



MC9300

MOBILE COMPUTER

Selling Guide

February 18, 2019



Standard Model



Freezer Model



Non-Incendive Model



AGENDA

Customer Engagement
Questions

Positioning and
Upgrade Opportunity

Competition: Product
Fight Sheets

Competition: Feature-to-
Feature Comparisons

Selling Against Honeywell

Sales Tools
and Resources

CUSTOMER ENGAGEMENT QUESTIONS

Customer engagement questions: 1 of 3

- Do you want to increase productivity in order to keep up with...
 - Higher inventory/order volumes
 - Greater complexity
 - Shorter fulfillment times?
- Who is the intended user group (for example, warehouse workers, loading dock personnel)?
- Do you want to significantly reduce training and onboarding time by modernizing your worker's technology?
- Would you like to be able to migrate to the latest technology and take advantage of all the benefits of Android, but are concerned it will be too disruptive?
- Would you like a way to migrate to the latest platform, without having to reconfigure your backend or retrain workers?
- For how long are you planning on keeping your devices in service? Are you looking for OS security and a mobile computer with a long lifecycle?

Customer engagement questions: 2 of 3

- In what type of environmental conditions will the devices be used? Do workers spend much of their time on the loading dock or warehouse floor where the devices encounter moisture, dust and are dropped/banged repeatedly?
- Do you find environmental issues such as extreme temperature fluctuations, water/moisture humidity and excessive vibration an issue with your current devices?
- Do workers need to capture data in the freezer?
- Do you require a non-incendive device for use in areas with flammable gases and materials?
- Do you have multiple types of devices deployed today in order to accommodate your scanning ranges, symbologies and indoor/outdoor environments?
- Do you need to scan barcodes at close as well as long range?
- How well does your current barcode scanner deal with damaged or smudged barcodes?
- Do you need to capture direct part marks?

Customer engagement questions: 3 of 3

- Do workers experience “dead spots” in your facility – places where they have trouble connecting to the wireless network? Would you appreciate the latest WiFi advancements for superior WiFi connections?
- Is battery performance a factor? Would you like to give IT an easy way to identify aging batteries and remove them before they impact productivity?
- How noisy is your environment? Do workers have trouble hearing a beep to determine if a scan was successful? Would you appreciate having vibration feedback in addition to a beep?
- Would you like to work with the leader in Android for the enterprise? Would you appreciate having a trusted advisor to help streamline your deployment and ensure you get maximum long-term value from your Android investment?
- Would you like to work with a single manufacturer who can provide additional form factors, such as rugged vehicle mount computers, tablets and printers?

POSITIONING AND UPGRADE OPPORTUNITY

Zebra handheld portfolio positioning



MC3300

TC8000

MC9300

Resetting the midrange

Revolutionary new design

The standard for rugged handheld

	MC3300	TC8000	MC9300
POSITIONING	Rugged and lightweight	Rugged and ultra-ergonomic	Ultra-rugged; ergonomic
TARGET MARKETS	Warehouse & Distribution, Retail	Warehouse & Distribution, Manufacturing, Retail and Third Party Logistics	Warehouse & Distribution, Freezer, Manufacturing and Retail
CPU	Qualcomm MSM8056 Platform @ 1.8 GHz	Qualcomm 8060 Platform @ 1.7 GHz	Qualcomm SD660 Platform @ 2.2 GHz
MEMORY	2GB RAM/16GB, 4GB RAM/16GB, 4GB RAM/32GB	1GB RAM/4GB, 1GB RAM/8GB, 2GB RAM/16GB	4GB RAM/32GB (64GB flash configured to 32GB pSLC for longer life & high reliability)
BATTERY	2700/5200 mAh PowerPrecision+ battery with hot swap and USB C Fast Charge	6700 mAh PowerPrecision+ battery with hot swap battery backup	7000 mAh PowerPrecision+ battery in standard model; 5000 mAh PowerPrecision+ battery in the Freezer model
DISPLAY	4.0 in. color display with Gorilla Glass	4.0 in. color display with Gorilla Glass	4.3 in. color HD display with Gorilla Glass
SCAN ENGINES	1D SE965, 1D/2D SE4750, 1D/2D SE4850 ER	1D SE965, 1D/2D SE4750 SR or MR, 1D/2D SE4850 ER	1D SE965, 1D/2D SE4750, 1D/2D SE4850 ER, SE4750DPM
OPERATING TEMP	-4° F to +122° F / -20° C to +50° C	-4° F to +122° F / -20° C to +50° C	Standard: -4° F to +122° F / -20° C to +50° C Freezer: -22° F to +122° F / -30° C to +50° C
SEALING	IP54	IP65	IP65 and IP67
DROP SPECIFICATION	Multiple 5 ft./1.5 m drops to concrete over the entire operating temperature range	Multiple 8 ft./2.4 m drops to concrete at room temperature per MIL STD 810G; Multiple 6 ft./1.8 m drops to concrete over the entire operating temperature range	Multiple 8 ft./2.4 m drops per MIL STGD 810G at room temperature Multiple 6 ft./1.8 m drops to concrete across the entire operating temperature range
TUMBLE SPECIFICATION	500 3.2 ft./1 m tumbles	2,000 3.2 ft./1 m tumbles	2,000 3.2 ft./1 m tumbles
FORM FACTORS	Gun, straight shooter, 45° down angle, turret	Gun	Gun
CAMERA	13 MP color camera (bricks only)	8 MP color camera	5 MP Front facing, 13 MP rear facing camera (optional; camera not available on the Freezer model)
WIFI	WLAN: 802.11 a/b/g/n/ac/d/h/i/k/r/w	WLAN: 802.11 a/b/g/n/d/h/i	WLAN: 802.11 a/b/g/n/ac/d/h/i/r/k/w; Wi-Fi Certified; IPv4; IPv6; 2x2 MU-MIMO
OPTIONS			Options: NFC; Haptic feedback
COMMON PLATFORM	Enterprise Lifecycle, Lifeguard Support, Mobility DNA Support		

Zebra portfolio: product positioning and key features

PREMIUM



XT15



MC9200



TC8000



MC9300

PERFORMANCE



MC3300

MID-RANGE



MC3200



WAP4

VALUE



MC2100

Blue = New vs. Existing

	MC2100	MC3200	WAP4	MC3300	XT15	MC9200	TC8000	MC9300
CPU and memory	PXA320 @ 624 MHz	1 GHz OMAP4 dual core; 1 GB/4 GB (premium) 800 MHz OMAP4 dual core; 512 MB/2 GB (standard)	ARM CORTEX A8 @ 1 GHz 512 MB/4 GB	1.8 GHz hex core 64 bit, 2 GB/16 GB 4 GB/16 GB 4 GB/32 GB	OMAP3 @ 800 GHz 512 MB/1 GB	OMAP4 @ 1GHz dual core 512 MB/2 GB 1 GB/2 GB	QCOM 8060 @ 1.7GHz dual core 1 GB/4 GB 1 GB/8 GB 2 GB/16 GB	SD660 @ 2.2 GHz octa-core 4 GB/32 GB
Display	2.8 in.	3.0 in.	3.7 in.	4 in.	3.7 in.	3.7 in.	4 in.	4.3 in.
Data Capture/ Camera	1D/2D Imager	1D Laser, 1D/2D Imager	1D, 1D LRS, 2D Imager 8 MP rear	1D & 2D, ERI 13 MP rear (Brick)	1D, 1D LRS, 2D, 2D ERI 3MP	1D, 1D LRS, 2D, 2D ERI, DPM	1D, 2D, 2D ERI 8MP rear	1D, 2D, 2D ERI, DPM 5MP front/ 13MP rear
WLAN – 802.11	802.11b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n/ac/d/h/i/k/r/w	802.11 a/b/g/n	802.11a/b/g/n/d/h/i/k/r	802.11 a/b/g/n/d/h/l	802.11a/b/g/n/ ac/d/h/i/r/k/w , Wi-Fi Certified, IPv4, IPv6, 2x2 MU-MIMO
Environment	Durable Performance IP54 4 ft./1.2 m drop 500 1.6 ft./0.5 m tumbles	Durable Performance IP54 4 ft./1.2 m drop 500 1.6 ft./0.5 m tumbles	Rugged Performance IP65 5 ft./1.5 m drop	Rugged Performance IP54 5 ft./1.5 m drop 1,000 3.2 ft./1 m tumbles	Rugged Performance IP65/IP67 6.5 ft./2 m drop	Ultra Rugged Performance IP64 6 ft./1.8 m drop 2,000 3.2 ft./1 m tumbles	Ultra Rugged Performance IP65 6 ft./1.8 m drop 2,000 3.2 ft./1 m tumbles	Ultra Rugged Performance IP65/67 6 ft./1.8 m drop 2,000 3.2 ft./1 m tumbles
Battery	2400 mAh	2740/4800 mAh	2760/4400 mAh	2700/5200 mAh replaceable	5000 mAh	2400 mAh	6700 mAh	7000 mAh Standard 5000 mAh Freezer
Other	N/A	2.5mm Audio 3 form factors	LF/UHF/HF RFID, HSPA+	2.5mm Audio (brick) 4 form factors	Freezer, GPRS, Narrow Band, HF RFID	Condensation Resistant	Haptic, proximity scanning	Freezer, Non-Incendive, Haptic
Availability	5 / 5 Sales / Support	5 / 5, Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support

Upgrade opportunity: MC9300 vs. MC9200/XT15

The following chart highlights why your customer should upgrade from Zebra's MC9200 or XT15.

Feature	MC9300	MC9200	XT15	Why it Matters
Platform				
Operating System	Android O, planned support for P and Q One configuration with GMS, customer can control access to GMS selectively via Restricted Mode through StageNow	CE7.0, WM6.5 Android v4.4.4	CE6.0, WM6.5	Launches with the latest Android OS. Single SKU standard GMS configuration simplifies ordering and provides more device flexibility — receive devices with GMS enabled, disable and re-enable GMS services as needed. Support for two additional Android 'dessert' releases extends device lifecycle.
Processor	QC SD660 @ 2.2 GHz, 64-bit, octa-core	OMPA4 @ 1 GHz dual core	OMAP3 800 MHz	The MC9300 is built on Zebra's 'ultimate' common platform which includes today's most powerful processors for superior performance.
Memory: RAM/Flash	4 GB/32 GB	Standard: 512 MB/2 GB Premium: 1 GB/2 GB	512 MB/1 GB	Customers get more memory standard with the MC9300 – providing a more future-proof platform that can support today and tomorrow's apps. And a 64 GB Flash chip is configured to two 32 GB pSLC for built in redundancy and increased reliability and durability
Expansion Slot	Micro SD up to 32 GB SDHC and 256 GB SDXC	Micro SD up to 32 GB SDHC	No	Supports larger capacity SD cards to store more business data.

Upgrade opportunity: MC9300 vs. MC9200/XT15 (continued)

The following chart highlights why your customer should upgrade from Zebra's MC9200 or XT15.

Feature	MC9300	MC9200	XT15	Why it Matters
Platform				
Display	4.3 in. WVGA / PCAP	3.7 in. VGA / Resistive	3.7 in. VGA / Resistive	Larger screen provides more real estate for apps; workers can view more business data on a single screen.
Battery	Standard: 7000 mAh Freezer: 5000 mAh Hot swappable, PowerPrecision+	2400 mAh PowerPrecision Back up battery	5000 mAh PowerPrecision	MC9300's battery provides nearly twice the run time of the MC9200 to boost productivity and provide power for a full shift and beyond. Batteries charge to 90% in 3.5 hours or less. PowerPrecision+ batteries provide a wealth of battery statistics and the new PowerPrecision Console enables customers to easily identify and remove aging batteries from mobile devices and battery pool.
Sensors	Ambient Light, Vibrator, Accelerometer/Gyro	Standard: no IST Premium: IST, RFID Tag	Accelerometer, Digital Compass, Gyro	MC9300's new vibrate mode (optional) is ideal in noisy environments where it's hard for workers to hear the traditional beep feedback.

Upgrade opportunity: MC9300 vs. MC9200/XT15 (continued)

The following chart highlights why your customer should upgrade from Zebra's MC9200 or XT15.

Feature	MC9300	MC9200	XT15	Why it Matters
Wireless Connectivity				
WLAN	802.11a/b/g/n/ac/d/h/i/r/k/w Wi-Fi Certified, IPv4, IPv6, 2x2 MU-MIMO	Android: 802.11a/b/g/n/d/h/i/k/r (Fusion)	802.11 a/b/g/n	MC9300 supports latest WiFi technology for faster, more dependable WiFi connections throughout your customer's facility. MU-MIMO improves performance in environments where multiple users are trying to access a wireless network at the same time.
Bluetooth	V 5.0 with BR/EDR; Bluetooth Low Energy	V 4.0 with BLE	V 2.0 with EDR	Bluetooth 5.0 provides twice the speed and four times the range, increasing application flexibility and performance for Bluetooth peripherals, such as printers, ring scanners and headsets.
NFC	Yes (optional)	No	No	NFC makes it easy to pair a ring scanner, mobile printer, headset and more; reduces support calls and downtime due to pairing problems.
Cellular	No	No	GSM /GPRS/EDGE	MC9300 does not support cellular or Narrowband.
Narrowband	No	No	Yes	

Upgrade opportunity: MC9300 vs. MC9200/XT15 (continued)

The following chart highlights why your customer should upgrade from Zebra's MC9200 or XT15.

Feature	MC9300	MC9200	XT15	Why it Matters
Data Capture				
Scan Engine Options	1D SE965 1D/2D SE4750 (SR) 1D/2D SE4750DP with Diffuser (DPM) 1D/2D SE4850 (ERI)	1D SE965 1D LR SE1524ER 2D SE4500 (SR, HD, DP) 2D LRI SE4600 2D SE4750 (SR, MR, DP)	1D SE955, 1D SE965 1D SE1224HP 1D LR SE1524ER 2D SE4500 (SR) 2D LRI SE4600	<p>MC9300 DPM model reads direct part marks in addition to barcodes, ideal for track and trace and manufacturing applications.</p> <p>Superior technology outshines the competition, enabling the capture of the most challenging direct part marks.</p> <p>There's no need to purchase a separate device for DPM applications, reducing the number of device types and simplifying support.</p>
Camera	Rear: 13 MP Front: 5 MP (both optional and available Q2 2019)	No	Rear: 3 MP	<p>High resolution rear camera boosts application versatility and worker productivity; captures highly detailed photos/videos to document proof of condition, proof of compliance and more.</p> <p>Front-facing camera supports video conferencing and locationing applications including Visible Light Communication (VLC).</p>
RFID	No	No	HF RFID	<p>MC9300 does not support RFID. Customers looking for an Android-based RFID handheld should purchase the MC3300 Series.</p>

Upgrade opportunity: MC9300 vs. MC9200/XT15 (continued)

The following chart highlights why your customer should upgrade from Zebra's MC9200 or XT15.

Feature	MC9300	MC9200	XT15	Why it Matters
Environmental				
Sealing	IP65 and IP67	IP64	IP65 and IP67	With this double sealing rating, the MC9300 is virtually waterproof, dust-proof and can handle jetting water from any direction. So whether the MC9300 is dropped and submerged in water, or even sprayed accidentally with a hose, you can expect reliable operation.
Drop and Tumble Specifications	Multiple 6 ft./1.8 m drops to concrete across operating temp. range; multiple 8 ft./2.4 m drops at room temp. per MIL-STD-810-G 2,000 3.2 ft./1.0 m tumbles	Multiple 6 ft./1.8 m drops to concrete across operating temp. range; multiple 8 ft./2.4 m at room temp. per MIL-STD-810-G 2,000 3.2 ft./1.0 m tumbles	Multiple 6.5 ft./2 m drops to polished concrete No tumble spec	MC9300 supports the same ultra-rugged drop and tumble specs that have made the MC9000 Series the gold standard in rugged mobile computing.

COMPETITION: PRODUCT FIGHT SHEETS

Fight Sheet

Honeywell CN80/CK8x

KEY WEAKNESSES

- Less experience in Android
- Inferior software ecosystem compared with Mobility DNA
- Older Android OS (released with Nougat) and shorter security lifecycle for Android
- Fewer scan engine options: no 1D engine, no standard range
- Extended range scanner scans from 6 in. to 50 ft., vs. 3 in. to 70 ft. for the MC9300
- No Hazloc model for environments where hazardous materials are present
- Keypads: only two keypad options vs. seven for the MC9300; not optimized for gloves; not field replaceable
- No integrated handle — requires accessory (poor ergonomics, less durable)
- No MU-MIMO
- No front camera
- Smaller capacity battery; harder to remove; not as power efficient
- Inferior battery metrics

KEY STRENGTHS

- Cellular option
- Lighter



Fight Sheet

Honeywell CK75

KEY WEAKNESSES

- Less experience in Android
- Inferior software ecosystem compared with Mobility DNA
- Older platform (not based on latest Qualcomm SD660)
- Smaller, less efficient processor; half the memory
- Older Android OS (released with Marshmallow) and shorter security lifecycle for Android
- Keypads: only two keypad options vs. seven for the MC9300; not optimized for gloves; not field replaceable
- Smaller display
- No 802.11ac or MU-MIMO
- No front camera; lower resolution rear camera
- Smaller capacity battery
- No NFC for easy tap-to-pair with peripherals

KEY STRENGTHS

- Lighter



Fight Sheet

Datalogic Falcon X4

KEY WEAKNESSES

- Less experience in Android
- Lacks software ecosystem
- Older platform (not based on latest Qualcomm SD660)
- Smaller, less efficient processor; quarter the memory
- Older Android OS (KitKat) and shorter security lifecycle for Android
- Less rugged
- Smaller display
- No 802.11ac or MU-MIMO
- No front or rear camera
- Smaller capacity battery
- Only three keypads vs. seven

KEY STRENGTHS

- Lighter



COMPETITION: FEATURE-TO-FEATURE COMPARISON CHARTS

Competitive comparison

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra MC9300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8x	Why it matters
					
Computing Platform					
OS	Android 8.1 Oreo with Zebra's Restricted Mode for control over GMS and other services	Microsoft WEC7 Android 4.4 (KitKat)	Windows Embedded Handheld 6.5 Android 6 (Marshmallow) with GMS	Android 7.1 Nougat	The MC9300 supports the latest version of Android, giving customers a long-term mobility platform to address Microsoft's end of support. Only Zebra offers an easy way to deactivate and reactivate Google Mobile Services (GMS).
Future OS support	Planned support for P and Q	No	No	Planned support through Android R* (not confirmed by QUALCOMM or Google)	With the MC9300, you get support for two additional Android 'dessert' releases to extend the device lifecycle.
Processor	QC SD660 @ 2.2 GHz, 64-bit, octa-core	TI OMAP4 @ 1 GHz	TI OMAP @ 1.5 GHz dual-core	QC SD660 @ 2.2 GHz, 64-bit, octa-core	Qualcomm's SD660 architecture, found on the MC9300 and Honeywell CN80, is one of today's most powerful processors for superior app performance.
Memory	4 GB RAM, 32 GB Flash	1 GB RAM, 8 GB Flash	2 GB RAM, 16 GB Flash	3 or 4 GB RAM, 32 GB Flash	The MC9300 offers the highest standard RAM in its class for better future proofing.

*Note: While Honeywell states that the SD660 chip in the CN80/CK8x supports Android R, Google and Qualcomm have not yet announced or confirmed support for Android R on the SD660.

Competitive comparison (continued)

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra MC9300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
Physical Characteristics					
Dimensions	240 mm x 88 mm x 189 mm	225 mm x 88 mm x 168 mm (pistol grip)	237 mm x 80 mm x 50 mm (64 mm grip area)	204 mm x 78 mm x 33 mm	While the MC9300 is not the smallest or lightest device in this category, it is still light enough to be comfortably carried all shift long — while offering more rugged specs and a larger display. And the MC9300 offers the industry's most proven ergonomics: a perfectly weighted device with a pistol-style grip.
Weight	26.9 oz./765 g	23.6 oz./668 g (pistol grip)	20.6 oz./584 g	17.6 oz./500 g	
Display	4.3 in. WVGA	3.5 in. TFT	3.5 in. VGA	4.2 in. FWVGA	The MC9300 offers one of the largest displays in this class, with best-in-class indoor and outdoor readability. Advanced multi-touch technology improves ease of use; it works with a finger, thick glove, stylus and even when wet.
Keypad	Choice of seven keypads Field-replaceable	Choice of three keypads	Choice of two keypads	Choice of two keypads	The MC9300 offers the most keypad options in this class, enabling customers to choose the keypad that makes data entry as easy as possible. Field-replaceable keypads lower repair costs and device downtime.

Competitive comparison

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra MC9300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
Power					
Battery	Standard: 7000 mAh Freezer: 5000 mAh	5200 mAh	5200 mAh	5800 mAh	The MC9300 delivers the most battery power in its class to power a full shift and beyond.
Battery Swap	Hot swappable	Hot swappable	No	No	Users can change the battery without powering the device down or closing applications.
Fast Charging	Yes	No	No	No	Fast charging technology means batteries are ready to go in record time.
Battery Metrics	PowerPrecision+ with PowerPrecision Console	No	No	Limited	Zebra offers the most comprehensive collection of real-time battery metrics for better battery management. With PowerPrecision Console (a free PC-based tool), it's easy to identify aging batteries before they impact productivity.

Competitive comparison

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra MC9300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
Data Capture					
Scan Engine Options	1D SE965 1D/2D SE4750 (SR) 1D/2D SE4750DP with Diffuser (DPM) SE4850 ER – from 3 in. to 70 ft. (7.62 cm to 21.3 m)	1D Imager 2D Standard Range Imager 2D Extra Long Range Imager	2D Near/far high-performance imager – from 6 in. to 50 ft. 2D imager DPM option	1D/2D N6603ER 1D/2D EX20 near/far imager – from 6 in. to 50 ft.	Zebra’s SE4850 extended range scan engine offers an industry-leading range, capable of capturing barcodes as far as 70 feet (21.3 m) away. The 4750DP provides industry-best performance on the most challenging direct part marks.
Camera	Rear: 13 MP Front: 5 MP (Both optional and available Q2 2019; camera not available on Freezer model)	No	Rear: 5 MP (optional)	Rear: 13 MP	The MC9300 offers among the highest resolution camera in this class, providing highly detailed photos/videos to document proof of condition, proof of compliance and more. Only the MC9300 has a front-facing camera to support video conferencing and locationing applications including Visible Light Communication (VLC).

Competitive comparison

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra MC9300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
Wireless					
WLAN	802.11a/b/g/n/ac/d/h/i/r/k/w Wi-Fi Certified, IPv4, IPv6, 2x2 MU-MIMO	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n/ac/d/e/h/i/k/r/w Wi-Fi Certified 2x2 MIMO	The MC9300 supports latest WiFi technology for faster, more dependable WiFi connections. MU-MIMO improves performance in environments where multiple users are trying to access a wireless network at the same time.
Bluetooth	V 5.0 with BR/EDR; Bluetooth Low Energy (BLE)	V 2.1 with EDR (Windows) V 4.0 with BLE (Android)	V 4.0	V 5.0 with BR/EDR; Bluetooth Low Energy (BLE)	BT 5.0 provides twice the speed and four times the range, increasing application flexibility and performance for Bluetooth peripherals.
NFC	Yes (optional)	No	No	Yes	NFC makes it easy to pair a ring scanner, mobile printer, headset; reduces support calls and downtime due to pairing problems.
Cellular	No	No	No	Yes	The MC9300 does not support cellular.

Competitive comparison

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra MC9300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
Environmental					
Sealing	IP65 and IP67	IP65	IP67 Freezer model: IP65	IP65 and IP67	With IP65 and IP67 sealing, the MC9300 is virtually waterproof and dust-proof.
Drop Spec.	Multiple 6 ft./1.8 m drops to concrete across operating temp. range; multiple 8 ft./2.4 m drops at room temp. per MIL-STD-810-G	6 ft./1.8 m to concrete	6 ft./1.8 m across operating temp. range; 8 ft./2.4 m at room temp. per MIL-STD-810-G	6 ft./1.8m across operating temp. range; 10 ft./3.0m at room temp. per MIL-STD-810-G	The MC9300 offers the maximum drop and tumble specifications available in this class for superior reliability.
Tumble Spec.	2,000 3.2 ft./1.0 m tumbles	No	2,000 3.2 ft./1.0 m tumbles	2,000 3.2 ft./1.0 m tumbles	
Freezer Operation	Yes (Freezer model)	No	Yes (Freezer model)	Yes (Freezer model)	Freezer model increases versatility and brings mobile computing to harsh Freezer and outdoor environments.

Competitive comparison

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra MC9300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
Other					
Vibrate mode/haptic feedback	Yes (optional)	No	No	No	Only the MC9300 provides the option for vibrate feedback — ideal for noisy environments where workers may not be able to hear a beep tone.
Audio and voice	Speaker, microphone, PTT voice (PTT Express pre-loaded and pre-licensed), BT headsets	Speaker, microphone, HD audio (Android models only)	Front and rear speakers, microphone, VoIP, BT headsets, adapter for wired headset	Speaker, dual microphone with noise cancellation, PTT support, BT headsets	Only the MC9300 offers PTT right out of the box, with PTT Express pre-loaded and pre-licensed. Bluetooth Low Energy 5.0 improves performance and power efficiency when using a Bluetooth headset.
Sensors	Ambient light, vibrator, accelerometer, gyro,	Not specified	Accelerometer	Ambient light, proximity, accelerometer, gyro, magnetometer, pressure	MC9300 supports 3-axis accelerometer and a ambient light sensor to automatically adjust display and keypad brightness.

SELLING AGAINST HONEYWELL

Zebra is the undisputed leader in Android in the enterprise ...with the broadest enterprise-class Android portfolio

Honeywell

Committed to Android in **2017**

8% marketshare for rugged Android devices

Long holdout for MS Windows, with a dual OS strategy with Windows 8.1 and Android

Zebra's Android enterprise-class rugged device family includes handheld, wearable and vehicle mount mobile computers and tablets, from all-touch to touch/keyboard combinations, durable to ultra-rugged and more, with enterprise class accessories that make our devices easier to use and manage.



Committed to Android in **2011**

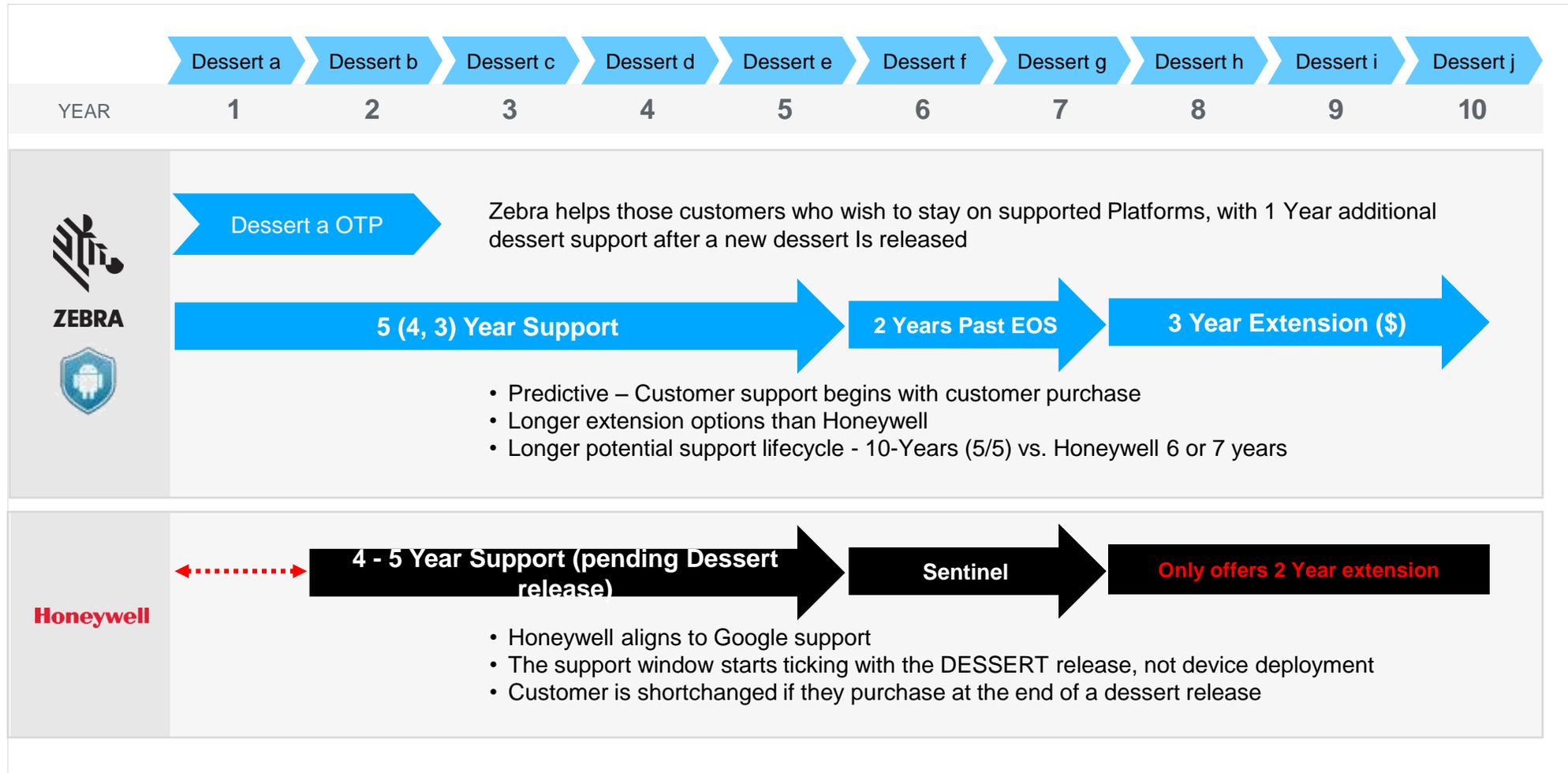
64% marketshare for rugged Android devices

Has made a 7-year, major investment in Android for the enterprise

TAKEAWAY Zebra is well ahead of Honeywell in terms of market share, deployments, and investment

Zebra provides superior Android lifecycle support

Zebra lifecycle support is predictive (*support begins with purchase*), with longer extension options, and longer potential lifecycle
Zebra: 10-Years (5/5) vs. Honeywell: 6 or 7 years



Mobility DNA vs. Mobility Edge

Point 1

Zebra built out the Android ecosystem and Mobility DNA starting in 2011 and has demonstrated commitment to Zebra DNA. There are currently **27 Mobility DNA apps**, and **65 total Zebra DNA applications** (Mobility, DataCapture and Print DNA).

Honeywell is late and following Mobility DNA... Mobility Edge launched in 2017, **has only a few solutions and promises of future solutions** — some provided by partners.

Key Takeaway: Mobility Edge is eight years behind Mobility DNA – light years behind in terms of technology lifecycles.

Point 2

Zebra DNA is platform based — all Zebra product families support some or all of their DNA family of apps. Zebra Android mobile computers support a substantial number of Mobility DNA applications. Most Zebra printers support the majority of Print DNA applications. And most Zebra scanners support the majority of DataCapture DNA apps.

Only 3 of Honeywell's Android devices support their Mobility Edge offering; features and functions seem to be based on models.

Key Takeaway: Honeywell lacks a platform approach – they are developing Mobility Edge in piecemeal fashion.

Software ecosystem comparison: Honeywell vs. MDNA

Utility/Tool	Zebra MC9300 (Mobility DNA) vs. Honeywell CN80 (Mobility Edge)	Notes
DataWedge	Zebra Advantage	Zebra DataWedge has significantly many more features than the Honeywell Scan Wedge; for example DataWedge supports profiles and Honeywell does not.
PowerPrecision+	Zebra Advantage	Combined with PowerPrecision Console, PowerPrecision+ provides greater visibility and control of batteries in the battery pool. Zebra has a more complete solution in addition to working with TI to develop enhanced capabilities.
PowerPrecision Console	Zebra Advantage	Provides an intuitive dashboard on the state of health of all PowerPrecision+ batteries in Zebra mobile computers; sends messages to users to ensure that batteries are swapped before losing power and impacting operations.
Device Diagnostics	Zebra Advantage	Zebra RX logger is more complete and offers analytics.
Enterprise Browser	Zebra Advantage	Zebra Enterprise Browser has features like Document Object Model (DOM) Injection and Button Bar that are helping customers as they upgrade to SAP and/or transition to Android.

Software ecosystem comparison: Honeywell vs. MDNA (cont.)

Utility/Tool	Zebra MC9300 (Mobility DNA) vs. Honeywell CN80 (Mobility Edge)	Notes
Mobility Extensions (Mx)	Zebra Advantage	Zebra Mx has many more extensions into the Android OS than Honeywell offers, providing better security, manageability, WiFi connectivity and data support. In addition, Mx gives users complete control over which optional features they want to activate, and when.
Stage Now	Zebra Advantage	Zebra's solution allows Enterprise Mobility Manager (EMM) integration and is more complete.
Enterprise Mobility Management Tool Kit	Zebra Advantage	Honeywell does not have an equivalent offering, requires HW to sign more EMM's for access to privileged functions introducing security vulnerabilities.
Voice Differentiation: Workforce Connect	Zebra Advantage	Zebra offers a single Client for Voice/PTT/ messaging and content sharing.
WLAN Diagnostics/ WorryFree WiFi	Zebra Advantage	Zebra offers device based network assessment / diagnostics – enables immediate on site assessment and issue resolution.

Software ecosystem comparison: Honeywell vs. MDNA (cont.)

Utility/Tool	Zebra MC9300 (Mobility DNA) vs. Honeywell CN80 (Mobility Edge)	Notes
Configurable GMS (GMS/Restricted)	Zebra Advantage	Zebra offers an la carte feature selection; provides the best of both worlds: AOSP experience with the capability to add GMS features as business needs evolve, such as maps.
Smart Lock (Facial Recognition)	Parity	Both products support the Google standard for facial unlock; currently in test.
Secure Boot	Parity	Both products offer Secure and Verified Boot: prevents rooting of device: protects against Rootkits and Malware.
Voice Wedge	Parity	Both products offer voice entry for data input to application fields.
Xamarin, Android	Zebra Advantage	Honeywell has not released an SDK for Xamarin for CT60 or CN80 yet.
EMDK	Zebra Advantage	Zebra has a wide range of functionality for setting parameters on the device. Honeywell's SDK has limited functionality - just scanning - and limited printing at v1.0. And while Honeywell is on V1 of their Android SDK, Zebra's Android SDK is on v6.6, with 13 releases since 2012.



Key takeaways for a successful sales strategy

Sell a platform solution, not just a device

Rather than focusing on device specs, emphasize all the added value beyond the hardware...

Mobility DNA offers the industry's most mature and broadest set of solutions for unmatched productivity, simpler management and easier integration — competitive offerings are at least eight years behind the development of Mobility DNA

Long device lifecycle: LifeGuard provides security updates for up to eight years - an industry-best (**requires active Zebra OneCare contract*)

Zebra has committed to Android since 2011

Zebra is the undisputed leader in enterprise Android, with a 64% marketshare and 21 Android products

With our platform approach, software investments can be shared across different devices

With Android and advanced technology such as flawless scanning of even damaged barcodes, the need to train users is practically eliminated.

SALES TOOLS AND RESOURCES

Sales enablement tools

Internal Zebra Tools	Partner Tools	External Tools
Product Beauty Photography	Product Beauty Photography	Spec Sheet
Application Photography	Application Photography	Customer Presentation
Selling Presentation	Selling Presentation	Product Page on Zebra.com
Battle Card	Battle Card	Product video
FAQ	FAQ	
Product Descriptions: Short, Medium, Long	Product Descriptions: Short, Medium, Long	
Comparison Guide	Comparison Guide	
The Source Product Page	Co-Branded Asset Tool Kit	
LMS Training Modules	Partner Gateway Microsite	
Solution Center Updates	LMS Training Modules	

MC9300 resources

Marketing Reference Material

The Source (for internal Zebra only): <http://zebra.gosavo.com/>

Partner Gateway: <https://partnerportal.zebra.com>; [Modernizing the Warehouse with Android](#)

MC9300 Product Home: www.zebra.com/mc9300

Services: www.zebra.com/zebraonecare

Learning Portal: https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio_training.aspx

Solution Builder: <https://solutionbuilder.zebra.com>

Developer Tools: <https://developer.zebra.com>

Mobility DNA: www.zebra.com/mobilitydna

Support: www.zebra.com/support

Thank You



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