



# Strategy for Android Migration

# THE END OF A LEGACY DEMANDS CHANGE

EXTENDED SUPPORT OF WINDOWS-EMBEDDED OS  
ENDS IN 2020

**WHAT PATH TO TAKE?**



# 2013 EMC PORTFOLIO

## KNOWLEDGE WORKER

### CUSTOMER FACING



**SB1**  
FIPS



**MC40**  
Android,  
HC



**ET1**  
Android



**MC17**



**ES400**



**MC45**  
FIPS



**MC55A**  
HC, FIPS



**MC65**



**TC55**  
Releases  
NA Q1  
Android



**EP10**  
P510



**MC67**  
FIPS



**MC75A**  
HC, HF, HzL,  
FIPS



**MC9500**  
HzL, FIPS

### FIELD MOBILITY

## LINE WORKER

### TASK SPECIFIC



**MC1000**



**MC2100**



**MC3190**  
Brk, Gun, Rotate,  
Uhf, FIPS



**MC9XX0**  
HzL, FIPS, uhf



**RS419**  
**RS507**



**HC1**



**WT41N0**  
FIPS



**VC6000**  
FIPS



**VC5000**



**VC70**  
FIPS



**8515**  
**8585/95**



**8525/30**



**VH10/VH10f**



**WAP3**



**Omni  
XT15**  
ni, f

### INDUSTRIAL MOBILITY

wearable

vehicle

RhoMobile



Mobile  
Device  
Management



MobiControl

Voice  
Enabled  
TE



WAVELINK  
SPANFLEX

Mobile Workforce  
Management



Document  
Capture

VoIP  
Telephony  
Client

WiFi  
PTT



IHV

COMPATIBLE

VALIDATED

Platforms

Application frameworks

Utilities

# ZEBRA MOBILE COMPUTER PORTFOLIO

Healthcare: +

## RETAIL HOSPITALITY, HEALTHCARE

## NEXTGEN PRODUCTS

|                                    |                                       |  |  |   |   |   |  |  |  |   |  |
|------------------------------------|---------------------------------------|--|--|---|---|---|--|--|--|---|--|
| <b>MC17</b><br><b>MC18</b><br><br> | <b>SB1</b><br><i>HC, FIPS</i><br><br> | <b>MC40</b><br><i>HC, FIPS</i><br><br> | <b>TC51</b> <i>WLAN</i><br><b>TC55</b><br><br> | <b>TC51</b> <i>WLAN</i><br><b>TC56</b> <i>WWAN</i><br><i>(Q4)</i><br><br> | <b>TC70, TC70x</b> <i>WLAN</i><br><b>TC75, TC75x</b> <i>WWAN</i><br><i>(Q4)</i><br><br> | <b>ET50</b><br><b>ET55</b><br><i>8", 10", Win 8.1, Android (Q4)</i><br><br> | <b>FIELD MOBILITY, DSD, PARCEL POST</b><br><b>MC45</b><br><br> |  |  | <b>MC55A</b><br><i>LAN ONLY, FIPS</i><br><br> | <b>MC67</b><br><i>Base, NA, Dual WAN</i><br><br> |
|------------------------------------|---------------------------------------|--|--|---|---|---|--|--|--|---|--|



Mobility DNA

### BUSINESS TOOLS

WorkForce Connect TekSpeech Pro SmartDex

### PRODUCTIVITY TOOLS

SimulScan All Touch TE  
Swipe Assist

PowerPrecision Enterprise  
Keyboard DataWedge

### MANAGEMENT TOOLS

App Gallery  
StageNow

EMM Toolkit  
Enterprise Home Screen

### DEVELOPMENT TOOLS

Enterprise Browser  
EMDK for Android, Xamarin



Mx Mobility Extensions - Superior Security, Manageability, Data Capture, And Connectivity

## WAREHOUSE, MANUFACTURING, BACK OF STORE

## NEXTGEN WEARABLE

|                       |  |  |                       |                                |   |   |  |                                    |                     |                                     |                     |
|-----------------------|--|--|-----------------------|--------------------------------|---|---|--|------------------------------------|---------------------|-------------------------------------|---------------------|
| <b>MC2100</b><br><br> | <b>MC3200</b><br><i>Brick, Gun, Rotate, MC31 UHF</i><br><br> | <b>MC9200</b><br><i>Hazloc, MC91 UHF</i><br><br> | <b>TC8000</b><br><br> | <b>Workabout Pro 4</b><br><br> | <b>Omnii XT15</b><br><i>NI, F, NB</i><br><br> | <b>WT41N0</b><br><b>RS419/507</b><br><br> | <b>WT6000</b><br><b>RSX000 (4 &amp; 5 Q4, 6)</b><br><br> | <b>VC70</b><br><i>FIPS</i><br><br> | <b>8595</b><br><br> | <b>VH10</b><br><i>F, NB</i><br><br> | <b>VC80</b><br><br> |
|-----------------------|--|--|-----------------------|--------------------------------|---|---|--|------------------------------------|---------------------|-------------------------------------|---------------------|

A woman with dark hair, wearing a green long-sleeved shirt and a headset, is holding a Zebra mobile device. She is standing in a warehouse with shelves of boxes in the background. The device has a screen showing some data and a barcode scanner at the bottom.

# **WHAT MAKES AN ENTERPRISE MOBILE PLATFORM SUCCESSFUL?**

ENTERPRISE HARDWARE IS  
ONLY HALF THE SOLUTION



## **ENTERPRISE SOFTWARE FILLS THE GAP HARDWARE ALONE CANNOT**

**IT MANAGEMENT  
SOLUTIONS**



**WORKFORCE TOOLS  
TO EXPEDITE TASKS**

**SOFTWARE FOR  
FASTER, EASIER  
MOBILE APP DEVELOPMENT**



# WHAT IS ZEBRA MOBILITY DNA?

HARNESS THE POWER OF SUPERIOR  
SOFTWARE AND HARDWARE

A UNIQUE ECOSYSTEM OF SOFTWARE

ENGINEERED FOR ZEBRA MOBILE COMPUTERS

BUILT ON THE ANDROID™ OS

GIVES MOBILE COMPUTERS UNIQUE ENTERPRISE CAPABILITIES

EQUIPPED WITH ENTERPRISE-GRADE SECURITY



## BUSINESS SOLUTIONS

ACHIEVE UNMATCHED LEVELS OF  
PRODUCTIVITY



**Workforce Connect** – Improve and unify communications across devices



**TekSpeech® Pro** – Maximize warehouse productivity with multi-modal speech-directed apps



**SmartDEX** – Deliver cable-free, fast, and easy DEX connectivity





## PRODUCTIVITY TOOLS

GIVE EMPLOYEES THE SUPERPOWER  
TO WORK FASTER AND SMARTER



**SimulScan** – Automate data capture with Multi-Barcoding and Document Capture solutions



**All-Touch Terminal Emulation**– Convert legacy green screens into an all-touch, user experience



**Swipe Assist** – Create a virtual data capture button on your mobile device screen



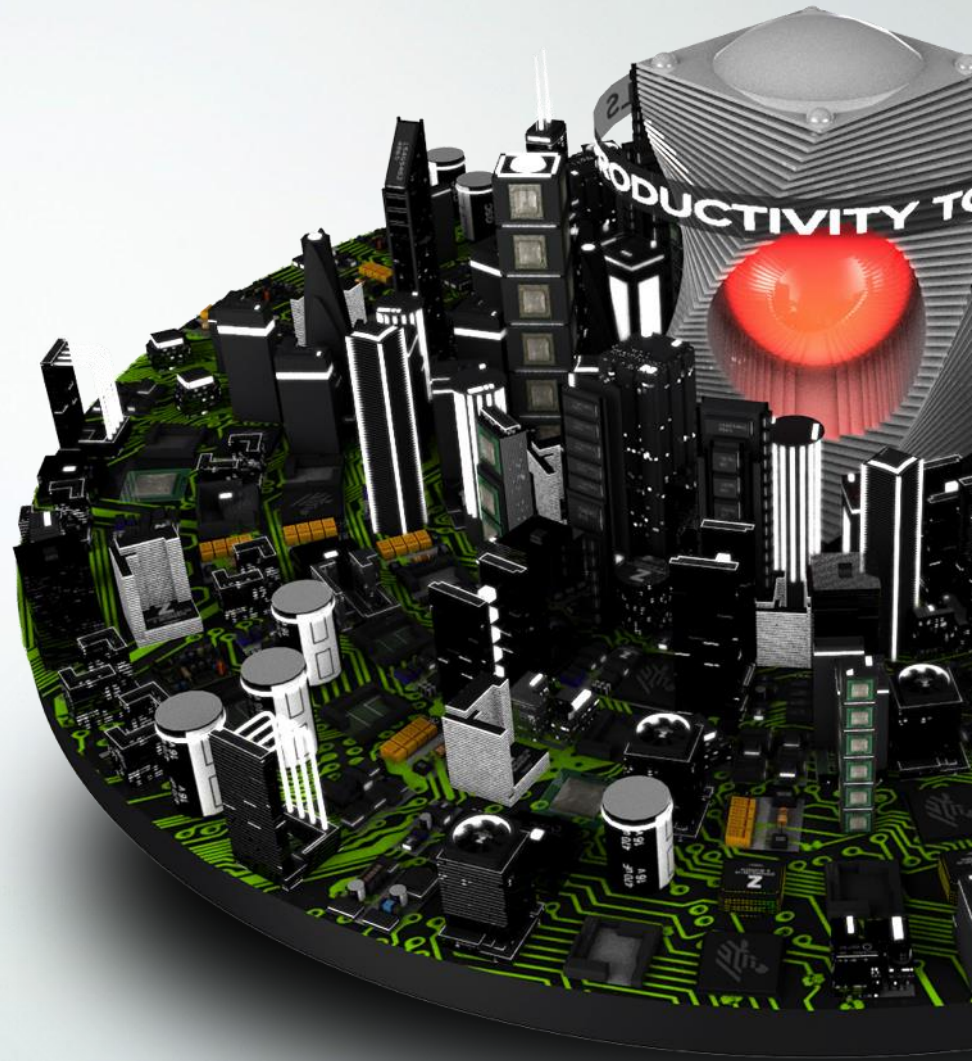
**Enterprise Keyboard** – Enable fast, accurate alphanumeric entry purposely designed for enterprise



**DataWedge** – Send scanned data to any running app



**PowerPrecision** – Keep mobile computers powered with software tools and intelligent batteries



## MANAGEMENT TOOLS

MINIMIZE IT EFFORT.

MAXIMIZE IT CONTROL



**StageNow** – Quickly stage Android devices with a bar code scan or an NFC tag tap



**EMM Tool Kit** – Develop configuration and management features on Zebra mobile devices



**Enterprise Home Screen** – Create single-purpose devices and control which apps are available to users



**AppGallery** – Discover, purchase, deploy, and update enterprise apps





## DEVELOPMENT TOOLS

SEAMLESS INTEGRATION STARTS  
WITH EVOLVED SOFTWARE



**Android EMDK** – Use APIs and sample code to take full advantage of our Android devices



**Xamarin EMDK** – Create enterprise apps without consumer Android constraints



**Enterprise Browser** – Build feature-rich web apps that integrate seamlessly into our mobile computers



**Mobility Extensions (Mx)** – Harden Android OS with enterprise security and control



## CONSUMER EASE MEETS ENTERPRISE READINESS



### BUILT ON THE WORLD'S MOST POPULAR OS — ANDROID

**82.8%** of smartphone  
market

**74%** of developers loyal to  
Android

Supported by leading  
Silicon/microprocessor  
vendors

A mature, evolved operating  
system



### THE MODERN UX BOOSTS PRODUCTIVITY

**60%** lower error rates

**39%** typing speeds

**15-20%** increase in  
productivity



## THE ZEBRA TC7X FAMILY

### **Android All-Touch Experience Made to Survive the Toughest Environments**

Ideal for postal, courier, DSD and rugged retail

### **Key Attributes Most Requested By Customers**

- Fully Rugged:
  - 8' drop to concrete (36x)
  - 2000 1m tumbles
  - IP65 and IP67
- Large display, designed for outdoors
- Long shift life from standard battery
- Extensive accessory ecosystem
- Mobile dimensioning expansion



## THE ZEBRA TC5X FAMILY

**Mid-tier Flagship All-touch Android  
Product In The Zebra Mobile Computer  
Portfolio**

Targeted At Retail, Hospitality And Field  
Mobility

### **Key Attributes Most Requested By Customers**

- Sleeker Look And Design
- Larger, High Resolution Screen
- Long Battery Life
- User-replaceable Battery
- Best-in-class Wi-fi Performance
- Best in-class Scanning Performance
- 4G LTE For WAN.



## THE WAREHOUSE REVOLUTION

### Android All-Touch Options for Next Gen Operations



**TC8000**

New ergonomics provide  
14% better productivity -  
now with Extended Range  
Imager



**WT6000 / RS5000/6000**











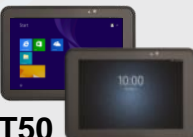
Improved mount, bigger  
screen and shared battery  
makes the warehouse  
more efficient



**ET50 with Gamber-  
Johnson**

Operational flexibility with  
8" and 10" Android  
options and rugged  
forklift mount.

# RETAIL, HOSPITALITY, HEALTHCARE SOLUTION FOCUS

|  | RETAIL HOSPITALITY, HEALTHCARE  |  | BACK OF STORE   |  | SOLUTIONS   |  |  |
|--|---|--|---|--|---|--|--|
| <br><b>RETAIL<br/>HOSPITALITY<br/>HEALTHCARE</b> | <b>MC18</b><br>  | <b>MC40</b><br> | <b>TC51</b><br> <br><b>HC</b> | <b>TC70x<br/>TC70</b><br>  | <b>ET50</b><br>  | <b>MC3200</b><br> | SOTI, AW... EMM SOLUTIONS \$<br>Free Service Promotion Until June 1!<br>WORKFORCE CONNECT SOLUTIONS \$ |
|  | <b>BETTER THAN CONSUMER FOR ENTERPRISE</b><br> <b>TC51</b> |  | <b>BETTER ENTERPRISE SOLUTION THAN SAMSUNG, APPLE</b><br> <b>ET50</b>  |  | <b>INCLUDE SOLUTIONS TO INCREASE DEAL SIZES</b><br>SOTI, AW... EMM SOLUTIONS \$<br>Free Service Promotion Until June 1!<br>WORKFORCE CONNECT SOLUTIONS \$ |  |  |



# FIELD MOBILITY SOLUTION FOCUS



**FIELD  
MOBILITY**

FIELD MOBILITY, DSD, PARCEL POST

MC36 TC56 TC75x TC75



ET55



MC67



FIELD MOBILITY SOLUTIONS



SIMULSCAN

\$

Q3 '17

MOBILE  
TICKETING

\$

GOOD

BETTER

BEST

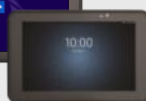


BRACKETED STRATEGY FOR  
DIFFERING FIELD SEGMENTS

DURABLE+ VS  
"TOO RUGGED"  
XPLORE  
(MOTION),  
GETAC,  
PANASONIC



ET55



COMPREHENSIVE  
SUITE OF FIELD  
MOBILITY SOLUTIONS



# WAREHOUSE SOLUTION FOCUS

## WAREHOUSE, MANUFACTURING, BACK OF STORE



MC2100



MC3200



MC9200



TC8000



Workabout  
Pro 4



Omnii  
XT15

## WAREHOUSE / MANUFACTURING SOLUTIONS

### WEARABLE COMPUTERS

WT6000  
Android  
Wearable



Complete  
Accessories



### VEHICLE COMPUTERS

VC70



VH10



VC80



ALL  
TOUCH TE  
2.0



TEKSPEECH  
PRO



## WAREHOUSE & MANUFACTURING

### CONTINUED MICROSOFT SUPPORT



CONTINUE ANDROID TRANSITION

### COMPREHENSIVE SUITE OF FIELD MOBILITY SOLUTIONS



WT6000



TC8000

### MULTI-MODAL SOLUTIONS



#### All Touch TE 2.0

- 2.0 - New & Improved Back-End Data Access for 2017



#### TekSpeech Pro

- Multi-modal Speech Application now with Android support

# **ZEBRA ANDROID MOBILE DEVICES**

A VIABLE OPTION FOR YOUR ENTERPRISE

- ✓ **PROVEN SUCCESSFUL IN 16 VERTICALS**
- ✓ **AIRTIGHT SECURITY AND CONTROL**
- ✓ **ADAPTABLE TO YOUR NEEDS**
- ✓ **COMPATIBLE WITH MICROSOFT®  
INFRASTRUCTURE**
- ✓ **WELL-SUPPORTED**
- ✓ **FAMILIAR, ACCELERATING ADOPTION**





**ZEBRA**

**THANK YOU**