TC57   **TC77**   **TC56**   **TC75x**

SALES MADE SIMPLE

Successful Positioning for Zebra's WWAN Handheld Touch Computers

A PRACTICAL GUIDE TO SELLING THE TC57, TC77, TC56 AND TC75X

Zebra's new 'ultimate' series of touch computers for outside the four walls is taking the business world by storm. The TC57 takes its place as the industry's ultimate **rugged** touch computer, while the TC77 takes its place as the industry's ultimate **ultra-rugged** touch computer. But since their predecessors, the TC56 and TC75x, 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: TC56, TC57, TC75x, TC77

TC56	TC57			TC75x	TC77		
ONLY SELL TO EXISTING TC56 CUSTOMERS	**EASIEST SALE**	**MORE CHALLENGING**	**MOST CHALLENGING**	**ONLY SELL TO EXISTING TC75x CUSTOMERS**	**EASIEST SALE**	**MORE CHALLENGING**	**MOST CHALLENGING**
	UPGRADE YOUR EXISTING TC56 CUSTOMERS	**NEW CUSTOMERS / COMPETITIVE ENTERPRISE DEVICES**	**NEW CUSTOMERS/ NO MOBILE COMPUTERS**		**UPGRADE YOUR EXISTING TC75x CUSTOMERS**	**NEW CUSTOMERS / COMPETITIVE ENTERPRISE DEVICES**	**NEW CUSTOMERS / NO MOBILE COMPUTERS**
Customer profile: Happy with the TC56. No new use cases that require the TC57's advanced features. If your customer has a Zebra OneCare support contract, LifeGuard provides the continued security updates required for their version of Android.	**Customer profile:** Currently using the TC56, but has new business needs the TC57 can address: • Faster WiFi • Improved WWAN support: faster upload/download speeds; better quality voice; Public Safety LTE network • 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 TC56 accessory investment	**Customer profile:** Customers with competitive devices nearing end of life. Customers with legacy Windows devices that need to migrate to maintain device/data security.	**Customer profile:** Customers needing real-time processes to stay competitive. Position the TC57 as the right product for the job. Focus on key competitive differentiators below.	**Customer profile:** Happy with the TC75x. No new use cases that require the advanced features in the Zebra TC77 touch computers. If your customer has a Zebra OneCare support contract, LifeGuard provides the continued security updates required for their version of Android.	**Customer profile:** Currently using the TC75x, but has new business needs the TC77 can address: • Faster WiFi • Improved WWAN support: faster upload/download speeds; better quality voice; Public Safety LTE network • 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	**Customer profile:** Customers with competitive devices nearing end of life. Customers with legacy Windows devices that need to migrate to maintain device/data security.	**Customer profile:** Customers needing real-time processes to stay competitive. Position the TC77 as the right product for the job. Focus on key competitive differentiators below.

Key selling points: (TC57)
• We know Android: committed the longest; majority marketshare
• Mobility DNA
• More rugged display
• More fully-featured
• Easy over-the-air OS updates
• Faster WiFi
• Improved WWAN support: faster upload/download speeds; better quality voice
• Public Safety LTE network for first responders
• Longest battery cycle, fast 2 hour charging
• Platform approach
• The most accessories in its class

Key selling points: (TC77)
• We know Android: committed the longest; majority marketshare
• Mobility DNA
• More rugged display
• More fully-featured
• Easy over-the-air OS updates
• Faster WiFi
• Improved WWAN support: faster upload/download speeds; better quality voice;
• Public Safety LTE network for first responders
• 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

TC56 Installed Base Qualifying Questions

TC56

Is the TC56 meeting all your needs today?

▶ **YES** Sell the TC56

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

▶ **NO** Consider the TC57 or 77

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

TC57 Do you foresee any new business needs in the next two years?

▶ **YES** Sell the TC57

A 'yes' answer to one or more of the following questions can help you pinpoint which features to highlight to upsell to the TC57:

• 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?
• Do you want faster cellular/WiFi speeds and higher quality voice?
• Do workers need to access the Public Safety LTE network?
• 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?

TC77 Do you anticipate any environmental changes that would require a more rugged device?

▶ **YES** Sell the TC77

The ultra-rugged TC77 can handle the most rugged environments — it's virtually drop-proof, waterproof, dust-proof, tumble-proof and immersible.

TC75x Installed Base Qualifying Questions

Sell the TC75x **YES** ◀

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

Consider the TC77 **NO** ◀

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

TC75x

Is the TC75x meeting all of your needs today?

Sell the TC77 **YES** ◀

A 'yes' answer to one or more of the following questions can help you pinpoint which features to highlight to upsell to the TC77:

• 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?
• Do you want faster cellular/WiFi speeds and higher quality voice?
• Do workers need to access the Public Safety LTE network?
• 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? **TC77**

FEATURES AT A GLANCE: TC25 / TC56 / TC57 / TC77

	TC25 4.3" Display	TC56 5" Display	TC57 5" Display	TC77 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
Cellular	Standard LTE	Standard LTE	VoLTE, Carrier aggregation and Public Safety	VoLTE, Carrier aggregation and Public Safety

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
- **Cellular:** Supports VoLTE for superior voice quality and data speeds; carrier aggregation; Public Safety LTE network

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