



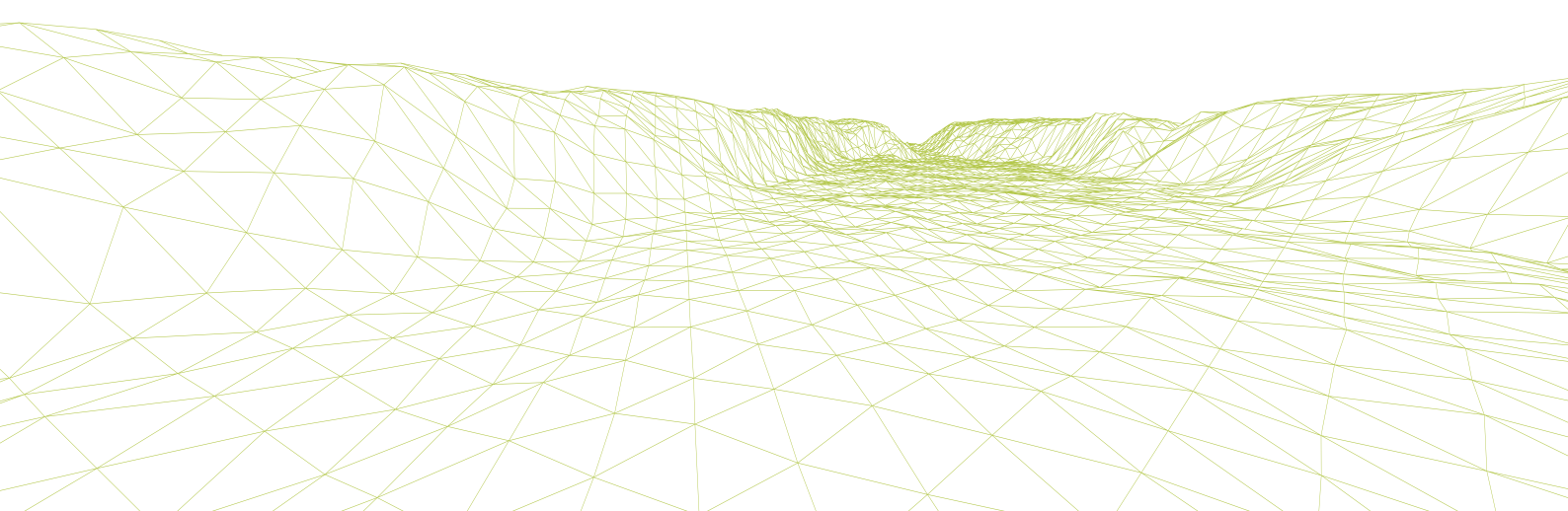
## NAVIGATING THE MOBILITY MAZE

### 10 REASONS TO CHOOSE ZEBRA FOR ANDROID

Android is transforming the workplace, from the factory floor and the warehouse, to the health centre and the chic fashion boutique. As the world's most popular operating system – favored by more than 80% of smartphone users worldwide<sup>1</sup> – it's familiar and easy to understand. And with Zebra Mobility DNA, together with the hardened security provided by built-in Zebra Mx Technology, Android is even tougher and more versatile.

Zebra has the largest range of enterprise-optimised Android devices in the business, purpose built to maximise business agility, mobility and productivity. They're delivering improvements in efficiency and customer service for organisations in all kinds of industries, all over the world.

In this guide, we look at the key factors governing your choice of workplace mobility technology. You'll see how the combination of industrially-toughened devices, and a secured operating system used by millions of people every day, can provide you with fresh capabilities that are perfectly aligned with the operational needs and strategic goals of your organisation.



## 10 Reasons to Consider

**1**

### APPLICATION AND ENVIRONMENT

Can your device survive the inevitable? In a line-of-business environment, you need something that won't fail in the face of drops, spills, extreme temperatures, or dust and dirt. You should also take into account whether users of the devices will be wearing gloves, if the device will be used in direct sunlight, and whether the device needs to be disinfectant ready.

**2**

### DATA CAPTURE

Speed and accuracy are the critical factors when scanning. Users may need to scan 1D and 2D barcodes, and the codes may be damaged, or distorted by shrinkwrapping. In locations where items are stored in awkward corners, or on high shelves, devices that can scan over long distances can improve safety and save time. Zebra Mobility DNA tools such as SimulScan to capture barcodes, photos, and an entire form in a single scan, and Swipe Assist to accurately capture data in a single swipe, can make scanning all kinds of barcodes and forms faster and easier, boosting efficiency and reducing inaccuracies.

**3**

### POWER NEEDS

Will your device be in continuous use all day or even over several shifts? Are your workers always on the move? Will they be unable to access a charging solution for long periods of time? Remember, power management goes beyond having a high-capacity battery that can last a single shift, or even being able to swap out a battery in the middle of a shift. The power management capabilities within Android can enable longer battery life and fewer charges.

**4**

### TRAINING AND EASE OF USE

The more familiar the operating system, the faster users will get to know the capabilities of the devices they are using. Specialist training on a less-than-friendly interface can take time and at best can only be partially effective. If users are not comfortable with the way a device works, they will not get the full benefit of what it can do. As the world's most popular operating system, Android will be familiar to most of your workforce, which means less training is required on the basics, and users can find the functions they need quickly and easily.

**5**

### SECURITY

What are the risks and implications of a potential security breach stemming from your mobility deployment? Securing a mobility deployment is a multi-faceted effort: from MDM selection and configuration; to policy definition, enforcement and training; and ultimately, to the capabilities of the device you select. Mobility Extensions (Mx) from Zebra transforms Android from a consumer operating system (OS) to a true enterprise-class OS with a series of additional features and options that improve security and device management.

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## CONNECTIVITY AND QUALITY

Does your device have the power and features required to maintain connectivity and high-quality application performance? When workers need to be able to access job-related data or back-end systems on the move, robust WWAN/WLAN connections and seamless roaming can make all the difference. Take into account whether your workers will require only voice, only data or a combination of the two. Then determine how the scale of the deployment might impact the range required for each. Will your system need to span one building, several buildings, a large industrial space and/or support workers in the field?

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## MANAGEABILITY, CONTROL AND SUPPORT

Will your device lighten the load on IT or add to it? Our Mobility DNA management tools make it simple to implement maximum control and security, along with toolkits to make integrating apps and mobile devices fast, easy and problem-free. The ability to centrally and remotely manage your devices simplifies upgrades and troubleshooting, easing the burden on your IT teams. Also, because Android is a widely used interface, it's readily compatible with mobility management policies, and its familiarity helps to reduce routine helpdesk calls.

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## SUPPORT AND REPAIR

Is a support plan available for your devices? Is it cost effective? Is it all encompassing? Keeping your device fleet up and running requires a fast turnaround on repairs, replacement options with pre-existing software and setting provisions, and exhaustive, no-questions-asked coverage. Our fast, expert device and infrastructure repair service applies this enterprise level of continuity to the Android platform.

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## LIFECYCLE MANAGEMENT

How will the rate of device churn impact your deployment? Constantly replacing devices that have failed and/or upgrading too frequently can result in a fleet of mixed generation devices with significant support complexities and capital outlays. The accessories and chargers for newer models of a device may not be backwards compatible, requiring additional purchases and a loss of equity in prior investments. With Zebra for Android, the roadmap is clear, future-proofing your mobility strategy.

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## TOTAL COST OF OWNERSHIP

How much will your mobile device really cost? When you factor in the potential costs of worker downtime, accelerated replacement cycles, additional accessories and the support needed for a successful implementation, the true costs of mobility go far beyond just the device's initial purchase price. Standardising on Zebra for Android eliminates much of the complexity of running a fleet of mobile devices, while the future-proofing further reduces TCO.

<sup>1</sup> Source: IDC, Aug 2015

Contact us if you need further help to calculate the total cost of ownership of each device that you are considering and ask about our TCO calculator.



## Let's Talk

Every mobile deployment is unique, and yet, whether you need five devices or five thousand, one thing never changes – every business wants their investment to be a success.

With over 85 years of cross-vertical expertise, Zebra Technologies has the information and tools to guide you towards the solution that's right for you. Our end-to-end approach begins by helping you overcome the complexity of mobility to understand your options. Our broad portfolio of purpose-built devices, including the largest range of enterprise-optimised Android devices in the business, offers numerous options to fit the specific needs of your workforce. And our lifecycle management solutions ensure your entire device deployment delivers the functionality business environments demand.

**CONTACT YOUR ZEBRA ACCOUNT MANAGER TO FIND OUT MORE**

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