

Managed Maintenance Solution for Zebra Products



6948-N22 – July 2019

Overview

IBM and Zebra have developed a strategic alliance focused on our client's transformation from traditional workplaces into digital powerhouses. By combining IBM support services with advanced, purpose-built technologies from Zebra, we deliver industry leading, comprehensive solutions across a wide range of industries.

Target Audience

Target Industries

- Retail, Healthcare, Manufacturing, Consumer Products, Transportation & Logistics, Field Service.

Client Size & Characteristics

- Large and Mid-Sized. Seeking Transformation.

Typical Sponsor

- CIO, Facility Manager, Store manager / Hospital IT manager, Procurement/Operations.

Pain Points

- Cost of managing complex service relationships
- Time spent dealing with multiple vendors and contracts when an issue occurs
- Need to simplify the integration and support of new technology

Benefits/Value Proposition

Reduce complexity - Single point of accountability for your Zebra solutions and ongoing maintenance.

Improve sales and satisfaction – With IBM support on Zebra technology your employees can focus on driving business objectives rather than resolving technical issues.

Save time and money – IBM can optimize the availability, life span and maintenance costs of your Zebra equipment.

Extend new value to your business - IBM is revolutionizing IT support for the future, with innovative, advanced technologies to help simplify your support management, for example, Augmented Reality Assist Tool, Virtual Assistant for Technical Support and Analytics.

Key Questions:

- How do you handle device failures?
- What type of mobility products/brands are you utilizing? Any Zebra products (including older Symbol and Motorola devices)?
- Are you satisfied with your current Zebra partner?
- When does your current contract expire?
- Can IBM compete for your business at the next opportunity?

Competitive Differentiators

IBM offers a virtually unparalleled global “one-stop-shop” array of flexible support-level and service options that can be customized to meet your specific needs, whether you need basic managed maintenance support services (MMS) or more complex multivendor support (MVS) across multiple manufacturers, including Zebra hardware—and beyond—for cross-enterprise support.

- IBM's robust global support options are unmatched in the market. With a single support number we provide around-the-clock dedicated support for multivendor environments.
- IBM branded maintenance is designed to provide peace of mind, increased availability, and at a competitive price.
- IBM TSS support utilizes highly trained remote support specialists and manages the replacement of damaged devices as needed.
- IBM provides a single point of contact and accountability for your Zebra enterprise technology solutions, including consultation, procurement, implementation and ongoing maintenance.
- IBM has over 30 years experience providing support and maintenance for complex environments requiring multivendor support as well as lifecycle-based solutions.

Average Deal Size/Pricing/Cycle Time

The average deal size varies greatly, depending on the industry. The size can range from hypermarkets to hospitals and clinics to warehouses and transportation companies.



© Copyright IBM Corporation 2019

IBM Corporation
New Orchard Road
Armonk, NY 10504

Produced in the United States of America
July 2019

IBM, the IBM logo and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.



Please Recycle

Client References

rv.roinnovation.com/IBM/HomeV3.aspx

Seller Call-to-Action

Lead passing:

- OI: F2F, Digital Sales, LDRs.
- OO: F2F
- F: IBM® Global Technical Services® (GTS) services specialists

Seller action:

- Take the Zebra education and get comfortable with the product line ibm.biz/BdzmFG
- Identify potential opportunities within your customers
- Engage with Zebra account teams – working together earlier is better (Global team can help)
 - Lead with global financing to show how IBM can make purchasing easier.

Additional Information

Get in touch with the key contacts included in the wiki below for any questions/ comments: ibm.biz/BdzmFG