



EC30



TC20



TC52



TC72

SALES MADE SIMPLE

Successful Positioning for Zebra's Handheld Touch Computers in Retail and Hospitality

A PRACTICAL GUIDE TO SELLING THE EC30, TC20, TC52 AND TC72

In Retail and Hospitality, the customer is king — repeat sales are heavily dependent upon the quality of customer service. When every worker is carrying a mobile device, the workforce is empowered to act as efficiently as possible, maximizing service quality, the success of the mobility solution and the size of your sales. But with different types of workers and a complete portfolio of Zebra handheld touch computers, how can you easily identify which mobile device is right for which worker? 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.



ZEBRA
CAPTURE
YOUR EDGE

USER PROFILE: EC30

| CRITERIA | EC30 IS A FIT WHEN... | HOW TO POSITION/SELL |
|--------------------------------|---|--|
| Basic Job Description | Task based: performs specific tasks that impact the customer experience/customer service quality; may have direct interactions with customers | Can extend subset of existing task management app (such as task lists and task-related checklists, reducing deployment time and cost |
| Cost | Cost is typically a major issue that prevents enterprises from purchasing mobile devices for these workers | Priced to enable the cost-effective extension of mobility to the many workers who do not carry a work-sanctioned mobile device |
| Voice Needs | Need to talk to supervisors and co-workers routinely to answer customer questions, task-related questions, etc. | Focus on PTT Express — free PTT basic functions right out of the box, plus Workforce Connect™ Powered by Savanna®, for subscription-based ready-to-go global walkie-talkie and mobile PBX deskphone functionality Since a headset is required to enable voice applications, it's also an opportunity to sell Zebra's rugged corded HS2100 or rugged Bluetooth wireless HS3100 headset |
| Data Needs | Needs to access a subset of the data in line-of business apps such as price lookups, task lists, etc. | A Zebra partner can easily modify existing applications to fit the smaller EC30 screen, reducing application development time and cost, maximizing the value of existing apps, and delivering a faster return on investment Bring comfort to scan intensive tasks and extended use in the back of store with the optional trigger handle — or get the efficiency increase that hands-free scanning delivers with Zebra's cordless ring scanners When paired with Zebra's HD4000 head-mounted display, workers can be directed to follow the fastest path to fulfill orders and perform other inventory related tasks, improving worker efficiency and ensuring web orders for in-store pick always contain the right items — and are ready on time |
| Scanning Needs | Light/occasional scanning | The integrated SE2100 Zebra barcode scanner does the job, enabling the fast, first-time scanning of even damaged and poorly printed barcodes that a consumer camera in a mobile phone can't offer |
| Durability Needs | Durable (low end for drop, tumble and sealing specifications) | 4 ft./1.2 m drops to smooth concrete across the operating temperature, 1,000 1.6 ft./0.5 m tumbles and IP54 sealing specifications make the EC30 truly business-durable |
| Carrying Needs | Needs wearability/easy carrying options | Only 3.88 oz/110 g and a half inch thin, the EC30 offers many wearing options, ensuring comfort for every worker: it's so small and light, it can be worn on a retractable lanyard with a convenient magnetic recoil or an adjustable neck strap. It can also be tucked into a pocket, holster or armband; or clipped on a uniform |
| Device Interoperability | Customer is likely to have other Zebra mobile computers deployed as well, so interoperability is key | The EC30 is part of Zebra's 'ultimate' mobile device portfolio, which shares a common state-of-the-art technology platform. IT only needs to learn one platform for all products, simplifying app development, deployment, integration and management for all devices |

USER PROFILE: TC20





| CRITERIA | TC20 IS A FIT WHEN... | HOW TO POSITION/SELL |
|--------------------------------|--|---|
| Basic Job Description | Small businesses: owners and their workforce that need to perform a wide variety of tasks and capture a wide variety of business data | A business class scanner (SE2100 or SE4710) plus a high resolution 8 MP autofocus camera (only with the SE4710) enable point-and-shoot easy capture of barcodes and the ability to document just about anything — from damage on an incoming shipment or return to a copy of a drivers license for a credit card application |
| Cost | Cost is a concern — typically carries a low-cost end consumer mobile phone that does not have a drop, tumble or IP sealing specification | Priced right for the small business |
| Voice Needs | Need to connect to the rest of the workforce | PTT Express turns the TC20 into a walkie talkie, at no cost, right out of the box, so TC20 users can reach each other at the press of a button And while PTT Express works over the speakerphone, sometimes privacy is preferred — a perfect opportunity to sell Zebra's rugged corded HS2100 or rugged Bluetooth wireless HS3100 headset |
| Data Needs | Need to automate processes with barcode capture, but likely does not have the means to capture and transmit the data to existing applications — which could be as simple as spreadsheets | The integrated Zebra barcode scanner and Zebra's DataWedge application enable the transmission of captured barcodes right to existing applications — no programming or modification of existing apps required Bring comfort to scan intensive tasks and extended use in the back of store with the optional trigger handle — or get the efficiency increase that hands-free scanning delivers with Zebra's wireless ring scanners If your customer is utilizing RFID, the RFID snap-on gun handle allows TC20 users to handle RFID-enabled inventory tasks and scan RFID tags to obtain information needed to answer customer questions Two models meet the different application needs of different customers or different departments within a customer: all-touch and integrated keyboard, ideal when more intensive data entry is required |
| Scanning Needs | Light to moderate scanning | A choice of scanners meets the needs of the small business owner: SE2100 for light scanning, or the SE4710 for moderate scanning |
| Durability Needs | Durable (low end for drop, tumble and sealing specifications) | 4 ft./1.2 m drops to tile over concrete at room temperature, 300 1.6 ft./0.5 m tumbles and IP65 sealing specifications make the EC30 truly business-durable |
| Carrying Needs | Needs to be pocketable, like a cell phone replacement | Sized the same as the typical mobile phone, the TC20 is easy to carry in a pocket. Additional accessories include a soft holster that accommodates the all-touch and integrated keyboard models, a handstrap and an arm mount (not available in all countries) |
| Device Interoperability | Interoperability is not as crucial for small business customers who won't have other more expensive Zebra devices deployed | Not applicable to this customer |

USER PROFILE: TC52

| CRITERIA | TC52 IS A FIT WHEN... | HOW TO POSITION/SELL |
|--------------------------------|---|---|
| Basic Job Description | For retail managers and retail associates that need a rugged device with a comprehensive feature set to perform just about any task, anywhere and anytime | Just about every feature you can imagine, including: enterprise-class barcode scanner, 5 MP front camera, 13 MP back camera, NFC, advanced screen that works even when wet, with gloves, and is visible in direct sunlight; Active Edge™ Touch Zone for one touch programmable feature access, fastest WiFi and Bluetooth; Zebra's ultimate platform, full array of enterprise-class accessories; complete Mobility DNA™ toolset and rugged — drop and tumble-tested, immersible and can handle jetting water |
| Cost | While cost is always a concern, the TC52 prospect is concerned first about providing the right feature set in a rugged device to fully enable workers, and second about device cost | Delivers more features for the money, compared to competitive devices |
| Voice Needs | Needs high quality audio and comprehensive audio functionality for robust voice communications | Delivers the best audio quality and functionality in its class. Excellent audio quality: 3 microphones with noise cancellation; high quality speaker phone, HD voice. Excellent audio capabilities: Bluetooth and PTT headset support; front facing speaker; can function as a global walkie talkie and mobile PBX deskphone |
| Data Needs | Needs include: access to existing fully-featured line of business apps; secure text messaging; capture documents, signature, photos, and images; capture multiple barcodes on a single label; capture and process data on forms | High power processor and large advanced memory space enable simultaneous access to multiple apps with 'wired line' performance; Workforce Connect by Savanna delivers secure text messaging to improve collaboration without putting business or customer sensitive data at risk — and ensuring compliance with PCI regulations to protect payment information; SimulScan for capture of multiple codes on one label and information in a form Bring comfort to scan intensive tasks and extended use in the back of store with the optional trigger handle — or get the efficiency increase that hands-free scanning delivers with Zebra's wireless ring scanners |
| Scanning Needs | Moderate scanning | SE4710 scanner offers extraordinary range — from near contact to up to 32.0 in./81.3 cm, supports all 1D/2D barcodes, including Digimarc |
| Durability Needs | Needs rugged device that can handle all day every day use and abuse | The TC52 offers a full complement of rugged specifications: 4 ft./1.2 m drops to tile over concrete across the operating temperature range (-10° to 50° C/14°F to 122° F); multiple 6 ft./1.8 m drops to concrete with the rugged boot accessory; 500 1.6 ft./0.5 m tumbles; IP65 and IP68 sealing specifications |
| Carrying Needs | Easy to carry with cell-phone like sizing | The TC52 is just a little larger than today's cell phones. Accessories make it easy to carry: the soft holster and handstrap keep the TC52 handy — and it can pair with Zebra's ring scanners for hands-free intensive scanning tasks, such as inventory counts |
| Device Interoperability | Customer is likely to have other Zebra mobile computers deployed as well, so interoperability is key | The TC52 is part of Zebra's 'ultimate' mobile device portfolio, which shares a common state-of-the-art technology platform. IT only needs to learn one platform for all products, simplifying deployment, integration and app development for all devices |

USER PROFILE: TC72

| CRITERIA | TC72 IS A FIT WHEN... | HOW TO POSITION/SELL |
|--------------------------------|---|---|
| Basic Job Description | For retail managers and retail associates that need an ultra-rugged comprehensive feature set to perform just about any task, anywhere and anytime | Just about every feature you can imagine, including: enterprise-class barcode scanner, 5 MP front camera, 13 MP back camera, NFC, advanced screen that works even when wet, with gloves, and is visible in direct sunlight, fastest WiFi and Bluetooth; Zebra's ultimate platform, full array of enterprise-class accessories; complete Mobility DNA toolset and ultra-rugged — drop and tumble-tested, immersible and can handle jetting water |
| Cost | While cost is always a concern, the TC72 prospect is concerned first about providing the right feature set in a fully rugged device to fully enable workers, and second about device cost | Delivers more features for the money, compared to competitive devices |
| Voice Needs | Needs high quality audio and comprehensive audio functionality for robust voice communications | Delivers the best audio quality and functionality in its class. Excellent audio quality: 3 microphones with noise cancellation; high quality speaker phone, HD voice. Excellent audio capabilities: Bluetooth and PTT headset support; front facing speaker; can function as a global walkie talkie and mobile PBX deskphone |
| Data Needs | Needs include: access to existing fully-featured line of business apps; secure text messaging; capture documents, signature, photos, and images; capture multiple barcodes on a single label; capture and process data on forms | High power processor and large advanced memory space enable simultaneous access to multiple apps with 'wired line' performance; Workforce Connect by Savanna delivers secure text messaging to improve collaboration without putting business or customer sensitive data at risk — and ensuring compliance with PCI regulations to protect payment information; SimulScan for capture of multiple codes on one label and information in a form Bring comfort to scan intensive tasks and extended use in the back of store with the optional trigger handle — or get the efficiency increase that hands-free scanning delivers with Zebra's wireless ring scanners |
| Scanning Needs | Moderate to heavy scanning | SE4750 scanner offers superior performance and range — from near contact to up to 36.3 in./92.2 cm, supports all 1D/2D barcodes, including Digimarc |
| Durability Needs | Needs ultra-rugged device that can handle all day every day use and abuse in some of the most demanding environments | Loaded with rugged specifications that make it dust-proof, drop-proof; tumble-proof and waterproof: 6 ft./1.8 m drops to concrete across operating temperature; 8 ft./2.4 m drops to concrete at room temperature; 2,000 3.2 ft./1.0 m tumbles and IP65 and IP68 sealing specifications; unibody design; Corning Gorilla Glass touch panel and scanner window |
| Carrying Needs | Wants easy to carry device but willing to give a little on size for maximum features and ruggedness | Two accessories — a soft holster and a handstrap — make it easy to keep the TC72 handy — and can pair with Zebra's ring scanners for hands-free intensive scanning tasks, such as inventory counts |
| Device Interoperability | Customer is likely to have other Zebra mobile computers deployed as well, so interoperability is key | The TC72 is part of Zebra's 'ultimate' mobile device portfolio, which shares a common state-of-the-art technology platform. IT only needs to learn one platform for all products, simplifying deployment, integration and app development for all devices |

| FEATURES AT A GLANCE: EC30/TC20/TC52/TC72 | | | | | | | | |
|---|--|---|--|---|--|---|--|---|
| | EC30 3" Display  | | TC20 4.3" Display  | | TC52 5" Display  | | TC72 4.7" Display  | |
| Cost | | \$ | | \$\$ | | \$\$\$ | | \$\$\$\$ |
| Durability | | Durable | | Durable | | Rugged | | Ultra-rugged |
| Scanning | | Light | | Light-medium | | Medium | | Heavy |
| Mobility DNA | | Near full support | | Limited support | | Full support | | Full support |
| LifeGuard | | OS updates + 2 | | OS updates + 1 | | OS updates + 2 | | OS updates + 2 |
| Battery Features | | Non-user replaceable | | Non-user replaceable; optional PowerPack | | User replaceable/warm swap/fast charge | | User replaceable/warm swap/fast charge |
| Battery Power | | Full shift | | Full shift | | 14 hours | | 15 hours |
| Battery Management | | Full battery statistics: PowerPrecision+ | | No visible battery statistics | | Full battery statistics: PowerPrecision+ | | Full battery statistics: PowerPrecision+ |
| Camera | | None | | Rear only | | Front and rear | | Front and rear |
| Locationing | | WiFi and Bluetooth | | WiFi and Bluetooth | | Full support | | Full support |
| Lifecycle | | 3 years +3 years after eos | | 3 years +3 years after eos | | 4 years +4 years after eos | | 5 years +5 years after eos |
| VoIP Support | | Yes | | For PTT apps | | Yes | | Yes |
| Service/Support | | Comprehensive: Zebra OneCare Essential/Select | | Non-comprehensive: Zebra OneCare SV | | Comprehensive: Zebra OneCare Essential/Select | | Comprehensive: Zebra OneCare Essential/Select |
| Platform | | Yes | | No | | Yes | | Yes |
| Wi-Fi | | Enterprise-grade | | Standard-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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