DS9808
HYBRID HANDHELD
HANDS FREE IMAGER

A NEW LEVEL OF VERSATILITY, PERFORMANCE & FUNCTIONALITY

SALES GUIDE CONTENTS

DS9808 Hybrid Presentation Imager

INNOVATIVE AND VERSATILE

The Zebra DS9808 next-generation hybrid presentation imager from Zebra offers all the features you need to keep checkout lines moving —protecting customer satisfaction and sales. The latest in scanning technology delivers record swipe speed, providing the rapid fire scanning required to keep the line moving. This one-of-a kind

scanner is truly designed for both handheld and hands-free scanning mode — users can easily switch between modes by simply picking the scanner up or setting the scanner down on the counter. The cable connector is

recessed in the integrated base, offering a very small footprint that can be accommodated in even the most space constrained checkout stands. And regardless of whether the device is in hands-free or handheld mode, users experience the same superior comfort and ease of use.

When it comes to data capture, the DS9808 provides a new level of versatility at the checkout stand. This single device can read 1D and 2D bar codes, deactivate EAS tags and read RFID tags — as well as capture images and signatures. Developed by the company that pioneered bar code scanning, the DS9808 offers the same level of performance, reliability and ease-of-use that has led many of the world's largest retailers to standardize on Zebra scanners from Zebra As a result, regardless of inventory management protocol or what type of task is required at the checkout stand, the DS9808 offers all the features required to act quickly and efficiently. From scanning purchases to verifying age, processing returns and exchanges, and completing credit and loyalty card applications, you can count on the DS9808 to enable a new level of productivity and service excellence at the
checkout stand.

COMBINES AN INNOVATIVE ERGONOMIC DESIGN AND ADVANCED SCANNER TECHNOLOGY TO ENABLE THE FAST AND DEPENDABLE CAPTURE OF VIRTUALLY ANY BARCODE IN A WIDE RANGE OF ENVIRONMENTS

DS9808 KEY MESSAGES

- **Easy to Use**
  The DS9808 is easy to use, easily adapting to the end users scanning requirements and check stand configuration.

- **Unique Design**
  The DS9808's unique design is as attractive and unique as it is high performing and durable.

- **Superior Performance**
  The DS9808 is designed for increased productivity in scan intensive applications (i.e. POS, library check out, airline gate check in).

VALUE PROPOSITION

The DS9808 Maximizes productivity and throughput delivering performance, features and ergonomics to keep lines moving even in the busiest environments—ultimately protecting customer satisfaction

- The scanner provides the fastest swipe speed in its class — delivering rapid fire, omni-directional scan performance for virtually any type of bar code. With Zebra's signature scan performance, more items get scanned with less time spent preparing to scan or rescanning after an error.

- The multi-purpose imager also incorporates an EAS tag deactivator — so a single swipe can simultaneously decode an item's bar code and deactivate the security tag for added productivity gains.

- In addition, the DS9808's versatility automates a wide range of checkout functions — from age verification to returns processing and loyalty card applications — to deliver a new level of productivity and service excellence to these retail procedures.

- The imager's advanced ergonomic design automatically adapts for handheld operation when picked up — for fast and comfortable hands free and handheld scanning.

The DS9808 is user-friendly and highly intuitive, allowing users of all skill levels to start scanning proficiently and productively right away with little to no training —making it an ideal fit for retailers and other organizations that face high employee turnover rates and seasonal staffing.

- Several key features help minimize the learning curve, including:
- Omni-directional scan pattern to easily capture 1D and 2D bar codes no matter how they're oriented.
- Decode range can be adjusted to meet scanning needs.
- Extra loud beeper can be heard in the loudest retail environments.
- Extra large LED indicator is clearly visible from all scanning positions.

The DS9808 delivers rapid Return on Investment (ROI)

The versatile DS9808 takes the place of multiple devices — a bar code scanner, an EAS tag deactivator, a camera for image capture and an RFID* reader — all in a single device. Capital and operational costs associated with purchasing and managing multiple device types are reduced —giving your customers a truly superior ROI.

The DS9808 offers outstanding investment pro tection

The DS9808 supports a wide range of value-added applications, such as image capture and auto-population of forms. Even if your customers are not deploying these types of cost-saving and revenue-generating applications today, the DS9808 can support them down the road when they choose to deploy them. Additionally, the DS9808 is RFID-upgradeable*. While your customer may not be deploying item-level RFID today, the DS9808 gives them a future-proof platform to move to RFID without having to purchase an entirely new fleet of scanners.

TECHNOLOGY FEATURES AND BENEFITS

FOLLOWING IS A SUMMARY OF TECHNICAL FEATURES AND THEIR CORRESPONDING BUSINESS BENEFIT:

FEATURES	BENEFITS
Innovative hybrid design	Truly designed for ease of use for both hands-free and handheld scanning; dynamically switches between modes
Comprehensive data capture: 1D 2D and PDF417 symbologies; image capture; signature capture and RFID	Delivers application flexibility; eliminates need for multiple devices — and associated costs; future proof — built-in support for the applications of tomorrow
EAS compatible	Enables automatic deactivation of EAS security tags
Omni-directional scanning; wide working range, laser aiming pattern	Easy to use; no need to align item and scanner; virtually no training required
Withstands multiple 5 ft./1.5m drops to concrete	Designed to endure the rigors of everyday use for maximum reliability and uptime and a low total cost of ownership
Swipe speed programmable up to 100 inches/254 cm per second	Optimized scanning speed delivers robust performance and accurate capture of a wide variety of bar codes
Flexible working range	Two models to best meet your working range requirements: the DS9808-SR, which offers a handheld decode range of up to 10.5 in./26.7 cm; and the DS9808-LR, which offers a handheld decode range of up to 18 in./45.7 cm
Supports RSM (Remote Scanner Management)	Lowers IT expenses and TCO by enabling remote management from a central location
Multiple on-board interfaces; universal cable compatible	Easy to install; future proof design easily connects to the hosts of today and tomorrow
Extra loud beeper & Extra large LED indicator	Audible in the loudest environments and clearly visible from all scanning positions

LIMITLESS POSSIBILITIES IN A MULTITUDE OF INDUSTRIES

MARKET	APPLICATIONS
Retail	• Point of Sale—Checkout • ID Verification • Capturing customer information—returns, credit card loyalty card applications • EAS tag deactivation • RFID tag deactivation* • Retail Pharmacy
Transportation & Logistics	• Boarding Pass/ Airport Check In • ID Verification—airports, border crossing, check-points
Commercial	• Accounts Receivable • Document Management
Government	• Library Book check-in/checkout • Government ID cards • Post office retail counter

CONFIGURATIONS AND PRICING

DS9808 configurations

Customer Order P/N	Description	Discount Category	List Price
Standard range scanners			
DS9808-SR00007NNWR	DS9808 Digital Scanner, Standard Range, Twilight Black	1A	$515
DS9808-SR00007CNWR	DS9808 Digital Scanner, Standard Range, Twilight Black, Checkpoint EAS	1A	$545
DS9808-DL00007NNWR	DS9808 Digital Scanner, Driver's License parsing, Standard Range, Twilight Black	1A	$540
DS9808-DL00007CNWR	DS9808 Digital Scanner, Driver's License parsing, Standard Range, Twilight Black, Checkpoint EAS	1A	$570
Long range scanners			
DS9808-LR20007CRWR	DS9808 Digital Scanner, Long Range, Twilight Black, Checkpoint EAS, RFID* Upgradeable	1A	$599
DS9808-LL20007CRW	DS9808 Digital Scanner, Driver's License parsing, Long Range, Twilight Black, Checkpoint EAS, RFID* Upgradeable	1A	$624

DS9808 accessories

Customer Order P/N	Description	Discount Category	List Price
11-115237-07R	Wall Mount Bracket for Twilight Black Scanner	1A	$10

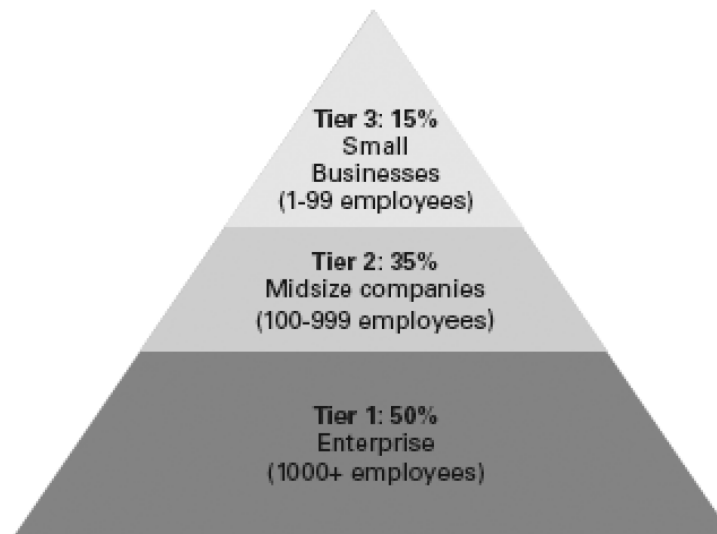# TARGET CUSTOMER: PROSPECT TITLES

MAKE THE SALE BY TALKING TO THE RIGHT PERSON ABOUT THEIR SPECIFIC NEEDS

During the sales process for the DS9808 you can expect to interact with several key decision makers. Following is a list of those decision makers and their major concerns:

- IT Manager
- General Manager
- CIO
- CFO
- Business Line VP or Director
- RFP Project Manager/Purchasing Director

The Primary Targets for the DS9808 are:

Tier 3: 15%
Small
Businesses
(1-99 employees)

Tier 2: 35%
Midsize companies
(100-999 employees)

Tier 1: 50%
Enterprise
(1000+ employees)

QUALIFYING SALES QUESTIONS

THE FOLLOWING QUESTIONS WILL HELP UNCOVER UNDERLYING NEEDS THAT CAN BE ADDRESSED WITH THE DS9808 HYBRID IMAGER:

Uncover the business problem:

- What business problem are you looking to solve through the use of imaging scanner technology— such as competitive pressures, long checkout lines or the need for additional value added applications such as age verification?
- Is swipe speed important to your business?
- How important is it to keep your lines moving?

Uncover the specifics of the opportunity and areas where the strengths of the DS9808 are key selling points?

- Do you feel that you are achieving maximum productivity from your checkout associates?

- Would you like to increase checkout throughput?

- What bar code symbologies do you need to support?

- Do you need to support 2D symbologies (including PDF417) now or in the future? Do your current scanners support 2D symbologies?

- Do you need to capture images? i.e. at the returns desk or signature capture

- Do you need to implement item-level RFID today? Are you considering this technology for future plans?

- Are you using a separate bar code scanner and EAS tag deactivation device today? Do accidentally overlooked security tags ever trip the alarm?

- Do associates need to scan large or bulky items at checkout? Are associates frequently switching between handheld and hands-free scanning modes?

- Is space at a premium at your checkout stand or counter?

- Do you need to verify or save customer identification? i.e. at the pharmacy checkout counter

- How do associates verify age for age-restricted purchases? Would productivity or accuracy increase via automation?

- Do customers have to fill out paper forms to apply for a credit card or loyalty card? Would you like to increase the number of applicants by streamlining the application process through automated data capture?

MARKETING SUPPORT

Photo Resources

Product and accessory photography for the DS9808 is available to support your marketing and advertising efforts.

For the latest information and sales support materials, please visit the following resources:

Zebra DS9808 product home:

www.zebra.com/ds9808

Partner Central

www.zebra.com/partners

Developer Tools:

www.zebra.com/software

Product classification for partners:

The DS9808 is a Class 1 open channel product. Partners do not have to be a member of Zebra's partner program to sell this device.

Training and Certification:

Training and certification are not required to sell the DS9808.

MARKETING SUPPORT

Marketing materials for the DS9808 are available to help present and promote this interactive full service multimedia kiosk to customers.

ADC SALES TOOLS PLAY A CRITICAL ROLE IN CORRECTLY TRANSMITTING CONSISTENT INFORMATION NEEDED TO SUCCESSFULLY PROMOTE AND SELL ADC PRODUCTS

Spec Sheet
Overview of the DS9808 features, benefits and specifications

Application Brief
A look at how the DS9808 addresses the needs of retail customers

Partner Brief
Comprehensive overview of the DS9808 with tips on how and where to sell, feature benefit analysis, and configuration information.

Sales Snapshot
Brief two page overview with quick info on the product, its features and benefits and tips on how to sell.

SERVICES

Enterprise Mobility Services

The following Enterprise Mobility Services are available to keep the DS9808 operating at peak performance throughout its lifecycle:

Enterprise Mobility Services	Service Description	Time of Purchase	Contract Term Length	Service Part Number
Advance Exchange Support	• Advance replacement of devices requiring repair • Comprehensive Coverage • Full access to technical support resources • Rights to download software releases and supporting documentation	Any time	One year	AXB-DS9808-10
Service from the Start Advance Exchange Support		Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SXB-DS9808-30
Service Center Support – Bronze	• Seamless support • Three-day in-house turnaround time for product repair • Full access to technical support resources • Rights to download software releases and supporting documentation	Any time	One year	SCB-DS9808-10

Note: Please refer to Solution Builder for the most up-to-date information, including global pricing and available options.

Service from the Start is a prepaid Service Center Support program that provides multiple years of seamless coverage at significant cost savings when purchased alongside the hardware. They deliver priority telephone support, rapid turnaround times for products in need of repair and access to the software downloads customers need to help keep their devices operating at peak performance levels. Furthermore, Service from the Start programs expand the opportunity for Zebra's employees and partners to drive higher attachment rates on new hardware sales by enabling customers to purchase service "from the start."

Service Center Support enhances warranty coverage by providing rapid turnaround times for products in need of repair. Service Center Support agreements also include access to the technical software support and software downloads customers need to help keep their devices operating at peak performance levels.

SERVICES

Enterprise Mobility Services Value Proposition

Even the most reliable products require a maintenance plan and support strategy. Enterprise Mobility Services agreements provide real value, delivering a number of business benefits to help ensure customers derive full value from their investment in our technology.

Services complete the solution by:

- **Providing increased performance**

  – Protect product uptime

  – Reduce impact on productivity and revenue

- **Delivering price-protected, fixed costs**

  – Decrease financial risk with fixed, prepaid repair costs

  – Put it in the budget and forget it

- **Helping to ensure service peace of mind**

  – Investment protection

  – Covers much more than warranty

  – Unparalleled repair capabilities

For more information, please visit: www.zebra.com/services

Zebra

For more information on how the DS9808 and other Zebra enterprise mobility solutions can help customers, please contact us at 1.800.423.0442 or +1.847.955.2283, or visit us on the web at: www.zebra.com/ds9808