

OVERVIEW

MP7000 Scanner Scale

Help your retail customers maximize cashier productivity, reduce loss and deliver a superior checkout experience in the highest-volume POS lanes with the Zebra MP7000. This next generation multi-plane 1D/2D imager is loaded with features—including a new optional color camera—that take scanning performance and simplicity to the next level for faster than ever checkout in cashier-manned and self-checkout lanes. A smart investment, the MP7000 offers an easy-to-service design, minimum power consumption and unrivaled management tools.



Features & Benefits

Top 3 Customer Messages

1 Fast checkout performance

- Unparalleled scanning performance in the busiest cashier-manned and self-checkout lanes: industry-best performance on high density codes, low contrast codes and other challenging barcodes
- Largest scanning volume in its class to maximize scanning speed and ease of use—workers simply swipe-and-go
- Optional side scanner lets shoppers simultaneously scan mobile coupons, loyalty cards and impulse buy items

2 Innovation at the POS

- New optional color camera enables applications, such as: produce recognition and identification for faster checkouts; item verification for loss reduction in self-checkout; and the ability to capture images of checks, receipts, utility bills or items not on file
- Integrated support for Digimarc® drives faster retail checkout
- Ability to deactivate EAS (Electronic Article Surveillance) tags reduces the number of devices needed at the POS

3 Industry-best TCO

- Intelligent illumination system consumes up to 60 percent less power than competitive devices
- Superior durability with solid state construction, scratch-resistant Sapphire glass in the horizontal scan window and capacitive buttons that won't wear out
- Easy to service: designed with fewer components and parts; upper housing can be removed without tools for fast servicing
- Three different sized models easily fit into existing checkstand cutouts

Additional Differentiating Features

Intelligent Illumination

To maximize energy efficiency, the MP7000's illumination only activates when an item is in the scan zone; the recessed illumination is practically invisible and easy on the eyes

Integrated horizontal and vertical scale platters

Increases the active weighing area for easy, accurate weighing of large items; reduces loss from oversized items that are leaning up against the vertical tower

ScanSpeed Analytics

Detailed performance metrics on every barcode captured—identify poor performing barcodes that slow down checkout

Complimentary, industry-preferred management tools

123Scan and Scanner Management Service reduce configuration and management time; manage the entire solution: scanner, scale, CSS and Zebra handheld scanner

What's New

We now offer a color camera option for the MP7000, providing a unique opportunity to address a customer's pain points in their current retail environments—particularly as they adopt self-checkout (SCO). The color camera enables retailers to capture and transmit color images to support the following applications:

- Produce identification and recognition: faster and easier customer check-out with the capability to identify produce and provide a shorter picklist
- Loss prevention: verifies that the correct barcode was scanned for a particular item
- Creation of a product image database to support item recognition applications

Note: your customers can purchase or write their own apps to support these new applications.

Industry Applications

Any store with a high-volume, high velocity scanning environment, including:

- Grocery
- Hypermarkets
- Mass merchandisers
- Discount chains
- Warehouse clubs
- "Dollar" stores
- Self-checkout systems in any retailer

Competitive Highlights

Following are the top competitive selling points for the four major competitive products. Complete competitive information is located in the MP7000 Selling Guide.

Datalogic 9300i/9400i



Inability to read many challenging barcodes. The MP7000 scans challenging barcodes that Datalogic can't—high density, poorly printed, damaged, truncated, low contrast and more.

Smaller scan volume. Datalogic 9300i/9400i has lower productivity/throughput for high-volume POS lanes.

No color camera option. Datalogic can't support new business applications, such as produce recognition and item verification (shrink prevention) in SCO.

Less durable. The vertical scan window is not recessed and more prone to scratches. Its mechanical buttons are more likely to wear out over time.

Uses more power. Datalogic does not support intelligent illumination like the MP7000. Datalogic Bioptic consumes up to 60% more power than the MP7000.

Customer Side Scanner is not integrated. Less durable solution; more difficult to manage.

Harder to service. Datalogic's design involves more parts, resulting in more points of failure.

Inferior management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

Datalogic 9800i



Inability to read many challenging barcodes. The MP7000 scans challenging barcodes that Datalogic can't—high density, poorly printed, damaged, truncated, low contrast and more.

Smaller scan volume. Datalogic 9800i has lower productivity/throughput for high-volume POS lanes.

No color camera option. Datalogic can't support new business applications, such as produce recognition and item verification (shrink prevention) in SCO.

Less durable. The 9800i's vertical scan window is not recessed and more prone to scratches. Its mechanical buttons are more likely to wear out over time.

Uses more power. Datalogic does not support intelligent illumination like the MP7000. Datalogic Bioptic consumes up to 60% more power than the MP7000.

Customer Side Scanner is not integrated. Less durable solution; more difficult to manage.

Harder to service. Datalogic's design involves more parts, resulting in more points of failure.

Inferior management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

NCR RealScan 7879



Inability to read many challenging barcodes. The MP7000 scans challenging barcodes that NCR can't—high density, poorly printed, damaged, truncated, low contrast and more.

Smaller scan volume. RealScan 7879 has lower productivity/throughput for high-volume POS lanes.

Uses more power. NCR does not support intelligent illumination like the MP7000. NCR Bioptic consumes up to 60% more power than the MP7000.

No vertical scale platter. RealScan 7879 only has a horizontal scale platter. The MP7000's integrated horizontal and vertical scale platters increase the active surface area for accurate weighing of large items, helping reduce revenue loss.

Harder to service. NCR's design involves more parts, resulting in more points of failure.

Inferior management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

NCR RealScan 7877



Inability to read many challenging barcodes. The MP7000 scans challenging barcodes that NCR can't—high density, poorly printed, damaged, truncated, low contrast and more.

Smaller scan volume. RealScan 7877 has lower productivity/throughput for high-volume POS lanes.

No color camera option. RealScan 7877 can't support new business applications, such as produce recognition and item verification (shrink prevention) in SCO.

Uses more power. NCR does not support intelligent illumination like the MP7000. NCR Bioptic consumes up to 60% more power than the MP7000.

Less durable. RealScan 7877's vertical glass uses Clearshield Glass (no option for Sapphire Glass). The scan window is not recessed and more prone to scratches.

No vertical scale platter. RealScan 7877 only has a horizontal scale platter. The MP7000's integrated horizontal and vertical scale platters increase the active surface area for accurate weighing of large items, helping reduce revenue loss.

Harder to service. NCR's design involves more parts, resulting in more points of failure.

Inferior management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

NOTE: The information in this chart is obtained from publicly available information.

Qualifying Questions

Q Do you want to improve productivity at the POS to shorten customer wait times?

A Count on the MP7000 to keep checkout lines flowing smoothly in the busiest of stores. Our most advanced scanning technology enables cashiers and self-checkout shoppers to instantly capture virtually every electronic and printed barcode including codes that are scratched, crinkled, faded, distorted, under plastic wrap and more. The MP7000 offers the largest scan volume in its class to maximize throughput and productivity. With the optional side scanner, customers can simultaneously scan mobile coupons, loyalty cards and impulse buy items—without slowing down the cashier. And the MP7000 is loaded with additional productivity-enhancing features such as support for Digimarc, the ability to deactivate EAS tags, ScanSpeed Analytics to identify poor-performing barcodes and more.

Q As you move more lanes to self-checkout (SCO), what are your key concerns? User adoption? Product loss and shrinkage?

A The MP7000 offers an optional color camera that enables new applications to address key pain points with self-checkout and cashier-manned checkout. You can implement applications to automatically recognize and identify produce for faster and easier checkouts; for example, when the application identifies a green cucumber, it provides a picklist showing only green produce for a quick selection. The camera can also enable loss prevention applications by verifying that the proper barcode was scanned for an item—thus preventing shoppers from trying to switch barcodes or cheat the system in self-checkouts.

Q Are you looking for a POS solution that will lower your total cost of ownership (TCO)?

A A smart investment, the MP7000 provides a superior TCO. Its intelligent illumination system consumes up to 60 percent less power than competitive devices, greatly reducing power consumption and cost. The MP7000 not only has fewer parts, it has no moving parts. That means fewer failure points and fewer repairs. With a new simple technology architecture, if repair is required, the MP7000 can be serviced quickly and easily in-lane, right in the store. And with Zebra's complimentary powerful management applications, you can remotely manage all of your MP7000s, and their peripherals, no matter where they are located.

Sales/Reference Materials

The Source (for internal Zebra only):
zebra.gosavo.com

MP7000 Product Page:
www.zebra.com/mp7000

Partner Gateway:
<https://partnerportal.zebra.com>

Services:
www.zebra.com/zebraonecare

Support Pages:
www.zebra.com/support

DataCapture DNA:
www.zebra.com/datacapturedna

Accessories and more

Every MP7000 sale provides the additional opportunity for revenue from multiple areas: hardware solutions to add on, application development, integration, accessories and services. Your customers can customize their POS scanner solution to meet their needs and locations, while you increase revenue and margins. Complete the MP7000 sale with...

- Custom application development that utilizes the optional color camera
- Scales and handheld scanners
- Customer Side Scanner for self-scanning of barcodes on mobile phones, loyalty cards and impulse buy items
- Pole display
- And more

Objection Handling

Operations Manager	Operations Manager	Technology Decision Maker: Purchasing
<p>“In our high-volume POS lanes, every second counts.”</p>	<p>“We would like to migrate more lanes to self-checkout, but are concerned about shrink and the customer experience.”</p>	<p>“When looking at a new POS purchase, we need to consider the total cost of ownership.”</p>
<p>Response:</p>	<p>Response:</p>	<p>Response:</p>
<p>With the class-leading MP7000 in your checkout lanes, you can maximize cashier productivity, protect profitability and deliver a superior customer experience.</p> <ul style="list-style-type: none"> • Zebra’s industry-leading, advanced scanning technology enables instant capture of virtually every electronic and printed barcode • With the largest scan volume in its class, the MP7000 maximizes scanning speed and simplicity—just swipe-and-go • With the optional Customer Side Scanner (CSS), shoppers can scan mobile coupons, their loyalty card or impulse buy items without disrupting the cashier • Cashiers can deactivate EAS tags and ring up an item with one scan • The optional color camera speeds up produce transactions, since cashiers can be presented with a shorter picklist • ScanSpeed Analytics can identify poor-performing barcodes that slow down checkout 	<p>The MP7000’s optional color camera uniquely addresses common pain points with SCO including: reduction in productivity, and struggles with produce and shrink.</p> <ul style="list-style-type: none"> • The camera enables applications that automatically recognize and identify produce on the scale and present a shorter picklist (for example, based on color) for faster, easier self-checkouts • The camera can prevent unscrupulous customers from punching in lower cost codes, swapping barcodes/stickers or skipping the scan zone altogether—reducing shrinkage and loss that can often accompany self-checkout lanes • With the color camera, you can build the image database to support these new item recognition applications • Not sure if you need the color camera today? For MP7000 scanners purchased in 2020 and later, the camera can easily be installed in the field 	<p>A smart investment, the MP7000 offers an unmatched total cost of ownership.</p> <ul style="list-style-type: none"> • Easy to deploy: one of three available sizes will drop right into existing POS furniture • With solid state technology, the MP7000 has no moving parts, providing the fewest failure points in this class for maximum uptime and fewer repairs • If a repair is required, the MP7000 can be serviced quickly and easily in-lane • Dramatically reduce power costs; the MP7000’s intelligent illumination system consumes up to 60 percent less power than competitive devices • Complimentary, industry-leading tools: 123Scan and Scanner Management Service reduce management time • MP7000’s optional color camera provides an advanced platform that is ready to meet business needs today and tomorrow • It can be harder to find a vendor to service legacy devices—leading to longer repair times that your store can’t afford

Services

The MP7000 is covered by a standard one-year warranty. And **Zebra OneCare® Support Services** go beyond the standard warranty to cover it all—helping to eliminate unexpected repair costs and maximize device uptime.

With Zebra OneCare contracts, customers not only get repair, technical and software support; they also get access to **VisibilityIQ™ OneCare®**—a configurable, cloud-based dashboard providing access to repair reports, technical support reports, contract reports and more.

Zebra OneCare Essential:

- Comprehensive repair services
- 3-day repair turnaround time
- VisibilityIQ OneCare
- Full access to technical support resources
- Rights to download and use software releases
- 3- or 5-year coverage

Zebra OneCare Select:

Zebra OneCare Essential features, plus:

- Advance device replacement
- 24/7 Level I support
- 3- or 5-year coverage

Refer to Solution Builder for the most up-to-date information, including global availability and pricing.



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