Zebra DataCapture DNA
Your Built-in Advantage

Where others stop, Zebra keeps you fully covered with software capabilities for every kind of user, every use case and every Zebra scanner.
Every Hardware Purchase is a Software Purchase in Disguise

Exceptional hardware is no longer enough

You want your scanners to deploy fast, scale easily and help your team adapt to future needs. It’s a journey that will go through many stages, involving different users and functional areas. Zebra knows the scanning journey better than other providers. That’s why we’ve engineered into all our scanners Zebra DataCapture DNA—a suite of software capabilities to make your scanning journey simple to navigate and manage.

With advances in today’s technology reality, your scanner hardware must be exceptional. But it’s the software inside that determines whether your scanners remain relevant, agile and high-performing with a strong ROI over its entire lifecycle. Zebra DataCapture DNA takes your scanner’s performance far beyond the basics. Your team will appreciate the simplicity it brings to their operations and in return, they’ll contribute more to raise productivity.

The Differentiator

Zebra Hardware plus Zebra Software

With Zebra scanners you can scan confidently with hardware developed and continuously refined by a partner with more than 50 years of field-proven innovation. And with Zebra DataCapture DNA, your scanners will stay current with ongoing enhancements, software updates and the agility to achieve greater business outcomes.

Zebra DataCapture DNA empowers your scanners from the start with built-in applications, utilities and tools that maximize your device performance from deployment and management to scanner fleet optimization, integration and security.
Zebra DataCapture DNA Empowers Your Teams

Give your teams the tools they need to solve the challenges unique to their roles.

IT Administrators
Access security and control, as well as the ability to configure scanners at the point of use, including security options, to eliminate time-intensive configurations and vulnerabilities to security risks.

Operations Managers
Are able to locate, power and optimize scanners to maximize uptime, avoiding the risks of scanner failures and costly troubleshooting.

Frontline Workers
Are given optimized scanners for a user-friendly experience to reduce sluggish performance, and instead scan faster by capturing data the first time, every time for increased productivity.

App Developers and Independent Software Vendors
Gain swift, smooth app integration, to prevent slow and error-filled development which can delay deployments.

Deploy
Simplify scanner deployment
- Auto-detect and program devices
- Configure at the point of use
- Don’t lose existing settings if staging locally

Remote Management (SMS/WMI)
Eliminate the need to pre-stage at a depot; configure at the point of use

123Scan
Simultaneously stage up to 10 scanners locally

Remote Diagnostics
Remotely verify that scanners are properly functioning and configured

Scan-to-Connect
In one step, connect a Bluetooth® scanner to a phone, tablet or PC

Wi-Fi Friendly Mode
Ensure Bluetooth scanners don’t interfere with your Wi-Fi network
**Manage**
Give IT hassle-free, scanner management and insight

- Simplify fleet management with remote management and troubleshooting
- Update firmware, view stats, and generate reports
- Correct small issues before they become big problems

**Optimize**
Help workers scan and complete jobs faster

- Prioritize a barcode or simultaneously capture them all at once
- Read virtually any barcode the first time, every time
- Capture documents and auto-populate data fields

**Remote Management (SMS/WMI)**
Automate configuration at the point of use; update firmware without losing settings and access critical asset data

**PowerPrecision+ Batteries**
Gain easy access to fleetwide metrics, including battery state of health

**Remote Diagnostics**
Troubleshoot without traveling to sites and resolve issues faster

**ScanSpeed Analytics**
Identify patterns that slow down scanning

**123Scan**
Create an SMS package to remotely manage your fleet of scanners

**Virtual Tether**
Both the scanner and cradle alert user when the cordless scanner is moving out of range, misplaced or left unattended for an extended time.
### Integrate
Empower developers to create and integrate data-intensive apps without difficulty or delay

- Create apps that do more than capture barcodes
- Pair scanners in a single step
- Develop apps faster with source code, sample apps and how-to videos

### 123Scan
Configure your scanner using a wizard with options to program electronically or via a printed 2D barcode

### Scanner Software Development Kit (SDK)
Leverage our SDK, videos and source code to develop your own apps

### Scanner Control Application
Connect and control Bluetooth scanners with a tablet or smartphone

### Scan-to-Connect
Forego developing your own pairing solution; instead, use ours or integrate its code into your app

### Secure
While scanners pose a minimal security risk, you and your IT staff have additional options to protect sensitive data

- Trust the highly secure cord that connects your Zebra scanner to a PC
- Encrypt data using Bluetooth Secure and Simple Pairing
- Count on FIPS encryption on select models
Zebra DNA
Your Built-in Advantage

Zebra DNA is a suite of built-in software applications, utilities and tools that deliver the unmatched experiences your team gets over the lifetime of every Zebra device—from mobile computers to scanners, printers and more.

That Zebra DNA advantage powers your Zebra hardware investment with capabilities that draw on decades of learning to deliver a full lifecycle of exceptional experiences for every kind of user.

See how our standards improve yours
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