# The total cost of ownership (TCO) for the consumer tablet you're thinking about buying is nearly twice as much as a rugged tablet.

**ZEBRA** CAPTURE YOUR EDGE

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 |
|---|---|---|
| **More device failures @ 74 minutes of lost productivity per incident[2]** | **Fragile** Not built to handle demanding enterprise environments, results in more downtime and more frequent device replacements | **Rugged** Built tough to handle the top reasons devices fail: drops, water exposure, extreme temperatures and dust |
| **More battery failures @ 54 minutes of lost productivity per incident[1]** | **No multi-shift power support** Not user replaceable — remove from service to charge; no optional second battery; no visibility into battery health | **Multi-shift power** User replaceable/swappable; optional second hot-swappable battery; battery statistics to spot and replace unhealthy batteries |
| **More lost network connections @ 24 minutes of lost productivity per disruption[2]** | **Less reliable connectivity** Typically based on older, slower wireless standards; consumer-grade devices are 28%[1] more likely to experience wireless connectivity issues that impact productivity | **5G and enterprise-class Wi-Fi 6** Fast and reliable cellular and Wi-Fi connections; superior Wi-Fi enterprise-class radio with available Fusion software for exceptional 'no-drop' Wi-Fi connections |
| **More IT support time @ 70 minutes of IT time per trouble ticket[2]** | **20% more support tickets[1]** Lack of rugged design and troubleshooting tools translates into more device downtime, more support tickets and higher support costs | **Maximize reliability to minimize support costs** Rugged design and Mobility DNA™ tools like Device Diagnostics and Rx Logger to rapidly diagnose and resolve issues |
| **More hard costs — need to purchase and manage separate enterprise scanners** | **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 | **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 and manage |
| **Limited security for mobile devices and their data** | **Lack of security** Without extra security beyond the standard OS protection, device information and data are more vulnerable to hackers and cyber threats | **Enhanced security** Enjoy peace of mind: add enterprise class OS security features to Android with Mobility Extensions[3] at no cost; take complete control of OS updates with LifeGuard™ for Android™ |
| **No enterprise-class software toolkit to simplify device use** | **No value-add software tools** Consumer device manufacturers do not typically invest in the development of software tools to simplify device use for users and IT | **Zebra's Mobility DNA** The industry's most mature software toolkit; a large collection of tested and proven apps that are easy to deploy and easy to use; many are included with the device at no cost |
| **No ready-to-use enterprise communication solutions** | **No ability to easily add new modes of communication** While consumer tablets might support protocols such as 'push-to-talk', it's up to you to find, develop, test and maintain the app | **Easily add push-to-talk (PTT) and PBX handset capability** Zebra's Workcloud Communication is tested and proven, with cloud-based solutions that can be deployed in just days |
| **Higher device costs — more than 2x the annual average rugged tablet failure rate[2]** | **Designed to last 1 to 2 years** Consumer tablet failure rate is 123%[2] higher than rugged tablets, leading to the more frequent purchase of replacement devices | **Designed to last up to 6 years** The longer life cycle delivers maximum value and a substantially lower TCO |

## 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.

| | Consumer Tablets | ET40/ET45 Enterprise Tablets |
|---|---|---|
| **Lost productivity — nearly 2x more[2]** | **$12,122 per device/6 years[2]** Lost productivity costs are nearly double due to more frequent device failures | **$6,126 per device/6 years[2]** Rugged tablets are more reliable, maximizing uptime and minimizing lost productivity |
| **Higher IT support costs — nearly 2x more[2]** | **$15,192 per device/6 years[2]** More device issues translate into more IT support time and cost | **$7,698 per device/6 years[2]** The rugged design reduces the volume of device issues, reducing IT support costs |
| **High 6-year TCO — nearly 60% higher[2]** | **$29,324 per device/6 years[2]** $4,887 annual TCO | **$18,398 per device/6 years[2]** $3,066 annual TCO |

## 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 consumer tablet?

**Put the ET40/ET45 to work in your organization. Find out how at www.zebra.com/et40-et45**