



# A Manifesto for Mobility

How Zebra Total Benefits of Ownership sets a new standard for enterprise mobility





## Mobility is fundamental to workforce efficiency

Mobile devices are changing the ways workers interact with customers, with data and with each other. At its best, mobility enables people to carry out tasks more efficiently, to get the right information, right where they are, to improve the customer experience and to reduce costs.

### Why consumer devices don't work at work

Using a consumer-grade device as a work tool isn't mobility at its best. These devices are built for personal use—not demanding enterprise applications.

There is a leading choice when selecting rugged devices: Zebra's comprehensive portfolio of mobility solutions. Built with purpose and drop-and-tumble tested for durability, Zebra solutions offer a device for every worker, application and environment.

Without a doubt, there is a compelling business case for keeping consumer devices in the hands of consumers; but there is an even more powerful reason to equip your workforce with Zebra devices and tools. It's called Zebra Mobility Total Benefits of Ownership.

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Total Benefits of Ownership comes standard with every Zebra rugged mobility solution and enables your workforce to do every task better.

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## Purpose-built for work

### Why Zebra Mobility Total Benefits of Ownership comes standard

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Zebra is the industry leader in rugged mobility solutions. For over 50 years, we've dedicated ourselves to moving enterprise mobility forward.

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We don't manufacture for the mass market, so every aspect of every solution we develop is fit-for-purpose and meets a defined business need. When it comes to our products, we build for service standards, not selfies. Our goals are around productivity, not play. We innovate for the territory, not for texting. This is what Zebra Mobility Total Benefits of Ownership is all about.

Total Benefits of Ownership empowers users to do things they simply can't do with consumer-grade devices. They have the connectivity they need, the uptime they demand, and the pro tools that enable them to do their jobs better. Every time.

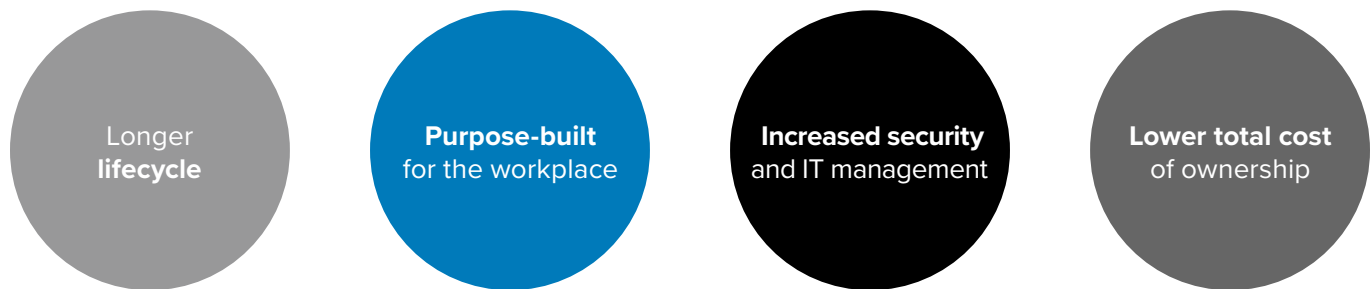
Every Zebra mobility solution has been built from the ground up with functionality, efficiency and security in mind. Built-in safety, workforce productivity, task accuracy and return-on-investment come standard. Plus, many of our solutions run on Android OS, so everything feels instantly familiar, as powerful as you'd expect, and professional to the core.





## The four pillars of Zebra Mobility Total Benefits of Ownership

Total Benefits of Ownership is comprised of four core pillars that are the foundation of every Zebra mobility solution. Together, they provide total assurance and a dependable, long-term mobility solution for users, business owners and suppliers.



### ● Longer lifecycle

Due to changing technology and trends, consumer devices often go end-of-sale after 18 months, and software support is typically three years or less\*. Zebra's portfolio of enterprise-class mobile devices is purpose-built to last up to ten years, with service and support built-in. Others may deal in planned obsolescence, but a Zebra mobility solution is designed for the long haul.

### ● Purpose-built for the workplace

Rugged and adaptable, every Zebra mobility solution is designed to deliver optimal performance in the most challenging environments. Batteries last, scanners read accurately, wi-fi connects quickly. Users turn to our devices and know that they'll deliver, through every task and every shift.

### ● Increased security and IT management

We understand the importance of security, compliance, 24/7 support and ease of management. With a Zebra device, data is safeguarded and access managed. Additionally, on Android devices, OS updates and security patches are regularly and automatically pushed from the mobile device management system, and IT has a complete view of which devices are up to date and which require a new OS.

### ● Lower total cost of ownership

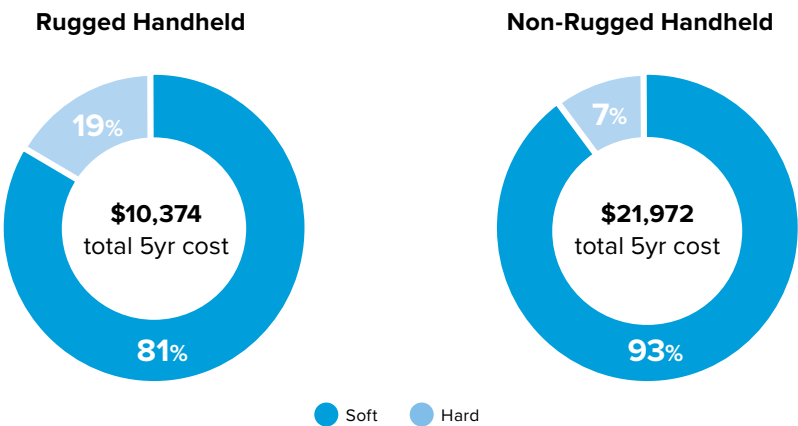
We help end users look beyond short-term cost savings and device costs, to derive real benefits that deliver tangible mid- to long-term payback. An independent 2018 VDC Research study shows rugged devices cost half as much over a five-year period, compared to non-rugged devices, primarily due to reduced loss of worker productivity and lower IT administrative overheads.

\*Source: Zebra's Consumer vs. Enterprise Technical Brief

# Total cost of ownership

## Rugged Handheld vs Non-Rugged Handheld

DC Handheld TCO comparison - \$11,599 savings per device over 5 years



Hard costs (initial deployment and maintenance costs)
Handheld device
Peripheral and accessories
Software costs
Services
Warranty/ Extended warranty
Soft costs (annual recurring costs)
Employee productivity loss per failure
IT support costs per failure
Avarage replacement cost (not covered by warranty)

Source: Strategic Insights 2018: Enterprise Mobility Solutions Market  
Track 7: Enterprise Mobility Mobile Device TCO, Volume 1: Mobile Device TCO Models for Line of Business Solutions.



## Upgrade your performance edge with Mobility DNA

When Zebra's rugged mobility devices are equipped with Mobility DNA software, management, deployment and support is easy, fast and virtually flawless. Customers have total control of their mobile platform, with superior security, managed access, centralized management and real-time visibility.

Together with Total Benefits of Ownership, Mobility DNA provides an unrivalled reason for using Zebra mobile devices over consumer-grade devices.

### Mobility DNA

A unique software ecosystem that improves productivity and performance, including:

#### Management tools

Device and app management simplified via centralized tools and fortified by enterprise-class security

#### Business tools

Productivity catalysts to optimize the way enterprise workers communicate and interact

#### Productivity tools

Quick-install support tools to provide better user experiences, faster data capture and increased productivity

#### Development tools

Seamless integration for smarter, quicker and easier enterprise app development

### Founded on enterprise expertise

When businesses take advantage of a Zebra rugged mobility solution, they get the benefits of the systems, processes and protections we have in place to help optimize their mobility investments.

Zebra Mobility Total Benefits of Ownership not only sets a new standard for rugged mobile devices, it sets a new standard for enterprise mobility.

For more information on Zebra's rugged mobile devices, visit [zebra.com/mobilecomputers](http://zebra.com/mobilecomputers)





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