

Why sell Zebra Nucleus?



**Less fragmentation,
more profitability**



Zebra Nucleus gives your customers an easy, integrated platform for managing all their Zebra scanners, printers, and Android mobile computers from a single interface.

Instead of fragmented tools, you can lead with one story: one unified experience that helps attach software, services, and long-term value to every Zebra hardware sale.

Zebra Nucleus helps you turn device management into a growth engine—contributing to greater attach rates, recurring software and services revenue, and deeper customer loyalty.

Whether you're helping a customer choose new software or strengthening an existing EMM offering, Nucleus gives you a future-forward option to grow your Zebra business.

Coordinate critical workflows across an extended Zebra device ecosystem from a single, all-in-one cloud interface.

Why lead with Nucleus?



Simplified sales story. A single, unified platform gives you a clear and powerful story to tell, making it easier to demonstrate value and close deals faster.



Accelerate team expertise. Radically reduce training time for your sales and support teams with a single platform that lets them get up to speed quickly.



Boost deal size. Attach high-margin software and services to your hardware sales, giving you the inside track on increasing overall revenue and margins.



Unlock new recurring revenue. Convert one-time hardware sales into long-term subscriptions. You can even package Nucleus with your own security, cloud, or managed IT services.



Offer fleet management. By managing customer devices daily on their behalf, you help them lift the burden of staging, monitoring, and optimizing device fleets—while locking in high-margin, recurring managed service revenue.



Drive hardware sales. Use Nucleus as a value-add to win new hardware deals with seamless staging and fleet optimization out of the box.



Hit the "sweet spot." Focus on small-to-medium mobile fleets, but position for every scanner/printer deployment not currently addressed through an EMM.



Objection handling

"We already use multiple management tools."

Nucleus opens a path toward a unified Zebra endpoint management experience, reducing duplicated effort across portals, profiles, logins, and workflows.

"We already have an EMM."

Nucleus works alongside existing enterprise tools, extending Zebra-specific visibility, management, and support without requiring replacement.

"We don't want more complexity."

Nucleus reduces complexity with one consolidated interface, centralized licensing*, common settings, and easier onboarding across device categories.

"Why use Zebra software instead of another vendor's platform?"

Nucleus is a powerful and affordable solution optimized for managing Zebra devices in a single, unified ecosystem.

* Zebra Nucleus is an evolving platform with additional features and capabilities being launched on a monthly roadmap.

For customers WITH and WITHOUT existing EMMs

Complement and enhance existing EMM practices

Provide a more holistic management solution for Zebra fleets, adding solutions like LifeGuard OTA updates and battery health that existing third-party EMM tools don't handle.

High-growth, high-margin standalone EMM

Nucleus is easy to adopt and instantly adds valuable, revenue-generating services to your portfolio alongside Zebra hardware.



Explore the power of Zebra Nucleus. Visit zebra.com/nucleus to access your live demo and get started instantly.

