



MPS for Zebra Label Printers: your next growth opportunity

Across industries, **label printers are mission-critical** - powering logistics, healthcare, manufacturing, and retail operations. Yet, many businesses struggle with managing them efficiently. Outdated devices, security vulnerabilities, fragmented fleets, and a lack of visibility create operational headaches, leading to downtime, compliance risks, and lost productivity.

For MPS providers, this presents a compelling opportunity. Just as office print evolved with managed services, label printing is now at a tipping point. Businesses are searching for ways to streamline label printer management, optimize costs, and enhance security - needs that MPS providers are uniquely positioned to fulfill.

By offering **MPS for Zebra label printers**, you can go beyond traditional office print services and tap into an underserved yet highly valuable segment. With the right remote monitoring and management solution, you can deliver proactive support, supply replenishment, and seamless device oversight - adding value while securing recurring revenue streams.

MPS Monitor empowers you to make this transition effortlessly. Our cloud-based platform seamlessly integrates with Zebra label printers, providing **comprehensive remote management, advanced security, and proactive service capabilities.**

Industry Insights

- 1.** Over **20% of label printers are now End of Support**, creating a prime opportunity to refresh outdated technology.
- 2.** Over **62% of Zebra label printers are not updated** to the latest firmware or operating systems, posing significant security risks.
- 3.** More than **70% of end customers lack clear visibility** into their label printer environments.
- 4.** **71% of end customers operate with at least 3 different brands** and various models, resulting in a complex, hard-to-manage environment lacking standardization and uniformity.

Key Features

- **Comprehensive support** for the entire Zebra printer portfolio, including both network-connected and locally attached devices.
- **Industry-leading security**, backed by certifications such as ISO 27001 and SOC 2 Type 2.
- **Advanced remote management capabilities**, including firmware upgrades, device reboots, and configuration/settings adjustments (e.g., templates).
- Continuous **24/7 device data collection**, including label counters, enabling proactive label supply fulfillment.
- **Flexible remote management options**, supporting both single-device and batch operations for streamlined control.



5 steps to expanding your business into Label Printer Managed Services

Start the conversation

Ask your customers key questions to uncover label printer management challenges:

1

- How many label printers do you have, and where are they?
- Are they secure and still supported?
- What's your label printing cost?
- What happens when a printer goes offline?

Identifying these gaps unlocks new MPS opportunities.

2

Enable discovery & visibility

Help customers gain control over their label printer fleets. MPS Monitor enables remote discovery, management, and optimization of Zebra label printers, improving efficiency with data-driven insights.

3

Build recurring revenue

Offer flexible service models - cost-per-label, volume-based pricing, or consumables-as-a-service - moving beyond hardware sales to a steady revenue stream.

4

Align with key Partners

- **Zebra:** become a Partner for exclusive promotions and support.
- **Distributors:** ensure easy access to hardware and supplies.
- **MPS Monitor:** leverage our platform for seamless remote management.

5

Launch & scale

Start small, prove value, then expand. Position yourself as a trusted advisor by delivering proactive support, security updates, and optimization - just like with office printers.



See it in action

MPS Monitor provides a **full-functionality free trial for 30 days**, allowing you to experience the power of remote monitoring and management for Zebra label printers.



Get started today:
mpsmonitor.com/demo

