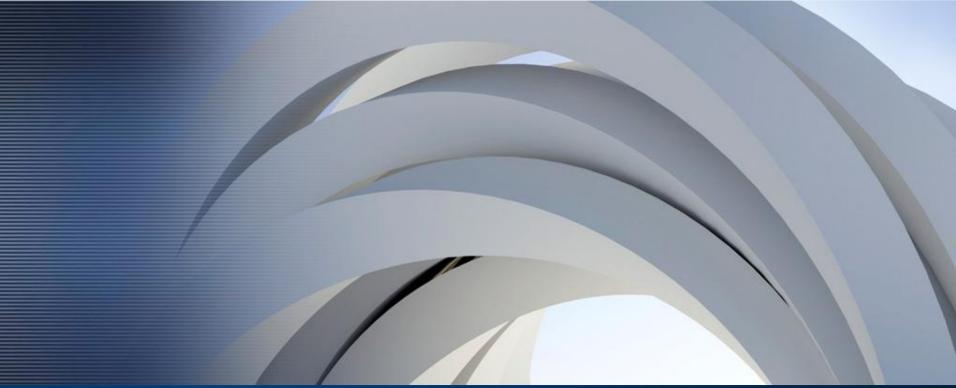
Intermec E-Packs

Selling E-Packs



Customer benefits

Total service experience



Medallion Service E-Packs provide a complete support solution that includes:

Web based advice & help

24x7 repair request

Repair at a regional Intermec authorised repair centre. Comprehensive cover



Medallion Complete
E-Packs cover
general hardware
failure, damage to
cases & plastics,
and other
component failure
due to accidental
damage

Reduce service costs



Complete E-Pack can help reduce service costs by virtually eliminating ad-hoc emergency repair services

Improved device uptime





Why sell E-Packs?

Adds value to a customer which increases account control

That's a very nice position to have for subsequent orders as it helps with your next quarter's number!

Makes it much more difficult for your customer to choose another supplier

Meaning you should have a pipeline of orders

You have added margin to your deal

Services are an easy add-on to a hardware order and usually gain higher margins than the hardware by itself You have the foundation blocks for selling future products and up-selling to other services

That's an opportunity to revisit the customer at any time in the future

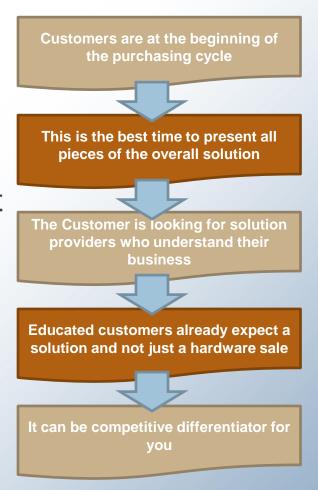
Selling services brings you recurring revenue

Imagine that... revenue that comes in every single month, month after month?



Positioning services

- If Services are discussed early enough in the sales cycle:
 - You will position yourself as a knowledgeable solution provider looking out for the customer's best interests.
 - The customer then knows you understand their business.
 - They are already looking to buy and can usually add to the budget to include services.





nternec®