| TC52 | TC72 | TC51 | TC70x |

SALES MADE SIMPLE

Successful Positioning for Zebra's Handheld Touch Computers

A PRACTICAL GUIDE TO SELLING THE TC52, TC72, TC51 AND TC70X

Zebra's new 'ultimate' series of touch computers is taking the business world by storm. The TC52 takes its place as the industry's ultimate **rugged** touch computer, while the TC72 takes its place as the industry's ultimate **ultra-rugged** touch computer. But since their predecessors, the TC51 and TC70x, are still available for sale, it can be confusing to determine which model to sell when, and to what type of customer? The following pages will answer those questions by providing customer profiles for each device, and what features to focus on to help close the sale.

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CUSTOMER PROFILES: TC51, TC52, TC70x, TC72							
TC51	**TC52**			**TC70x**	**TC72**		
ONLY SELL TO EXISTING TC51 CUSTOMERS	EASIEST SALE	MORE CHALLENGING	MOST CHALLENGING	ONLY SELL TO EXISTING TC70x CUSTOMERS	EASIEST SALE	MORE CHALLENGING	MOST CHALLENGING
	UPGRADE YOUR EXISTING TC51 CUSTOMERS	NEW CUSTOMERS / COMPETITIVE ENTERPRISE DEVICES	NEW CUSTOMERS/ NO MOBILE COMPUTERS		UPGRADE YOUR EXISTING TC70x CUSTOMERS	NEW CUSTOMERS / COMPETITIVE ENTERPRISE DEVICES	NEW CUSTOMERS / NO MOBILE COMPUTERS

TC51

Customer profile: Happy with the TC51.

No new use cases that require the TC52's advanced features.

If your customer has a Zebra OneCare support contract, LifeGuard provides the continued security updates required for their version of Android.

TC52

EASIEST SALE — UPGRADE YOUR EXISTING TC51 CUSTOMERS

Customer profile: Currently using the TC51, but has new business needs the TC52 can address:

- Faster WiFi
- Faster app performance
- Latest Android OS with support through 'Q'
- Front facing 5 MP camera for new apps, such as video calling and VLC* support
- Better Bluetooth performance
- Preserve existing TC51 accessory investment

MORE CHALLENGING — NEW CUSTOMERS / COMPETITIVE ENTERPRISE DEVICES

Customer profile: Customers with competitive devices nearing end of life.

Customers with legacy Windows devices that need to migrate to maintain device/data security.

MOST CHALLENGING — NEW CUSTOMERS/ NO MOBILE COMPUTERS

Customer profile: Customers needing real-time processes to stay competitive.

Position the TC52 as the right product for the job. Focus on key competitive differentiators below.

Key selling points:
- We know Android: committed the longest; majority marketshare
- Mobility DNA
- More rugged display
- More fully-featured
- Easy over-the-air OS updates
- Faster WiFi
- Longest battery cycle, fast 2 hour charging
- Platform approach
- The most accessories in its class

TC70x

Customer profile: Happy with the TC70x.

No new use cases that require the advanced features in the Zebra TC72 touch computers.

If your customer has a Zebra OneCare support contract, LifeGuard provides the continued security updates required for their version of Android.

TC72

EASIEST SALE — UPGRADE YOUR EXISTING TC70x CUSTOMERS

Customer profile: Currently using the TC70x, but has new business needs the TC72 can address:

- Faster WiFi
- Faster app performance
- Latest Android OS with support through 'Q'
- Front facing 5 MP camera for new apps, such as video calling and VLC* support
- Better Bluetooth performance
- Preserve existing TC70x accessory investment
- Multiple scan buttons for ambidextrous scanning applications

MORE CHALLENGING — NEW CUSTOMERS / COMPETITIVE ENTERPRISE DEVICES

Customer profile: Customers with competitive devices nearing end of life.

Customers with legacy Windows devices that need to migrate to maintain device/data security.

MOST CHALLENGING — NEW CUSTOMERS / NO MOBILE COMPUTERS

Customer profile: Customers needing real-time processes to stay competitive.

Position the TC72 as the right product for the job. Focus on key competitive differentiators below.

Key selling points:
- We know Android: committed the longest; majority marketshare
- Mobility DNA
- More rugged display
- More fully-featured
- Easy over-the-air OS updates
- Faster WiFi
- Longest battery cycle, fast 2 hour charging
- Platform approach
- The most accessories in its class

* Visible Light Communication

Use qualifying questions to determine which product is right for each sales opportunity

TC51 Installed Base Qualifying Questions

TC51

Is the TC51 meeting all your needs today?

▶ **YES** Sell the TC51

Focus on support for Android O and available security updates 2 years beyond end of sale.

▶ **NO** Consider the TC52 or 72

Focus on advanced features that address today's unmet business needs.

TC52

Do you foresee any new business needs in the next two years?

▶ **YES** Sell the TC52

A 'yes' answer to one or more of the following questions can help you pinpoint which features to highlight to upsell to the TC52:

- Are your business use cases adding more apps or graphic intensive interactive apps?
- Do you need to interact with your employees remotely using text or voice?
- Do you need or want to run the latest Android OS or remain on your current Android OS version until you are ready to migrate?
- Could video calling improve efficiency and customer service?
- Would you like to boost Bluetooth accessory performance?
- Could knowing the location of your workforce with the latest locationing solution, Visible Light Communication (VLC) improve productivity?

TC72

Do you anticipate any environmental changes that would require a more rugged device?

▶ **YES** Sell the TC72

The ultra-rugged TC72 can handle the most rugged environments — it's virtually drop-proof, waterproof, dust-proof, tumble-proof and immersible.

TC70x Installed Base Qualifying Questions

TC70x

Sell the TC70x **YES** ◀

Focus on support for Android O and available security updates 2 years beyond end of sale.

Consider the TC72 **NO** ◀

Focus on advanced features that address today's unmet business needs.

Is the TC70x meeting all of your needs today?

TC72

Sell the TC72 **YES** ◀

A 'yes' answer to one or more of the following questions can help you pinpoint which features to highlight to upsell to the TC72:

- Are your business use cases adding more apps or graphic intensive interactive apps?
- Do you need or want to run the latest Android OS or remain on your current Android OS version until you are ready to migrate?
- Could video calling improve efficiency and customer service?
- Would you like to boost Bluetooth accessory performance?
- Could knowing the location of your workforce with the latest locationing solution, Visible Light Communication (VLC) improve productivity?
- Would being able to scan from either side of the device improve workforce productivity?

Do you foresee any new business needs in the next two years?

FEATURES AT A GLANCE: TC20 / TC51 / TC52 / TC72

	TC20 4.3" Display		TC51 5" Display		TC52 5" Display		TC72 4.7" Display
Cost	◐	$	◐	$$	◐	$$	●	$$$
Durability	◐	Durable	◕	Rugged	◕	Rugged	●	Ultra-rugged
Scanning	◐	Light-medium	◕	Medium	●	Medium	●	Heavy
Mobility DNA	◔	Limited support	●	Full support	●	Full support	●	Full support
LifeGuard	◐	OS updates + 1	◕	Android O only	●	OS updates + 2	●	OS updates + 2
Battery Features	◐	Non-user replaceable; optional PowerPack	●	User replaceable/warm swap/fast charge	●	User replaceable/warm swap/fast charge	●	User replaceable/warm swap/fast charge
Battery Power	◐	Full shift	◕	14 hours	◕	14 hours	●	15 hours
Battery Management	○	No visible battery statistics	●	Full battery statistics: PowerPrecision+	●	Full battery statistics: PowerPrecision+	●	Full battery statistics: PowerPrecision+
Camera	◐	Rear only	◕	Rear	●	Front and rear	●	Front and rear
Locationing	◐	WiFi and Bluetooth	◐	WiFi and Bluetooth	●	Full support	●	Full support
Lifecycle	○	3 years +3 years after eos	◐	4 years +4 years after eos	◐	4 years +4 years after eos	●	5 years +5 years after eos
VoIP Support	○	None	●	Yes	●	Yes	●	Yes
Service/Support	◐	Non-comprehensive	●	Comprehensive	●	Comprehensive	●	Comprehensive
Platform	○	No	○	No	●	Yes	●	Yes
Wi-Fi	○	Standard-grade	●	Enterprise-grade	●	Enterprise-grade	●	Enterprise-grade

Criteria Details

The following notes provide details on the group of specifications and/or enabling features factored into some of the various aspects of the devices listed in this chart.

- **Durability**: drop, tumble and sealing specifications

- **LifeGuard**: number of versions supported and regular security updates

- **Battery Management:** ability to see and utilize battery statistics to manage the battery pool

- **Locationing:** Full support refers to support for all of today's available locationing options, including WiFi, Bluetooth and Visible Light Communications (VLC) and Zebra's software-based locationing solutions, including SmartLens and MPact.

- **VoIP Support**: Supports VoIP; supports Zebra Mobility DNA voice tools — Workforce Connect Express (no cost); Workforce Connect PTT Pro (requires purchase of license), Workforce Connect Voice (requires purchase of license)

- **Platform:** Common SD660 architecture for seamless application support between different devices, simplified tech support and management

- **WiFi:** 2x2 MU-MIMO

LEGEND   ○ Standard · · · · · · · · · · · · · · · ● Premium

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