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**Zebra Enterprise Solutions Unifies Acquired Companies to Create One Voice**  
*Corporate Vision's Marketing and Sales Integration Process Secures Results in 90 Days*

**Incline Village, NV – November, 2009** – When Zebra Technologies Corporation (Nasdaq: ZBRA) acquired four companies with deeply entrenched but different market leadership positions, the company had to find a way to quickly persuade the different teams of the benefit of creating one voice and combined value proposition in the marketplace.

“Communicating the value of being part of a new, combined entity and doing it with confidence and in a way that is compelling to customers is always a tall order,” said Tara Ryan, Vice President of Marketing for Zebra Enterprise Solutions. “We needed a unifying value proposition for the brand that worked at a high level for the parent brand and all the way down to the street-level conversations individual Sales people were having with customers and prospects.”

Creating cohesion and consistency in the way the field presents the company and proposes solutions is even more difficult when there are different sales methodologies and representatives sell across five different industry segments in more than 50 countries. What Zebra Enterprise Solutions required was a process that united Marketing and Sales in a common approach for creating value propositions, developing messages, and delivering those in-training sessions that worked for both groups.

That is why the company chose Corporate Visions.

**90 Days Instead of Years**

“There’s no other way we could have done it without a proven process that engages Sales and Marketing in the same room to roadmap the content and then serve that up in a training approach that brings it all to life,” Ryan said. “You can say ‘we need to sing from the same choir’, but without a process in place, the work would have been incomplete. Corporate Visions’ created a rallying point and discipline for us.”

The entire effort took less than 90 days from the time the group first met to hammer out its messaging to when it was taken to the Sales team as part of an interactive training event.

“We’ve seen significant uptake in the field. Everyone is talking the same language and they are eager to portray the value of the Zebra brand as a real asset,” adds Kelly Cole, Head of Sales Operations at Zebra Enterprise Solutions. “It significantly accelerated our effort, taking just 90 days to get us to a place that could have otherwise taken years – if ever.”

**ROI in the Making**

The company is tracking all of the selling and pipeline activity since launching the new messaging and skills and expects to have documented ROI within 60-90 days after that. “We track everything, and we fully expect to see impact on Q4 results in terms of conversions and deal acceleration. We are already hearing anecdotal feedback on how the content and techniques are being used with great prospect reactions,” Ryan said. “We can have a long consultative sales cycle, so we need to create points in time that are remarkable and memorable, and Corporate Visions is helping us achieve our goal.”

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### About Zebra Enterprise Solutions

Zebra Enterprise Solutions, a division of Zebra Technologies Corporation, extends Zebra's reach beyond passive RFID by employing state-of-the-art software and hardware solutions to locate, track, manage, and optimize high-value assets, equipment and people across the world's largest supply chains. Whether tracking containers through a port, optimizing parts for manufacturing, or managing ground support equipment at an airport, the real-time asset management solutions from the combination of Navis, WhereNet, proveo, and Multispectral Solutions provide improved visibility and velocity to gain measurable business improvements. Utilizing products that are based on ISO/IEC 24730-2, Cisco CCX Wi-Fi, precision GPS, and UWB technologies, Zebra Enterprise Solutions offers a wide range of location solutions that are "application matched," enabling its customers to put the right asset in the right place at the right time. For more information about Zebra Enterprise Solutions visit <http://www.zebra.com/zes>.

### About Zebra Technologies

Zebra Technologies Corporation (Nasdaq: ZBRA) provides the broadest range of innovative technology solutions to identify, track, and manage the deployment of critical assets for improved business efficiency. Zebra's core technologies include reliable on-demand printer and state-of-the-art software and hardware solutions. By enabling improvements in sourcing, visibility, security and accuracy, Zebra helps its customers to put the right asset in the right place at the right time. Zebra serves more than 90 percent of Fortune 500 companies worldwide. For more information about Zebra's solutions visit <http://www.zebra.com>.

### About Corporate Visions Inc.

Customer conversations are your best opportunity for competitive differentiation. You need to be different, where it counts. With Corporate Visions you will: **create messages** that focus on your customer and set you apart from your competition; **develop tools** that align to every step in the buying cycle, and empower the field to accelerate deals through the pipeline; **deliver training** that teaches you how to tell your story with impact and differentiation at every customer interaction, making it easy for prospects to choose you.

Corporate Visions' world-class customer and advisory board include, MasterCard, ADP, CA, Oracle, GE, Xerox, Millipore, AmerisourceBergen and Infor. For more information contact us at [www.CorporateVisions.com](http://www.CorporateVisions.com) or by calling 775-831-1322 or 800-360-SELL.