

Zebra DataCapture DNA Highlights

Boost Your Scanner Sales Pitch for Manufacturing Operations Audiences

Your quick-start guide to showcasing the value of DataCapture DNA—the powerful suite of software capabilities included with each scanner. Each Zebra data capture hardware purchase is a future-forward investment and, more importantly, a software purchase in disguise. Learn how to articulate the value of DataCapture DNA, showcase its flexibility and highlight the advantages it offers in a dynamic manufacturing environment.

Communicate the Value of DataCapture DNA

Convey the value of DataCapture DNA to sales targets using Zebra's 3 DNA Pillars:



Built-In Wisdom: Leverage everything Zebra has learned about manufacturing technology, users and use cases with capabilities developed and continuously refined for more than 50 years. Give your manufacturing facility personnel unparalleled user experiences and insights to ease their journey from rapid deployment with point-of-use configuration and simple fleet management.



Team Advantage: Empower workers across your organization. DataCapture DNA allows IT to ensure that scanners are optimized to support your workflows and gives manufacturing personnel more control to perform tasks easily and provide better customer experiences.



Covering Every Stage: DataCapture DNA allows scanners to evolve with your organization. Cover every stage of your scanning journey today and in the future, from integration and deployment to management and optimization.



Key DataCapture DNA Talking Points

DataCapture DNA is purpose-built to address:



A complete solution to manage the entire data capture lifecycle with effective tools to cover all stages of the scanning journey.



Intelligent data capture anticipates any situation so you can scan confidently in the face of any challenge.



Flexible software designed to be used across manufacturing applications and adapt to changing workflows.

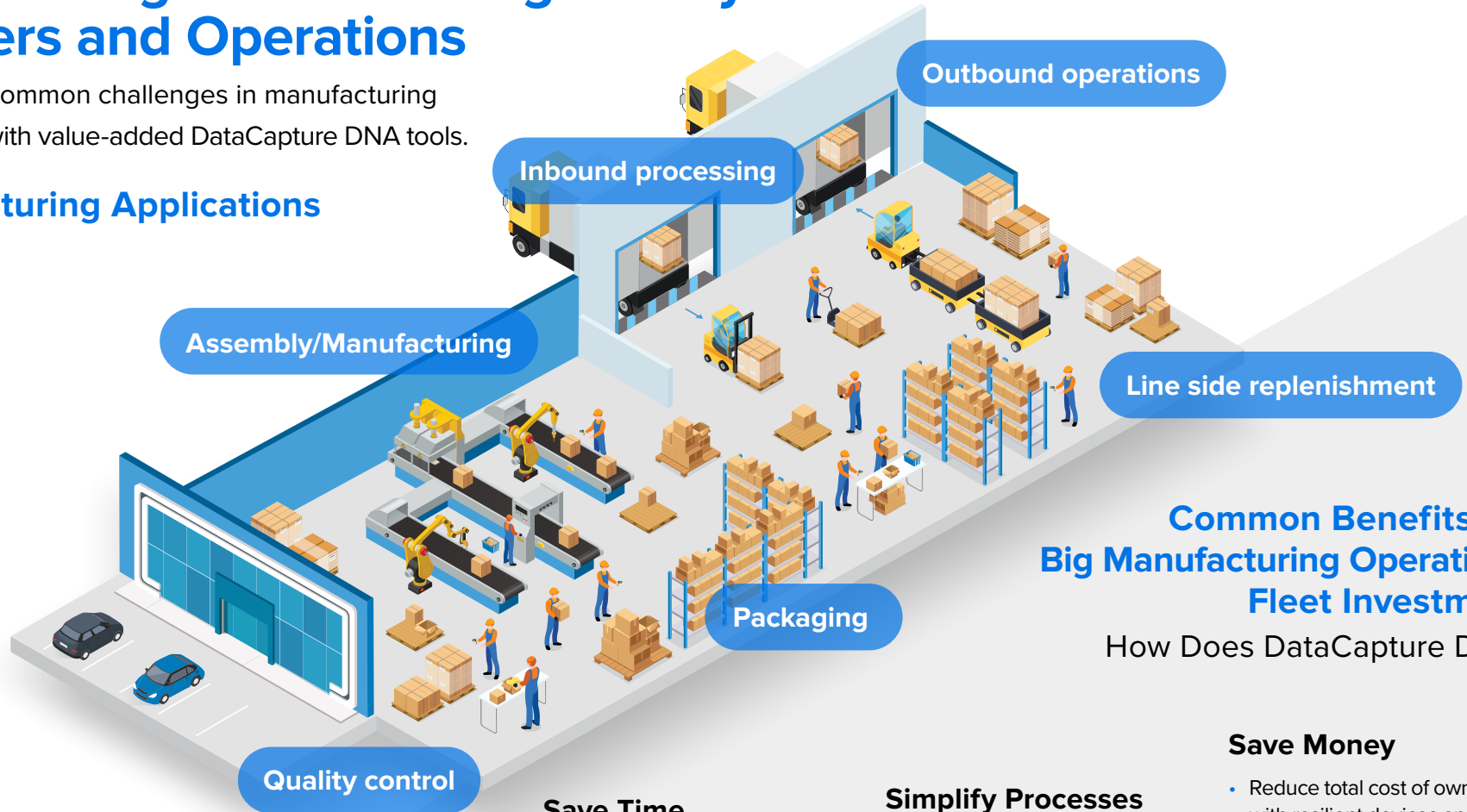


Future-proof tools with ongoing software enhancements that evolve with your manufacturing operations and needs.

Empowering Manufacturing Facility Workers and Operations

Overcome common challenges in manufacturing operations with value-added DataCapture DNA tools.

Manufacturing Applications



Common Benefits for Big Manufacturing Operations Fleet Investment

How Does DataCapture DNA:

Save Money

- Reduce total cost of ownership with resilient devices and new functionalities released regularly
- Improve uptime by ensuring devices are kept where they belong
- Enable manufacturing workers to improve operations by reducing time spent on unnecessary tasks
- Minimize product recall and return burdens

Save Time

- Ease supply burdens by ensuring parts and products are manufactured correctly the first time
- Simplify device deployment and streamline management for IT teams
- Technology augmentation reduces the burden of labor shortages and addresses labor optimization needs

Simplify Processes

- Increase production speeds with flexible workflows that fit your needs
- Improve customer satisfaction with visibility throughout the production process
- Enable data-driven decisions informed by real-time insights
- Comply with government regulations through improved traceability

DataCapture DNA Tool Highlights for Manufacturing Operations



Remote Management

Manufacturing operations managers and IT can manage device fleets without physically gathering devices for updates, reducing downtime.

[Learn more](#)



IoT Connector

Collect enterprise data and route it to your preferred IoT endpoint for analysis so you can make data-driven decisions in real time.

[Learn more](#)



Virtual Tether

Eliminate downtime due to lost or misplaced scanners and ensure scanners are charged and ready for use. Customizable alarms provide audio, visual and vibration alerts when scanners are moved too far from their cradle.

[Learn more](#)



Power Precision+ and Battery Management

Get easy access to fleetwide metrics, including battery health visibility. [Learn more](#)



Wi-Fi Friendly Mode

Ensure Bluetooth™ scanners don't interfere with your Wi-Fi network.

[Learn more](#)



Label Parse+

Capture all barcodes on a GS1 label and parse data correctly with a single scan. [Learn more](#)

Put DataCapture DNA to Work with Zebra's Innovative Modular Solutions Architecture (MSA)

Maximize your investment and future-proof your enterprise with this flexible, no-development software ecosystem.

With Zebra's **Modular Solutions Architecture (MSA)**, you can implement DataCapture DNA with drop-in ready modules that require no development. These modules work together seamlessly, and new modules and updates are released regularly to meet evolving warehouse operations needs.

Learn more about DataCapture DNA and its features and benefits for manufacturing operations. [Zebra DataCapture DNA](#)



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