

Getting to know Zebra Technologies

Celebrating its 50th anniversary and offering a wide portfolio of digital transformation solutions for Emergency Services we ask Matt Wroughton – Emergency Services Lead for UK and Ireland.

Who are Zebra?

Zebra is a global technology leader in solutions that digitally transform and empower the front line of enterprises needing to improve their workflow performance.

We do this with technology that connect assets, data, and people at the edge of the enterprise in Retail, Transportation & Logistics, Manufacturing, Warehousing and Healthcare vertical markets.

How do Zebra's solutions for industry translate into Emergency Services?

We are used to working where breakdown and failure of technology isn't an option. As we support business and mission critical operations globally.

In our core markets we have developed leading solutions for tracking and digitising assets, people and processes, critical communications and data capture. These are key Emergency Services focus areas.

We use the word enterprise which really differentiates our products and solutions from typical consumer technology.

It means we can provide the assurance of security, support, extended life and service options.

Investment in Zebra solutions provides savings to the end users in the process as we are confident in our ability to demonstrate a clear return on that investment with measurable outcomes.

Where might I have used or seen Zebra?

You have probably seen our devices and perhaps come into contact with our scanners at store checkouts, our mobile computers confirming a package delivery or even printing a patient wristband at a hospital. We also offer solutions that help organisations solve more complex problems, using data and analytics to make better decisions and are digitally enabled for situational awareness and automation.

Why Zebra?

As an organisation we started in barcoding 50 years ago in 1969, so it stems from this. In the wild, no two Zebras are the same, and no two printed barcodes are identical. This analogy fits with our approach as all of our customers have unique requirements that we develop and deliver solutions for. It is this approach we take alongside our partners that ensure our reputation and joined up success with our end users.

Who are Zebra's Partners?

We are a global manufacturer and our partner eco-system has been essential to our growth and success. Zebra doesn't typically transact directly with end user organisations although we will spend a lot of time with them and host them at our Zebra Experience Centre (ZEC) in Bourne End – we can support with pilots and trials to better understand their challenges and support effective solution development. It is this strategy that gives us the flexibility and agility of a smaller organisation, whilst working with a huge range of software and service partners to meet our customer needs and ensure the best fit.

We pride ourselves on being market leaders in the development of enterprise ready technology which forms a critical part of the overall solution.

So to engage with Zebra, Emergency Services need to go via a partner company?

Engagement can be direct with us via our Public Sector Team or via partners whichever is preferred. On occasions partners will ask us to collaborate with them to ensure an overall solution scope has representation from all stakeholders. Zebra are keen to invite UK Emergency Services representatives to our ZEC this year to expand their awareness and understanding of Zebra's capability to resolve many of the digital transformation challenges they face.

Well you sound very confident in this which is great. What factors have led to Zebra's winning performance?

This is due to our customer centric approach and constant investment in our people and partners that enables us to ensure our portfolio of intelligent edge solutions. Zebra devices are purposeful designed for the end user and future proofed to deliver a performance edge.

The recognition in our core markets that the Zebra brand denotes high quality, top end reliability and first-class support and service.

It doesn't take long, spending time with us to see the breadth our portfolio, solutions and customer references that assures the Emergency Services they are engaging with an organisation that has the experience, capability and credibility to meet all their needs.

What makes a manufacturer of hardware a solution provider?

We care about how our devices and solutions help Emergency Services workforce do their job better and more efficiently and get home safely at end of the day.

From a technology perspective we typically need three key components to be integrated for any effective solution:

- **Hardware**
- **Software**
- **Services & Support**

Zebra provides enterprise hardware solutions that meet all user needs. This offers a much greater level of integration with software and service providers than could ever be achieved with consumer grade devices.

As a market leader in providing technology to Retail, Manufacturing, Transport & Logistics and Healthcare – each of our end user customers find our deployments touch everyone and everything enabling a holistic operational pulse with data at the heart of it. This ensures effective and efficient service provision that supports business growth and development.

Public Safety organisations with Zebra solutions easily access critical data to provide life-saving activities on the frontline, automate and capture digital information, improves first responders' safety and drive significant efficiencies in time and employee personal effectiveness.

Organisational leaders are supported with analytical data to inform future decisions and meet emerging challenges. Our offerings are broken down into three key areas:

1. **Mobile computing** – Tablets, smart touch computers and data capture devices including critical communication devices and roadmaps towards ESN
2. **Scanning & tracking** – constant asset tracking and workflow – used to associate people with products, personal protective equipment (PPE) and radio-frequency identification (RFID) technologies
3. **Printing** – seamless integration between people, devices and assets to support digitising new things all of the time, whether that's newly gathered evidence or intelligence, new equipment or risk information

An Example

Zebra can provide a range of enterprise devices with the look and feel of consumer grade to meet different budgets and match and exceed the capability of the consumer device, in addition Zebra devices offer:

- **Extended support 5+ years** for the hardware and operating system software
- **Security patches** enabling organisations to choose when to deploy operating system updates
- **Semi rugged and fully rugged options** including toughened screens and drop specs
- **In-built barcode scanners and RFID**
- **Near-field communication (NFC) readers**
- **Widest range of rugged accessories** for the device available including, cradles, docks, wearable accessories
- **Support for rapid deployment and set up of devices**
- **Emergency Services Network (ESN) roadmap with communications devices**

The personal companion device or smart device isn't actually like a consumer device, but instead is so much more intelligent with a far wider application capability which can be used to:

- **Quickly scan** all of the items on a Fire Appliance at the start of a shift, typically in under 3 minutes or before it leaves the incident giving live data about the equipment on board at all times including maintenance and servicing requirements and wider service support functions
- **Update PPE allocation** and changes when new kit is issued or sent away for repair and washing with barcode scanning
- **Scan identification** of suspects detained by police or patients' paramedics to pre-populate reports and access other databases with relevant data to support workflows.
- **Scan medication** at point of administering to time stamp activities and treatment during a patient's treatment
- **Be shared** across the workforce with ID badge activation to download your profile
- **Save costs** and optimise financial investment