



Zebra Rugged Devices Deliver Value and Performance

Realize Total Benefits of Ownership in your retail operation

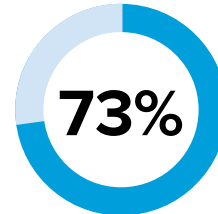
Get the most value in rugged mobile technology with Zebra Mobility Total Benefits of Ownership

As the retail industry moves forward, the most successful retailers will be the ones who deliver better overall experiences by utilizing mobile technology.

Zebra Mobility Total Benefits of Ownership is comprised of 4 pillars designed to provide you with the reliability, uptime and tools to meet customers' expectations while improving your bottom line.

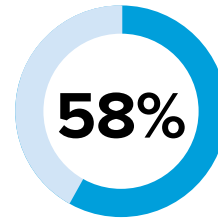


Zebra Mobility Total Benefits of Ownership



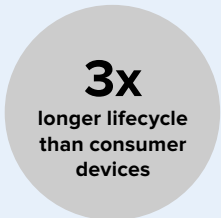
of associates believe mobile technology would allow them to help more shoppers and deliver a better experience

Source: Zebra 2020 Shopper Study



of shoppers say mobile technology improves the shopping experience

Source: Zebra 2020 Shopper Study



Source: Zebra's Consumer Vs Enterprise Brief

Longer lifecycle

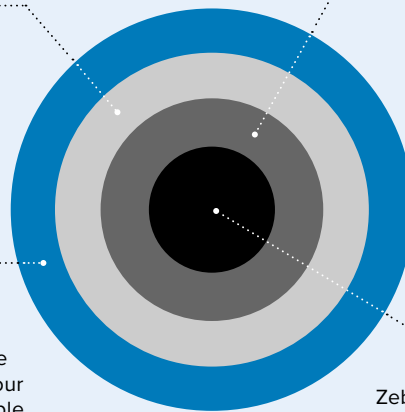
Zebra rugged devices last up to 10 years, while consumer devices only last up to 3 years on average.



Source: 2018 VDC Research Study

Purpose-built for the field

Zebra devices are made to handle the challenges of the retail industry – that's why our devices are 2.9x more reliable than consumer devices.



Increased security and IT management

Zebra devices are equipped with Mobility DNA, a unique ecosystem of software, that offers increased security and ease of IT management.



Lower Total Cost of Ownership

Zebra rugged devices cost half as much over a five-year period due to lower IT overhead and increased worker productivity.



Source: 2018 VDC Research Study

Make the right choice for your customers, your store and your bottom line

Enable your team to give customers the shopping experience they demand with Zebra rugged mobile devices. Place your trust in Zebra, the industry leader, to help your operations remain productive, secure and profitable.

To learn more about Zebra rugged mobile solutions for your business, visit www.zebra.com/mobilecomputers

