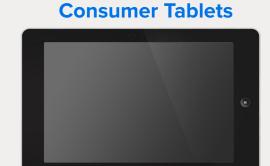
## The total cost of ownership (TCO) for the consumer tablet you're thinking about buying is nearly twice as much as a rugged tablet.



Meet the perfect alternative — the ET40/ET45 Enterprise Tablet. 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?









More device failures
@ 74 minutes of lost
productivity per incident

Not rugged

Not built to handle enterprise environments, results in more downtime and more frequent device replacements

Rugged

Built tough to handle the top reasons devices fail: drops, water exposure, extreme temperatures and dust



More battery failures
@ 54 minutes of lost
productivity per incident

No multi-shift power support

Not replaceable — remove from service to charge; no optional second battery; no visibility into battery health **Multi-shift** power

User replaceable/swappable; optional second hot-swappable battery; battery statistics to spot and replace unhealthy batteries



More lost network connections @ 23 minutes of lost productivity per disruption

Less reliable connectivity

Typically based on older, slower wireless standards; consumer-grade devices are 28% more likely to experience wireless connectivity issues that impact productivity

5G and enterprise-class Wi-Fi 6

The fastest and most reliable cellular and Wi-Fi connections; superior Wi-Fi enterpriseclass radio with available Fusion software for exceptional 'no-drop' Wi-Fi connections



More IT support time @ 64 minutes of IT time per trouble ticket 20% more support tickets

Lack of rugged design and troubleshooting tools translates into more device downtime, more support tickets and higher support costs Maximize reliability to minimize support costs

Rugged design and Mobility DNA<sup>™</sup> tools like Device Diagnostics and Rx Logger to rapidly diagnose and resolve issues



More hard costs — need to purchase and manage separate enterprise scanners No integrated enterprise scanner

Need to purchase and manage separate scanners; more devices for workers to carry; integrated camera requires alignment with barcode; damaged barcodes are challenging Integrated enterprise-class scanner

First-time every-time capture of virtually every barcode in practically any condition; point-and-shoot simplicity; no separate devices to purchase or for workers to lose



High device costs —

replacement devices typically purchased every 18 months

Designed to last 1 to 2 years

Devices need replacing more frequently, increasing TCO

Designed to last at least 3 years
Long lifecycle for maximum value

## TCO COMPARISON: TYPICAL CONSUMER VS RUGGED TABLET

The numbers below are based on industry average pricing. The ET40/ET45 TCO will be much lower since its cost is about half of the average rugged tablet.

**\** 

Lost productivity — nearly 2.5x more

\$11,578 per device/5 years
Lost productivity costs are 243% higher
due to more frequent failures

\$4,760 per device/5 years

Rugged tablets are more reliable, maximizing uptime and minimizing lost productivity

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Higher IT support costs — nearly 2.5x more

**\$5,711 per device/5 years**More device issues translate into more

IT support time and cost

**\$2,346 per device/5 years**The rugged design reduces the volume of device issues, reducing IT support costs



High 5-year TCO — nearly double

\$22,887 per device/5 years \$4,577 annual TCO \$12,473 per device/5 years \$2,495 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 rugged tablet?

Put the ET40/ET45 to work in your organization. Find out how at www.zebra.com/et40-et45