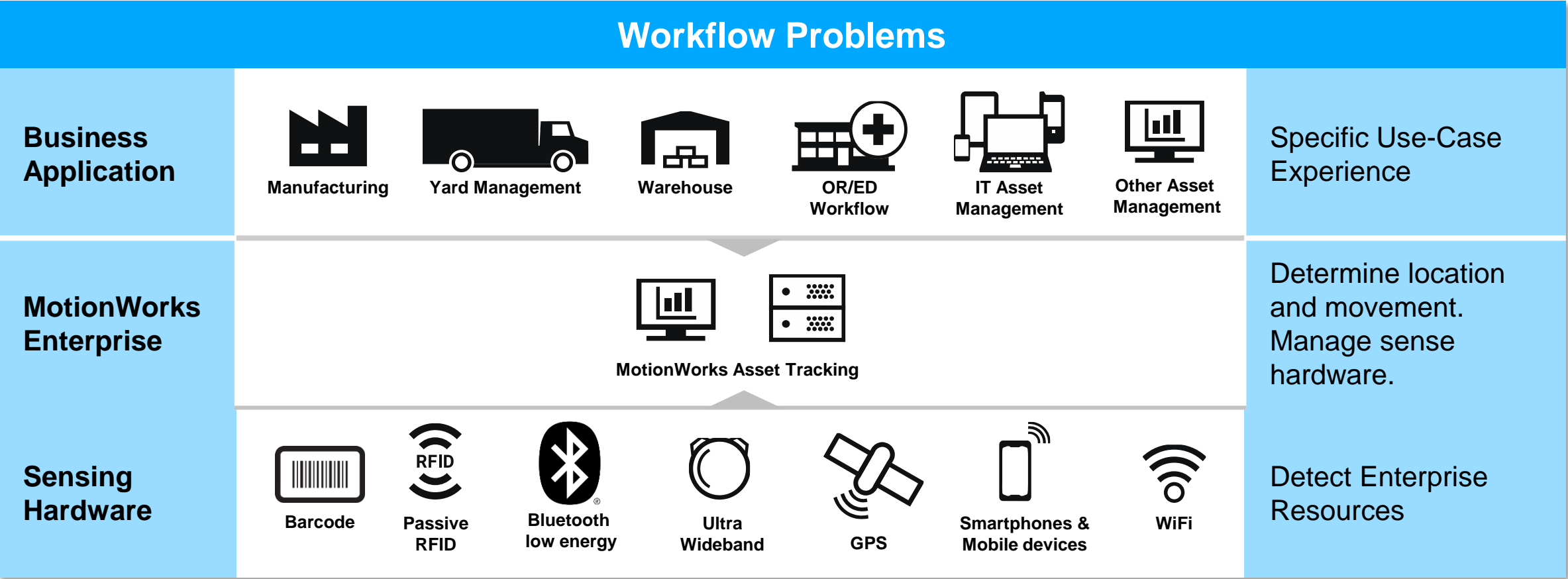
Solution Selling Process

Discovery - ROI



MotionWorks Enterprise Process

Location Products Work Together as a Stack to Solve Workflow Problems



Zebra MotionWorks

General Location Solution Architecture



MotionWorks Software

Core Functions

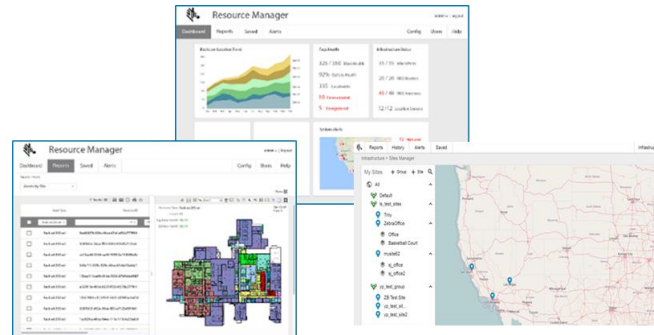
Connecting the Stack



Providing Meaningful Information



Managing the System



Use Case Example: Tool Tracking

Ensuring Availability of Critical Tools and Assets

SOLUTION: ULTRAWIDEBAND TAGS:

- Add UWB Active RFID Tags to Critical Tools and Assets
- Sensors Detect Tool/Asset Locations
- Employees Leverage Handheld Device to Locate Tools
- Device Forwards Data to MWE
- MWE Determines Location and Updates Movement History
- MWE Provides Visibility Dashboard and Flagged Maps for Employees to Leverage

RESULTS

- Less Overtime for Needed Repairs
- Improved Tool Scheduling and Employee Productivity
- Maintained FOD Compliance

RFID & Location Solutions

Conclusion

- Great Market Opportunity
- Industry-Leading Technologies
- Broadest Portfolio
- Sales & Technical Support Resources

RFID4u

TagMatiks AT Lite

Archit Dua

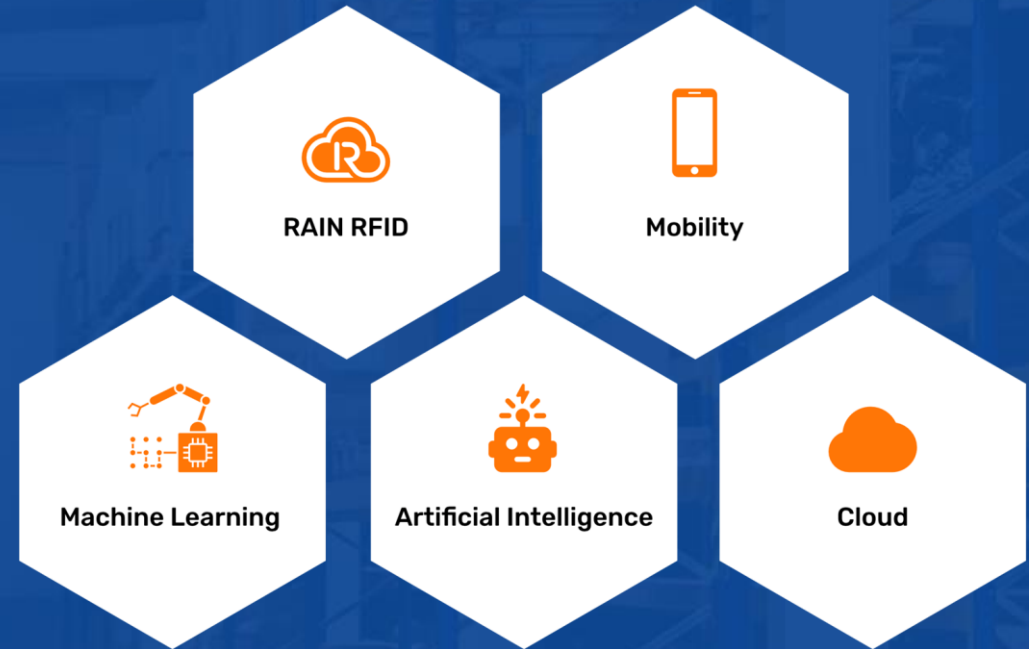
Director, Strategic Development

archit@rfid4u.com



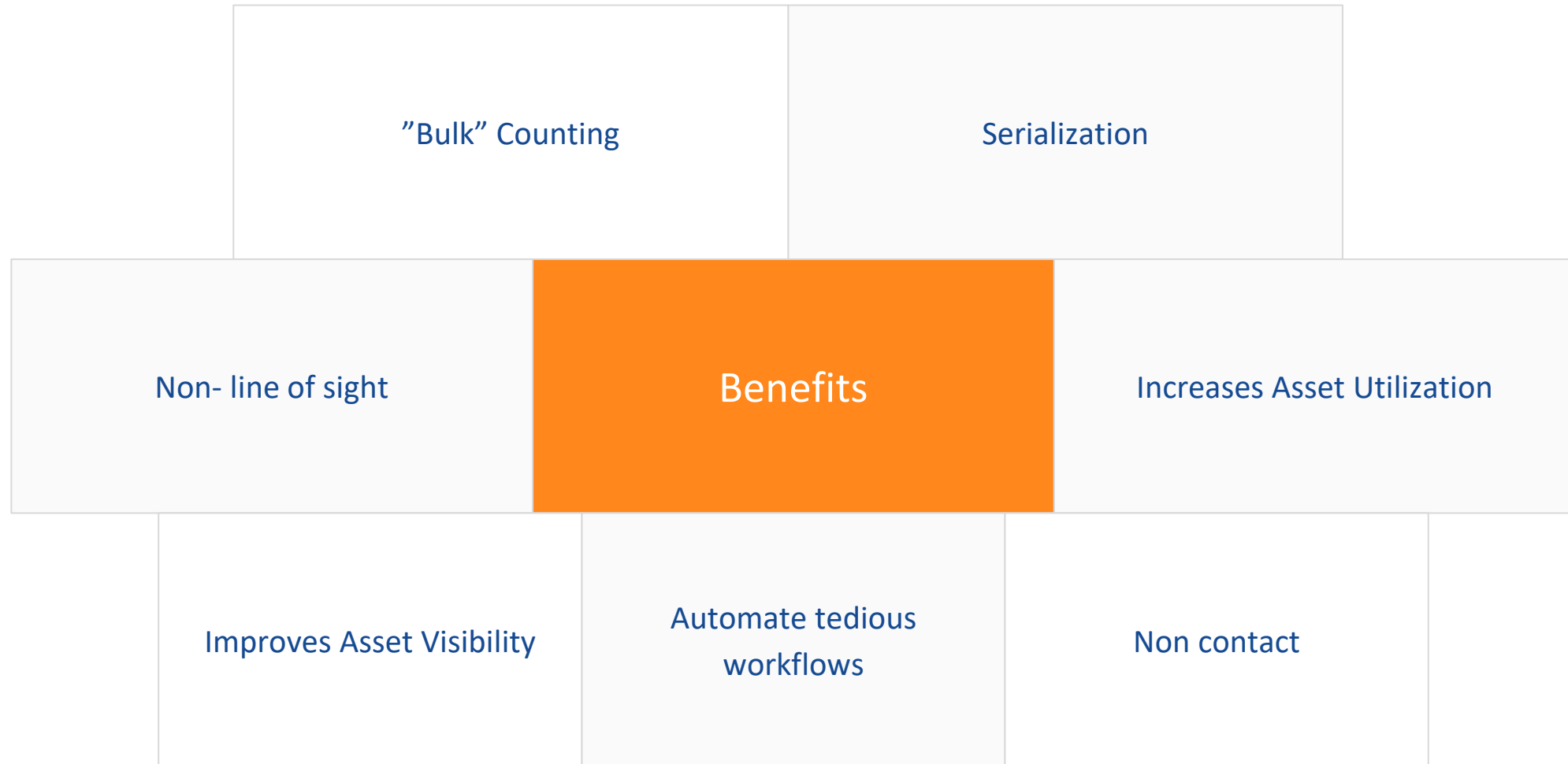


Your Trusted RFID Partner



Starting an RFID Asset Tracking Project

Benefits of Using RFID for Asset Tracking



TagMatiks AT Lite Overview

Lightweight RFID Asset Tracking Software

Designed to be used with RFID handhelds

Simple to Install

Robust Feature Set

Starts At

\$0

Up to 99 Assets
One Time License



TagMatiks AT Lite- Key Features



Automated
Workflows



Reporting



Analytics



Dashboards



RFID Driven



Sensor Integrations



Import Tools



Configuration Tools



Multi Lingual



Custom Fields



One Click Migration to AT
Enterprise



Historical Data

Extensive RFID Device Support



Zebra RFD8500



Zebra
MC3330R



Zebra
MC3390R



Zebra
MC3330xR



Zebra
MC3390xR



Zebra RFD2000



ZT400R Series



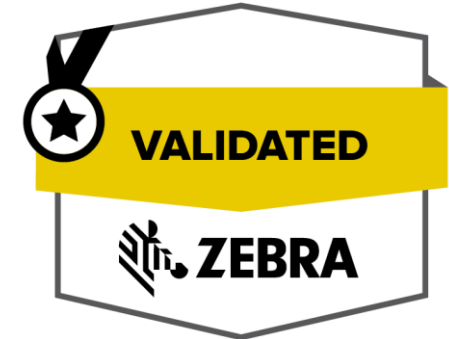
ZD500R



ZT600R Series



ZQ500R / 600R Series



Targeted Use Cases



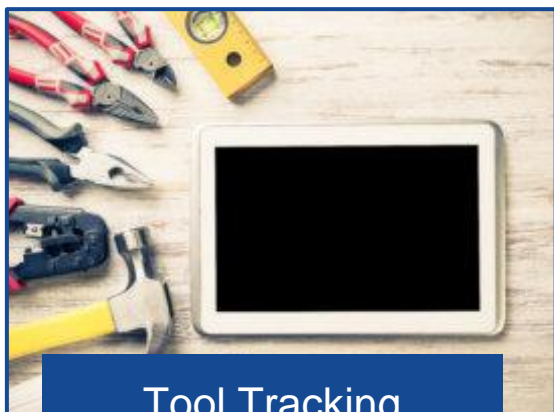
IT Asset Tracking



Returnable Assets



Yard Management



Tool Tracking



Manufacturing Assets



Lab Equipment

Why Choose TagMatiks AT Lite for Your RFID Projects?

- Great to jumpstart a RFID project at low or now cost. Just download from Apple or Google store. Supports Windows too!
- Supports all Zebra RFID handhelds and printers.
- Excellent for entry level Asset Tracking, POC etc.
- Shorten RFID project sales cycle to less than a week.
- One Click Migration Path to Enterprise Platform.
- Revenue share and recurring revenue for Enterprise Edition.
- Enterprise Cloud will support Zebra Motion Works (in development and coming soon!).

Companies like **IBM, Connections, Redline Solutions** have already sold TagMatiks AT Lite along with Zebra devices.

Partner Support

- Information When and How You Need It!!
- Online Digital Help (Coming Soon)
- Training Videos On Demand
- Orientation Webinars
 - New Partners and/or New Partner Contacts
 - Next session: **April 30th 2021**

Our Contacts

Headquarters

San Francisco Bay Area
5159 Commercial Circle Suite H
Concord, CA 94520

APAC Office

Coimbatore, India

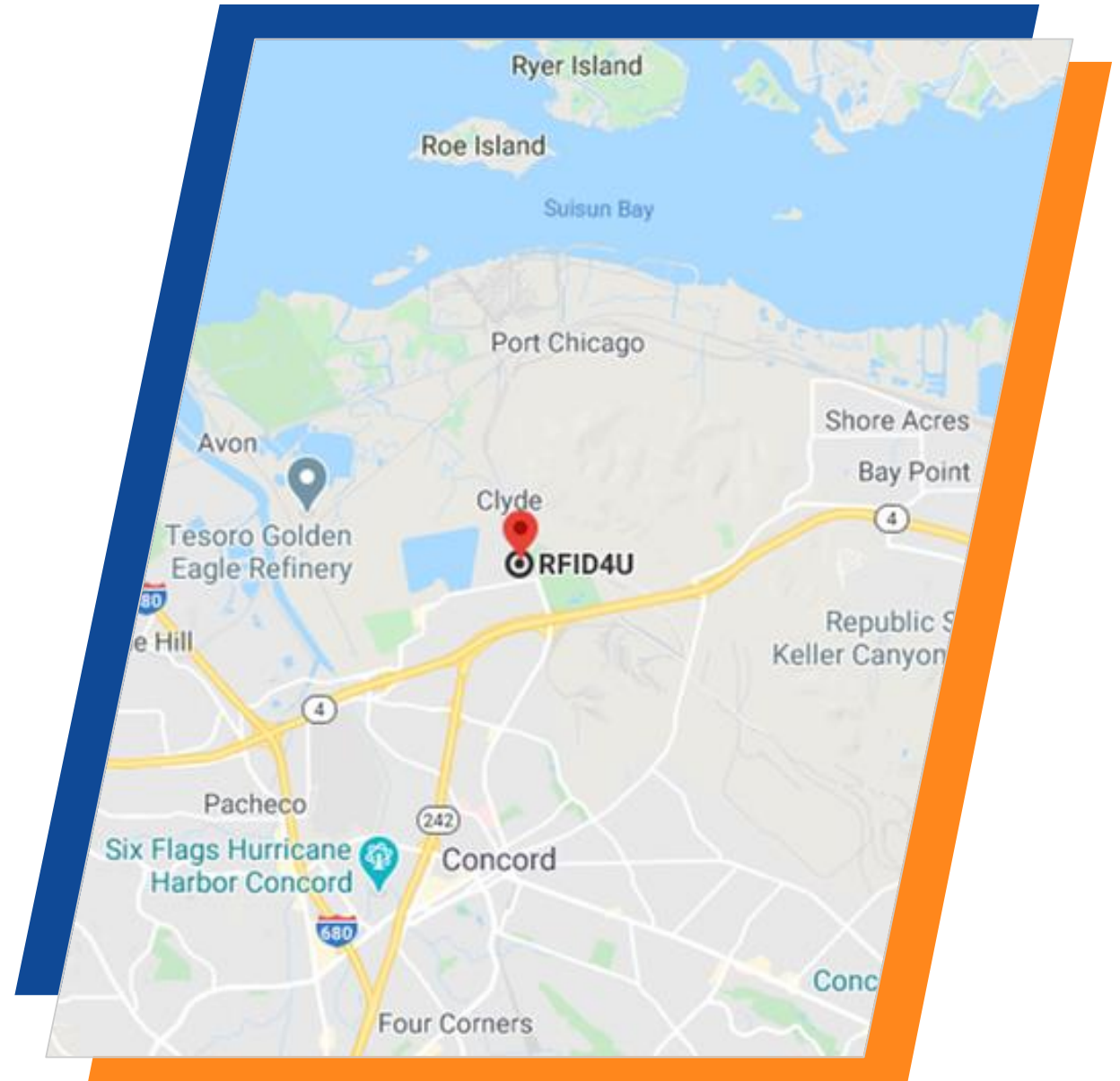
Software Development Facilities

ISO 9001:2015 Certified

rfid4u.com

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877-599-5584



Everywhere At Once

ScanSource / Zebra Roadshow Series

April 28

**Zebra Workforce Connect - Seamlessly
Integrate People, Processes, and Technologies**

May 5

**Zebra Grocery Solutions and Contactless
Checkout Trends**

May 12

Zebra Mobility - Beyond the Four Walls

May 19

**Zebra Electronic Temperature Sensors - Key
Verticals and Applications**



Thank You!

