**Zebra PartnerConnect Newslink Newsletter – Latin America**

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

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| **AUDIENCE** | **VALUE** |
| **ISSUE DATE** | **DECEMBER 6, 2018** |
| **SUBJECT LINE Registered** | **NewsLink: Message from CEO Anders Gustafsson, New Supplies Campaign, MC3300R Series, 123RFID 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** | **Zebra/Xplore Integration: Product Details and Webinar Now Available** | Eager to build your business with our new rugged tablets? Visit Partner Gateway for product information and sales tools. Also, view our on-demand webinar for a portfolio overview along with details on service offerings, our pricing strategy and how you can gain access to these new Zebra products. | **LINK:** on-demand webinar  <https://partnerportal.zebra.com/PartnerPortal/resources/events/Zebra_Xplore_Integration_Update_webinar.aspx> | **CTA:** Visit Product Microsites  <https://partnerportal.zebra.com/PartnerPortal/product_services/tablets/index.aspx> |  |
| **Feature 3** | **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> |  |
| **Article 1** | **All** | **Stay Ahead of the Curve with our Mobile Computer Campaigns** | Explore our [videos](https://partnerportal.zebra.com/PartnerPortal/resources/sales/modernizing_warehouse_android.aspx), [email and landing page](https://partnerportal.zebra.com/PartnerPortal/resources/downloads_z/sales/campaigns/modernizing_warehouse_android/right-device-email-landing-page.pdf), partner event kit and more in our *Modernizing the Warehouse* campaign. Part of our *LTE Migration* campaign, our new **presentation** helps customers understand the CDMA/3G sunset and now includes our new L10 Series and R12 rugged tablets  and messaging. | **LINK:** presentation  <https://partnerportal.zebra.com/PartnerPortal/resources/downloads_z/sales/campaigns/lte_migration/lte-migration-customer-presentation-en-us.pdf> | **CTA:** LTE Migration Campaign Details  <https://partnerportal.zebra.com/PartnerPortal/resources/sales/LTE_migration_campaign.aspx>  **CTA:** Modernizing the Warehouse Campaign Details  <https://partnerportal.zebra.com/PartnerPortal/resources/sales/modernizing_warehouse_android.aspx> | 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> | PRINTERS |
| **Article 3** | **All** | **Ease App Development with Enhanced Multiplatform SDK** | 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** | **Drive Sales for Just-Launched MC3300R Series** | Enabling sales of our integrated UHF RFID readers, new **MC3330R resources** include an application brief for retail and healthcare, while **MC3390R resources** include an application brief for warehousing, T&L and manufacturing. We’ve also created short videos, selling guides, an accessory guide and more. | **LINK:** MC3330R resources  <https://partnerportal.zebra.com/PartnerPortal/product_services/rfid/MC3330R_reso.aspx#keysalestools>  **LINK:** MC3390R <https://partnerportal.zebra.com/PartnerPortal/product_services/rfid/MC3390R_reso.aspx#keysalestools> | **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> | RFID |
| **Article 5** | **All** | **Now Publicly Launched: 123RFID Software** | Customers can shave the time needed to set up RFID readers from weeks to as little as a day with 123RFID. Intuitive menus and other user interface features make it easy to get started. Anyone can easily program General Purpose Input/Output (GPIO) accessories such as a light stack—no coding required. |  | **CTA:** Learn More  <https://partnerportal.zebra.com/PartnerPortal/product_services/software/123RFID_over.aspx> | RFID |
| **Article 6** | **All** | **Our New Supplies Campaign: Did That Come Out Right?** | When customers buy low-quality supplies to save money, they end up spending more. Our new campaign increases awareness of Zebra Certified Supplies for end-users and educates them that the common labeling challenges they face are due to lack of high-quality, consistent and/or the correct supplies. |  | **CTA:** Learn More <https://partnerportal.zebra.com/PartnerPortal/resources/sales/did_that_come_out_right.aspx> | SUPPLIES |
| **Article 7** | **All** | **Update: Thermal Materials Market Situation** | From industry growth to the cost of labor, transportation and raw materials, many factors are driving changes in the supply chain for thermal printing materials. These trends affect all producers including Zebra. When customers ask about changes in supplies pricing, you’ll be armed with the facts. |  | **CTA:** Learn More  <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/supplies/Thermal-Material-Market-Update.pdf> | SUPPLIES |
| **Article 8** | **All** | **What’s Inside Hardware Matters** | A portfolio of software, applications and utilities, Zebra DNA transforms our mobile computers, scanners and printers into true enterprise solutions. Leverage our new postcard to showcase the Zebra DNA portfolio—Mobility DNA, DataCapture DNA and Print DNA—as well as our Certified Supplies to customers. | **CTA:** Zebra DNA  <https://partnerportal.zebra.com/PartnerPortal/product_services/software/Zebra_DNA_over.aspx> | **CTA:** Postcard  <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/supplies/zebra-dna-supplies-brochure.pdf> | SOFTWARE |
| **Article 9** | **All** | **New Signature Services Voice Enablement and Workflow & Design Consulting** | The Voice Enablement Signature Service unites voice capabilities with mobility technologies to expand connectivity. Workflow and Design Consulting uses time-tested methodologies to uncover critical business requirements and bridge operational excellence and technology. Learn more in our **webinar recording**. | **LINK:** webinar recording  <https://partnerportal.zebra.com/PartnerPortal/resources/events/Signature_Services_New_Capabilities_NA.aspx> | **CTA:** Service Marketing Bulletin <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/Service_Announce/SMB10072.pdf>  **CTA:** Signature Services Resources <https://partnerportal.zebra.com/PartnerPortal/product_services/services/signature_reso.aspx> | SERVICES |
| **Article 10** | **All** | **Zebra Support Community: Key Technical Resource on Zebra.com** | Our online Zebra Support Community is a valuable one-stop technical resource and support portal for partners and customers. Explore our Knowledge Center, get answers to “how-to” questions, check warranty status, open technical support cases and more. Many features are available without logging in. |  | **CTA:** Learn More  <https://partnerportal.zebra.com/PartnerPortal/resources/technical/support_community.aspx>  **CTA:** Visit Zebra Support Community  <https://supportcommunity.zebra.com/> | ZEBRA HIGHLIGHTS |
| **Article 11** | **All** | **Validated Solutions for Retail and Healthcare** | We recently validated Voalte One from Voalte Inc. (TC51-HC), which streamlines caregiver collaboration with VoIP calling, alert notification and text messaging. Also, the newly validated CitySoft (TC20, TC51/56, TC75, MC3300) by Soft Merit Lab uses automatic ID to automate retail operations. |  | **CTA:** Learn More  <https://partnerportal.zebra.com/PartnerPortal/resources/development/val_solu_recent.aspx>  **CTA:** Validate Your Solution <https://partnerportal.zebra.com/PartnerPortal/resources/development/val_solu.aspx> | TECH SPOTLIGHT |

**Webinars & Events Matrix**

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| --- | --- | --- | --- | --- | --- |
| **AUDIENCE** | **EVENT** | **DATE** | **LOCATION** | **CTA** | **URL** |
| **All** | DEVTALK: Democratizing the World of Machine Learning | December 12 | Webinar | **LEARN MORE** | <https://partnerportal.zebra.com/PartnerPortal/resources/events/ondemand.aspx> |

**Quick Links**

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| **AUDIENCE** | **QUICK LINK** | **CTA** | **URL** |
| **All** | **PMBAIT10069**: ZC100/300 Series Card Printers Futures Release | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB_AIT10069NLE.pdf> |
| **All** | **PMBAIT10078**: ZC10L Printer Refresh, New Cards Announcement | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB_AIT10078N_RevB.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** | **PMB10044**: Transition of Multiple Cables from Rev A to Rev B | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10044.pdf> |
| **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** | **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** |  | More information |  |
| **All** | **PMB10075**: 123RFID Launch Announcement | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/pmb/PMB10075.pdf> |
| **All** | **SMB10072**: Announcing the Launch of New Signature Services – Voice Enablement and Workflow and Design Consulting | More information | <https://partnerportal.zebra.com/PartnerPortal/product_services/downloads/Service_Announce/SMB10072.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> |