



PLAYING IT SAFE IS RISKY BUSINESS

Holding onto legacy mobile devices will hold you back.

Change is inevitable, but it shouldn't disrupt your business. Now is the time to re-evaluate your mobile strategy to mitigate disruptive risks and progress.

CHANGE IS COMING. ARE YOU READY?

END OF OS SUPPORT

Microsoft ends support for

- Windows® Embedded Handheld 6.5 by **2020**
- Windows Embedded Compact 7.0 by **2021**

2G/3G'S DARK DAYS

Now: Verizon has started deactivating 2G/3G network
By June 30, 2018: No new activations will be available for non-LTE devices
By 2020: 2G/3G networks will retire
 Other carriers expected to follow

RISING MARKET PRESSURES

Booming e-Commerce

- **\$4.479 trillion** online global sales by **2021**¹
- **78% of logistic firms** expect to offer same-day deliveries¹
- Greater workforce instability
 - More reliance on temporary workers
 - Higher turnover rates
 - Shrinking labor pool

WAYS IT COULD AFFECT OPERATIONS

- ✓ No Security Patches
- ✓ No Support or Resolution for Code Issues
- ✓ No New Features
- ✓ Prone to Wi-Fi™ disconnections
- ✓ Lack of replacement parts
- ✓ Unfriendly user-experience
- ✓ 58% of users dissatisfied²

- ✓ Dropped calls & delayed texting
- ✓ No access to data
- ✓ Spotty coverage
- ✓ Subpar audio quality
- ✓ Jittery streaming
- ✓ Limited to either voice or data at one time

- ✓ Greater complexity
 - ✓ Quicker turnaround times
- To adapt, enterprises need to...**
- ✓ Speed up training times
 - ✓ Eliminate inefficiencies
 - ✓ Increase accuracy



HOW MUCH IS OUTDATED TECHNOLOGY COSTING YOU?

GAIN STABILITY AND CAPABILITIES

With Modern Technology

LTE OFFERS WHAT LEGACY NETWORKS CAN'T

- Broader coverage
- Shorter latency times
- Simultaneous data + voice
- Better audio quality
- 10X data speeds

ANDROID'S POPULARITY WORKS FOR YOU

- 86% worldwide market share³
- Open source = customization possible
- Ease of use shortens worker training time

ZEBRA'S MODERN DEVICES GIVE YOU WHAT YOU NEED

- 15% increase in productivity
- Longer battery life and analytics
- Push-to-talk communication
- Larger displays
- Lighter, more ergonomic form factors
- Improved bar code scanning
- Blazing fast speeds

PARTNER WITH THE LEADER IN ENTERPRISE ANDROID™



2M+

Zebra rugged Android devices shipped



40%

of Zebra's overall shipments are Android



16+

The number of Android devices in Zebra's portfolio



64%

of rugged Android market is Zebra



4

Layers of enterprise-security and control



5-7

yrs. of extended OS security support

Broadest Android LTE Portfolio for Every Business Application

Android LTE handhelds, mobile computers, and tablets.



IT Security, Control and Support

Zebra hardens the Android operating system into a robust, enterprise-ready force and then, offers up to seven years of security support with LifeGuard™ for Android.

- **51% of businesses want their mobile devices to last longer than five years.⁵**
 - Add years of OS security support
 - Match the enterprise hardware life cycle
 - Significantly lower your TCO

Mobility DNA:

The most comprehensive suite of intelligent software, applications and utilities.

- **Business Tools**
- **Productivity Tools**
- **Management Tools**
- **Development Tools**

Write off Risk. Accelerate Mobile Migration

With our Application Migration Services, you can experience functional parity with all the bells and whistles of next-generation technology in as little as a few days.

Trade-ins That Offset Costs

With the GO Zebra trade-in program, you receive lucrative rebates when you trade in Zebra or other mobile devices to purchase new Zebra Android mobile computers.

Visit www.zebratradeinprogram.com/gozebra

WHY FALL BEHIND WHEN YOU CAN FORGE AHEAD?

Contact your local partner or Zebra sales rep.
Visit www.zebra.com/android and <https://connect.zebra.com/LTE>

Sources:

1. The Future of Fulfillment Vision Study, Zebra 2018 2. VDC Research 3. IDC, Q3 2016 4. Zebra Laboratories, 2014 5. Zebra Survey

