







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?

| | Consumer Tablets | ET40/ET45 Enterprise Tablets |
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|  <p>More device failures @ 74 minutes of lost productivity per incident</p> | <p>Not rugged Not built to handle enterprise environments, results in more downtime and more frequent device replacements</p> | <p>Rugged Built tough to handle the top reasons devices fail: drops, water exposure, extreme temperatures and dust</p> |
|  <p>More battery failures @ 54 minutes of lost productivity per incident</p> | <p>No multi-shift power support Not replaceable — remove from service to charge; no optional second battery; no visibility into battery health</p> | <p>Multi-shift power User replaceable/swappable; optional second hot-swappable battery; battery statistics to spot and replace unhealthy batteries</p> |
|  <p>More lost network connections @ 23 minutes of lost productivity per disruption</p> | <p>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</p> | <p>5G and enterprise-class Wi-Fi 6 The fastest and most reliable cellular and Wi-Fi connections; superior Wi-Fi enterprise-class radio with available Fusion software for exceptional 'no-drop' Wi-Fi connections</p> |
|  <p>More IT support time @ 64 minutes of IT time per trouble ticket</p> | <p>20% more support tickets Lack of rugged design and troubleshooting tools translates into more device downtime, more support tickets and higher support costs</p> | <p>Maximize reliability to minimize support costs Rugged design and Mobility DNA™ tools like Device Diagnostics and Rx Logger to rapidly diagnose and resolve issues</p> |
|  <p>More hard costs — need to purchase and manage separate enterprise scanners</p> | <p>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</p> | <p>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</p> |
|  <p>High device costs — replacement devices typically purchased every 18 months</p> | <p>Designed to last 1 to 2 years Devices need replacing more frequently, increasing TCO</p> | <p>Designed to last at least 3 years Long lifecycle for maximum value</p> |

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.

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|  <p>Lost productivity — nearly 2.5x more</p> | <p>\$11,578 per device/5 years Lost productivity costs are 243% higher due to more frequent failures</p> | <p>\$4,760 per device/5 years Rugged tablets are more reliable, maximizing uptime and minimizing lost productivity</p> |
|  <p>Higher IT support costs — nearly 2.5x more</p> | <p>\$5,711 per device/5 years More device issues translate into more IT support time and cost</p> | <p>\$2,346 per device/5 years The rugged design reduces the volume of device issues, reducing IT support costs</p> |
|  <p>High 5-year TCO — nearly double</p> | <p>\$22,887 per device/5 years \$4,577 annual TCO</p> | <p>\$12,473 per device/5 years \$2,495 annual TCO</p> |

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