

The total cost of ownership (TCO) for the consumer tablet you're thinking about buying is nearly twice as much as a rugged tablet.



Meet the perfect alternative—ET401 Enterprise Tablets. Rugged. No compromise on features. All at a price you can afford.

What can you expect when you purchase 'good enough' consumer tablets—instead of rugged tablets?

Consumer Tablets



ET401 Enterprise Tablets



-  **More device failures @ 74 minutes of lost productivity per incident²**
-  **More battery failures @ 54 minutes of lost productivity per incident¹**
-  **More lost network connections @ 24 minutes of lost productivity per disruption²**
-  **More IT support time @ 70 minutes of IT time per trouble ticket²**
-  **More hard costs—need to purchase and manage separate enterprise scanners**
-  **Limited security for mobile devices and their data**
-  **No enterprise-class software toolkit to simplify device use**
-  **Higher device costs—more than 2x the annual average rugged tablet failure rate²**

- Fragile**
Not built to handle demanding enterprise environments, results in more downtime and more frequent device replacements
- No multi-shift power support**
Not user replaceable—remove from service to charge; no optional second battery; no visibility into battery health
- Less reliable connectivity**
Typically based on older, slower wireless standards; consumer-grade devices are 28%¹ more likely to experience wireless connectivity issues that impact productivity
- 20% more support tickets¹**
Lack of rugged design and troubleshooting tools translates into more device downtime, more support tickets and higher support costs
- No integrated scanner**
Need to purchase and manage separate scanners; more devices for workers to carry; integrated camera requires alignment with barcode; damaged barcodes are challenging
- Lack of security**
Without extra security beyond the standard OS protection, device information and data are more vulnerable to hackers and cyber threats
- No value-add software tools**
Consumer device manufacturers do not typically invest in the development of software tools to simplify device use for users and IT
- Designed to last 1 to 2 years**
Consumer tablet failure rate is 123%² higher than rugged tablets, leading to the more frequent purchase of replacement devices

- Rugged**
Built tough to handle the top reasons devices fail: drops, water exposure, extreme temperatures and dust
- Multi-shift power**
User replaceable/swappable; optional second hot-swappable battery; battery statistics to spot and replace unhealthy batteries
- 5G and enterprise-class Wi-Fi 7**
Fast and reliable cellular and Wi-Fi connections; superior Wi-Fi enterprise-class radio with available Fusion software for exceptional 'no-drop' Wi-Fi connections
- Maximize reliability to minimize support costs**
Rugged design and Zebra DNA™ tools like Device Diagnostics and Rx Logger to rapidly diagnose and resolve issues
- Integrated scanner/RFID reader**
No need to purchase, maintain and manage separate barcode scanners or RFID readers to give workers fast and accurate enterprise-class data capture
- Enhanced security**
Government-grade security features include FIPS 140-2, Common Criteria Certification, Android Strongbox, Secure Element, HID® Access Control; take complete control of OS updates with Zebra's LifeGuard™ for Android™
- Zebra DNA**
The industry's most mature software toolkit; a large collection of tested and proven apps that are easy to deploy and easy to use; many are included with the device at no cost
- Designed to last up to 8 years**
The longer life cycle delivers maximum value and a substantially lower TCO

TCO COMPARISON: TYPICAL CONSUMER VS RUGGED TABLET

The numbers below are based on industry average pricing. The ET401 TCO will be much lower since its cost is about half of the average rugged tablet.

-  **Lost productivity—nearly 2x more²**
-  **Higher IT support costs—nearly 2x more²**
-  **High 8-year TCO—nearly 60% higher²**

- \$16,162 per device/8 years²**
Lost productivity costs are nearly double due to more frequent device failures
- \$20,256 per device/8 years²**
More device issues translate into more IT support time and cost
- \$39,096 per device/8 years²**
\$4,887 annual TCO

- \$8,168 per device/8 years²**
Rugged tablets are more reliable, maximizing uptime and minimizing lost productivity
- \$10,264 per device/8 years²**
The rugged design reduces the volume of device issues, reducing IT support costs
- \$24,528 per device/8 years²**
\$3,066 annual TCO

Why settle for 'good enough' when you can give your workers all the features they need to do business right—at just a fraction of the cost of a typical consumer tablet?

Put ET401 Enterprise Tablets to work in your organization. Find out how at www.zebra.com/et401

1. Enterprise Mobility Total Cost of Ownership; From the Expected to the Unexpected: Uncovering the True Costs of Mobile Solutions for Frontline Mobile Workers; VDC Research, 2021. 2. Enterprise Mobility Total Cost of Ownership; Emily Gove and David Krebs; VDC Research, 2022 | ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. Android is a trademark of Google LLC. All other trademarks are the property of their respective owners. ©2025 Zebra Technologies Corp. and/or its affiliates. 10/09/2025.