# A VAR's Guide
## to Mobile Receipt Printing

# The Opportunity to Equip Mobile Workers

Vendor partnerships have a far-reaching impact on value-added resellers (VAR). The number of workers equipped with mobile devices continues to grow. According to Statista, 93.5 million workers will rely on mobile devices to stay connected with the applications and data they need to do their jobs and communicate with their teams[1]. That's more than half of the U.S. workforce[2].

The trend toward equipping employees with mobile devices is easy to understand. When solutions are at workers' fingertips, they work more efficiently. They replace trips to shared workstations with instant data collection and synchronization with the company's management or ERP system. Furthermore, for employees in the field, mobile solutions eliminate the lag between service and data entry and invoicing. Teams become more productive and reduce errors – as long as they have implemented the right mobile solutions.

A key component of a mobile solution that delivers all the functionality and value organizations need is mobile receipt printing. Whether in the retail store, in the warehouse, on the road, or in the field, mobile printers allow workers to generate the receipts and documents necessary to complete tasks and payment transactions wherever they're working.

VARs have an opportunity to grow their businesses and expand to new markets by providing mobile printing solutions to their customers and prospects in a range of markets.



[1] *Projected number of mobile workers in the United States in 2020 and 2024, Statista, July 7, 2023, https://www.statista.com/statistics/1179551/mobile-worker-population-forecast/*

[2] *Civilian labor force in the United States from 1990 to 2023, Statista, May 22, 2024, https://www.statista.com/statistics/191750/civilian-labor-force-in-the-us-since-1990/#:~:text=This%20graph%20shows%20the%20civilian,amounted%20to%20about%20167.12%20million.*

# Markets Increasing Their Mobile Receipt Printing Investments

The demand for mobile printing solutions is growing and one of the fastest growing segments is mobile receipt printers. A VDC study revealed that the mobile receipt printer market is growing at a 9.6% CAGR from 2022 through 2026[3]. However, VARs may be surprised at where demand is greatest.

## Field services

The VDC research found that the largest part of the mobile receipt printer market is related to field services. Companies that provide residential and commercial facility maintenance, delivery services, equipment repairs, and other onsite services, are using mobile printers to streamline processes. They can print documentation or reports onsite and provide customers with invoices or receipts, enhancing customer experiences.

**More than one-third (34%) of mobile receipt printer market demand is coming from the field services segment.**

[3] *VDC 2022 mobile receipt printer research (proprietary).*

## Transportation and logistics

Transportation and logistics (T&L) organizations are equipping employees throughout their operations with mobile printers to save steps, save time, and increase visibility. Employees can print shipping manifests, packing slips, invoices, and documentation as they're preparing shipments. T&L companies can also generate documents necessary for reverse logistics, ensuring returns, devices for depot repairs, and recyclable products reach the right destination.

**Nearly 30% of the mobile receipt printer market is represented by demand from the T&L vertical.**

## Retail and Restaurant

Point of sale (POS) VARs will see an increase in demand among their customers adapting to new consumer behaviors and expectations. Mobile printers allow sales associates to print receipts in line-busting applications, in-aisle assistance, and curbside service. They also enable servers to print receipts when restaurant customers pay at the table.

**Retail and restaurant mobile printing use cases are well-known. Research shows that, along with government and institutional applications, they represent less than one-fourth of the market.**

## Warehouse

Printing paper pick lists at a shared terminal requires pickers to walk back and forth and can lead to lost or misplaced orders. Mobile printers allow employees to print lists from any location in the warehouse, increasing productivity. In addition, they allow packers to print packing slips on demand. Mobile printers also enable managers and inspectors to print cross-docking logs and QC documentation to keep processes moving smoothly and ensure accuracy and customer satisfaction.

**About 14% of the demand for mobile printers is from operators seeking solutions for warehouse use cases.**

# What's Driving the Market?

Several trends are leading to an increased demand for mobile receipt printing solutions. First is continued e-commerce growth. The U.S. e-commerce market, valued at $1.223 trillion in 2024 is growing at an 8.99% CAGR through 2029 to reach $1.881 trillion[4]. This growth has led to supply chain complexity and greater pressure on retail, warehouse, T&L, and last-mile delivery services. Leveraging technology, including mobile printers, streamlines processes, increases efficiency, and helps employees accomplish more to keep up with demand.

Also, watch the growing need for reverse logistics. The average e-commerce return rate is about 14.5% of total sales[5]. Furthermore, as more companies prioritize sustainability, users may return more products for repairs rather than choosing to dispose of them. Mobile printers allow reverse logistics teams to print documentation to process products accurately when they arrive back at the receiving facility.

Other factors driving mobile printing are evolving consumer expectations. Most consumers now consider themselves "omnichannel."[6] They're accustomed to accessing information on demand, and mobile printing allows store associates, delivery drivers, and field workers to enhance experiences by immediately providing invoices, receipts, and documentation wherever they engage. Mobile printers also give organizations a way to bridge the gap between online and physical store customer experiences. By printing documentation with QR codes, customers can scan the receipt to pay online or access digital information.

[4] *eCommerce – United States, Statista, May 2024, https://www.statista.com/outlook/emo/ecommerce/united-states#:~:text=Revenue%20in%20the%20eCommerce%20Market,US%241%2C881.00bn%20by%202029.*

[5] *Ecommerce Returns: Expert Guide to Best Practices (2024), Shopify, https://www.shopify.com/enterprise/blog/ecommerce-returns*

[6] *Omnichannel: The path to value, McKinsey & Company, April 30, 2021, https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-survival-guide-to-omnichannel-and-the-path-to-value.*

# Find the Pain and Offer Solutions

Many of your customers and prospects are struggling with inefficiencies and workarounds that mobile printers can solve.

Ask these questions to learn more about their operations:

- ✅ Where do employees within their stores or facilities go to retrieve printed documentation?
- ✅ How do they currently generate documentation for onsite repairs or other services?
- ✅ How long does printing take? How many minutes could a mobile printer save?
- ✅ How many errors occur due to lost paper or illegible handwriting?
- ✅ How much time do they invest in producing invoices or other documentation once technicians or sales associates return to the office?
- ✅ How scalable are their current processes?
- ✅ Do current processes meet customers' demands for physical receipts or documentation?

The answers to questions like these can help your customers understand mobile receipt printers' ROI. They'll see the potential benefits of saving steps, eliminating redundant processes, increasing accuracy, and enhancing customer satisfaction and loyalty. When you identify your customers' challenges, you'll have a clear path to communicating mobile printers' value.

# Build Your Knowledge and Become a Trusted Advisor

Once you determine that your customers will benefit from mobile receipt printers, your next task is to determine which solution will best meet their needs. Mobile printers on the market vary widely in their size, print width, and durability. Your expertise will help your customers find the right mix of features for their use case. For example, a smaller, lighter printer is easier to carry. However, it usually won't allow a technician to print a wide-format document or a text-heavy receipt. Also, consider the volume of printing and choose models designed for durability so employees aren't constantly sending printers for new parts or repairs. Look for the right combination of form, function, and longevity.

Depending on where employees will use the printers, connectivity options will also be important to making the best decision. Match how the printer will connect, whether USB, Wi-Fi, Bluetooth, cellular or IrDA connectivity for reliable performance. In addition, take battery life into account, particularly if employees will use the device away from a docking station for extended periods.

When selecting a mobile receipt printer, it's vital to evaluate the manufacturer's dedication to innovation and their ability to offer VARs advanced solutions. Also, consider whether printer designs are future-proof, allowing them to adapt to new systems and allow your customers to take advantage of emerging technologies without the need to invest in new printers. Your mobile printer partner should also provide you with pre-and post-sale and technical support to help you close deals and expertly provide ongoing maintenance.

You will be most successful if you stay informed of what's available on the market and equip your customers with the mobile printer that's the best fit for their organizations.

# Move Forward with Support from an Experienced Partner

Partnering with a mobile receipt printer manufacturer with a robust portfolio of printer options will allow you to standardize solutions on one brand but still have a range of models to provide your customers with the most value.

The best partner for your business will recognize that you will be able to capitalize more extensively on the opportunity in the mobile printing market if they provide you with enablement and technical training on their products. Partner with a mobile receipt printer provider that also provides development resources to enable printing in the client's IT environment.

Additionally, give your business the benefit of a partner program designed for your success. Do your due diligence to understand the partner program and your hardware partner's approach to technical and sales support, providing evaluation samples, and opportunities to increase your margin.

With partner support, your expertise, and growing demand, mobile receipt printers represent a lucrative opportunity that can help you expand into new markets, sell deeper into existing accounts, and build strong customer relationships. Consider how you can make the most of this trend.

# About the Epson® Envision℠ Partner Program

The Epson Advantage Partner Program is designed to maximize your earning potential with Epson and incentivize you to grow your Epson business with incremental earning opportunities.

Epson Envision Partners authorized within the Epson Advantage Program have access to financial benefits, advanced technical support, and marketing resources designed to increase revenue and create new business opportunities.

Upon entering the program, and then on an annual basis, Envision Partners are evaluated within one of four tiers (mSilver, Silver, Gold, or Platinum) based on their business profile, sales history, and technical and customer support capabilities.

When you become an Epson Advantage Partner, you have access to numerous benefits and advantages via our many different programs. Program documents are posted at the beginning of each quarter on the Epson Partner Portal. This will include any changes or updates to the program.

For more information on the Epson Envision Partner Program,
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