**Zebra PartnerConnect Newslink Newsletter – Latin America**

**For: Registered Resellers (AIT, EVM)**

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| **AUDIENCE** | **VALUE** |
| **ISSUE DATE** | **DECEMBER 4,** **2018** |
| **SUBJECT LINE Registered** | **NewsLink: Zebra at NRF, DS9908-HD Webinar, How to Spec Scanners and More** |

**Featured and normal articles**

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| --- | --- | --- | --- | --- | --- | --- |
| **ARTICLE SME** | **AUDIENCE** | **HEADLINE** | **COPY** | **EMBEDDED LINKS** | **CTAS** | **IMAGE** |
| **Feature 1** | **All** | **An End-of-Year Message from Zebra CEO Anders Gustafsson** | Together, Zebra and our partners deliver a performance edge to the front line of business. In this brief video message, CEO Anders Gustafsson describes what inspires Zebra and underscores the company’s commitment to the success of our partners and our mutual customers. |  | **CTA:** View Video  <https://partnerportal.zebra.com/PartnerPortal/resources/partner_comm/2018_Gustafsson_video.aspx> |  |
| **Feature 2** | **All** | **Get Motivated with Presentations from the TEDx Zebra Las Vegas Event** | The new TED Talks and More section in Partner Gateway is a video collection of ideas that inspire new thinking and that challenge us to be even better. In **Living in the NOW Economy**, Zebra's chief technology officer Tom Bianculli shares his perspective on the "now" economy and what it means for the future of business, from manufacturing to supply chain. | **LINK:** Living in the NOW Economy  <https://partnerportal.zebra.com/PartnerPortal/resources/TEDx_LATAM/index.aspx> | **CTA:** Learn more  <https://partnerportal.zebra.com/PartnerPortal/resources/TEDx_LATAM/index.aspx> |  |
| **Article 1** | **All** | **For SMB Retailers: A Simple Inventory Management Solution** | By combining **Asset Tracker Lite** (license-free application) with our TC20 touch computer, smaller retailers gain productive, accurate inventory control that can boost sales. It’s easy to set up and use, requiring no technical expertise. For co-branding details, contact your Zebra channel marketer. | **LINK:** Asset Tracker Lite  <https://partnerportal.zebra.com/PartnerPortal/product_services/mobile_comp/Asset_Tracker_Lite_reso.aspx> | **CTA:** Zebra Branded Flyer  <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/mobile_comp/asset-tracker-lite-tc20-inventory-mgt-flyer-zebra-branded.pdf>  **CTA:** Co-Branded Flyer  <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/mobile_comp/asset-tracker-lite-tc20-inventory-mgt-flyer-co-branded.pdf> | **MOBILE COMPUTERS** |
| **Article 2** | **All** | **Announcing New Features for ZC100 and ZC300 Card Printers** | The ZC100 and ZC300 series printers now feature wireless connectivity, allowing users to deploy the printers without the constraints of a wired infrastructure. The printers also support encoding over Ethernet so that developers can extend smart card encoding to the deployed printers over the network. |  | **CTA:** Learn More  <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB_AIT10069NLE.pdf>  **CTA:** View Video  <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/printers/zc100-zc300-product-video-la-apac-en-us.mp4> | **PRINTERS** |
| **Article 3** | **All** | **New Multiplatform SDK Eases App Development** | Our Link-OS® Multiplatform Software Development Kit (SDK) enables easy app creation on PCs, smart phones and tablets, supporting popular operating systems. We’ve enhanced the SDK with support for .NET v2.0 along with additional features that help users save time as they develop their own solutions. |  | **CTA:** Learn More  <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB_AIT10080.pdf> | **PRINTERS** |
| **Article 4** | **All** | **Increase MC3300R Series Integrated UHF RFID Readers Sales** | Take advantage of these sales resources to take your selling efforts of the MC3300R to the next level. Gain competitive insight with the **selling guide** and showcase the product to customers with the **presentation**. | **LINK:** selling guide  <https://partnerportal.zebra.com/PartnerPortal/product_services/product_preview/downloads_z/rfid/mc3300r-series-selling-guide-presentation-en-us.pdf>  **LINK:** presentation  <https://partnerportal.zebra.com/PartnerPortal/product_services/product_preview/downloads_z/rfid/mc3300r-series-customer-presentation-en-us.pdf> | **CTA:** MC3330R Details <https://partnerportal.zebra.com/PartnerPortal/product_services/rfid/MC3330R_over.aspx>  **CTA:** MC3390R Details <https://partnerportal.zebra.com/PartnerPortal/product_services/rfid/MC3390R_over.aspx>  **CTA:** Webinar Recording  <https://partnerportal.zebra.com/PartnerPortal/resources/events/MC3330R_webinar_NA.aspx> | **RFID** |
| **Article 5** | **All** | **Introducing 123RFID Software** | With our **123RFID** Windows desktop utility, deploying Zebra RFID fixed readers is as simple as 1-2-3. The software’s intuitive wizard makes setup and optimization of RFID readers easy by reducing the need for expertise and simplifying many tasks while dramatically shrinking deployment time. | **LINK:** 123RFID  <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10075.pdf> | **CTA:** Learn More  <https://partnerportal.zebra.com/PartnerPortal/product_services/software/123RFID_over.aspx> | **RFID** |
| **Article 6** | **All** | **Connect the Workforce—It Really is That Simple** | Zebra Workforce Connect adds powerful voice and messaging features to Zebra mobile computers. Workers perform diverse tasks using one device. By fully integrating voice and data workflows, businesses can streamline processes, improve performance and reduce costs. Get customers connected with Workforce Connect today! |  | **CTA:** Learn More <https://partnerportal.zebra.com/PartnerPortal/product_services/mobile_comp/Workforce_Connect_over.aspx> | **SOFTWARE** |
| **Article 7** | **All** | **Retail Forecast: How the Consumer Experience is Changing** | In this podcast, Zebra’s Jeff Schmitz shares insight about the many challenges facing today’s CMOs and how forward-thinking retailers are taking advantage of technology to empower front-line workers and improve the consumer experience. Jeff also reviews the new Zebra branding. |  | **CTA:** *GeoMarketing* Podcast <https://geomarketing.com/podcast/the-holiday-retail-shopping-forecast-for-cmos> | **INDUSTRY SOLUTIONS** |
| **Article 8** | **All** | **New Zebra Study Shows Doubling of Intelligent Enterprises** | Our second annual global Intelligent Enterprise Index showed that the number of intelligent enterprises has doubled since 2017. We count companies that link the physical and digital worlds to drive innovation through real-time guidance, data-powered environments and collaborative mobile workflows. |  | **CTA:** Press Release  <https://www.zebra.com/us/en/about-zebra/newsroom/press-releases/2018/zebra-study-finds-number-of-intelligent-enterprises-doubles-since-2017.html> | **ZEBRA HIGHLIGHTS** |
| **Article 9** | **All** | **Modify and Develop Your Zebra PartnerConnect Relationship** | Depending on your company’s achievements, business and focus, you have the flexibility to change and expand your relationship with Zebra PartnerConnect. **Learn more** about the process, review the guides and see the steps you need to take to take your Zebra relationship to the next level. | **LINK:** Learn more  <https://partnerportal.zebra.com/PartnerPortal/resources/managing_relationship/relationship_changes.aspx> | **CTA:** Partnership Builder Details  <https://partnerportal.zebra.com/PartnerPortal/resources/managing_relationship/partnershipbuilder.aspx> | **ZEBRA HIGHTLIGHTS** |
| **Article 10** | **All** | **New on Partner Gateway: Zebra In The News** | The new “Zebra In The News” section on the Partner Gateway provides you with insight into the brand awareness Zebra is driving in key industry publications. Check out the latest articles featuring Zebra along with coverage of key megatrends to stay informed on evolving technology and Zebra’s presence in the industry. |  | **CTA:** Learn More  <https://partnerportal.zebra.com/PartnerPortal/resources/partner_comm/zebra_in_the_news.aspx> | **ZEBRA HIGHTLIGHTS** |

**Webinars & Events Matrix**

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| --- | --- | --- | --- | --- | --- |
| **AUDIENCE** | **EVENT** | **DATE** | **LOCATION** | **CTA** | **URL** |
| **All** | Webinar Recordings | Various | On-Demand | **REGISTER** | <https://partnerportal.zebra.com/PartnerPortal/resources/events/ondemand.aspx> |
| **All** | **PartnerConnect Quick Video Tutorials** | Various | Webinar | **REGISTER** | <https://partnerportal.zebra.com/PartnerPortal/resources/program_updates_LA.aspx> |

**Quick Links**

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| **AUDIENCE** | **QUICK LINK** | **CTA** | **URL** |
| **All** | **PMB10053**: New TC5X Arm Mount Accessory | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10053.pdf> |
| **All** | **PMB10054**: 8585/8595 Accessories End of Sale Announcement | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10054.pdf> |
| **All** | **PMB10055**: RS6000 Nylon Finger Strap Launch Announcement | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10055.pdf> |
| **All** | **PMB10061**: TC5X Vehicle Cradle CRD-TC56-CVCD2-02 | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10061.pdf> |
| **All** | **PMB10063**: CartScan End of Sale Announcement | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10063.pdf> |
| **All** | **PMB10064**: Scanner Software Tools Update – Q3 2018 | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10064.pdf> |
| **All** | **PMB10065**: EMDK for Xamarin v3.0 Launch Announcement | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10065.pdf> |
| **All** | **PMB10066**: EMDK for Android v7.0 Launch Announcement | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10066.pdf> |
| **All** | **PMB10068**: PS20 Personal Shopper Base SKUs Availability | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10068.pdf> |
| **All** | **PMB10075**: 123RFID Launch Announcement | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10075.pdf> |
| **All** | **PMBAIT10080**: Link-OS Multiplatform SDK – Xamarin Version Announcement | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB_AIT10080.pdf> |
| **All** | **Report**: Printer Discontinuations | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/services/EOSL_Matrix_Printers.pdf> |
| **All** | **Report**: Product End of Life | More information | <https://partnerportal.zebra.com/PartnerPortal/resources/downloads_z/sales/End_of_Life_Report.xlsx> |
| **All** | **Report**: End of Service Life | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/services/EOSL_Matrix.pdf> |