ZEBRA CAPTURE YOUR EDGE

OVERVIEW

TC21/TC26 Touch Computer

If your small or big business customers are considering cell phones for their workers, the competitively-priced TC1/TC26 offers a better solution. For the cost of a cell phone, your customers get the functionality of a cell phone, plus the business features needed to improve workforce productivity and task accuracy, reduce total cost of ownership and increase return on investment. And with multiple configurations at different price points, there's a model to meet your customer's budget and application requirements.

Features & Benefits

Top 3 Customer Messages

1 A new level of features for a value-priced device

- First device in its class to offer Android 10
- 5 in. HD display that's easy to read inside or in bright sunlight — and enables data entry with a bare finger or light to medium weight glove
- Waterproof, dust-proof, can handle drops to concrete, cold, heat and more
- Zebra's most powerful 'ultimate series' platform to support the most demanding applications
- High resolution 13 MP rear camera; optional 5 MP front camera
- Superior voice quality and functionality over cellular with VoLTE; Zebra's advanced VoWiFi technology (included with the Mobility DNA Enterprise license) for superior voice quality over all WiFi voice apps, including Zebra's optional voice solutions: ready-to-use Push-to-Talk Express and two Workforce Connect solutions — PTT Pro and Voice

2 The most options in its class

- Choose the right scanning option for your apps: SE4710 for scan-intensive applications; SE4100 for light to moderate scanning; no scanner (occasional barcode capture via the 13 MP camera)
- Most memory options in its class
- Optional front 5 MP camera for video calls
- Removable standard and extended batteries for 10 or 14 hours of power respectively
- Optional hands-free wrist-mount accessory boosts productivity — add the RS5100 Bluetooth ring scanner for a complete hands-free solution

3 Unparalleled value with complimentary Mobility DNA tools

- Mobility Extensions (Mx) offers over a hundred features to improve Android security, manageability and more
- Easily stage devices with StageNow, including configuring or disabling GMS
- Eliminate needless trips to the repair center with Device Diagnostics
- Easily enter barcode data into existing apps with DataWedge, no programming required
- Control the features and apps workers can access with Enterprise Home Screen

Additional Differentiating New Features

Comprehensive wireless connectivity

WiFi, cellular (TC26 only), Bluetooth, GPS and NFC — the TC21/TC26 has it all

Extensive business-class accessory family

Cost-effectively manage any size device pool with single and multi-slot chargers and cradles, vehicle holders, wearable and carrying solutions and more

Zebra OneCare™ SV: the right service plan for the right price

Reduce device vulnerabilities, eliminate unexpected disruptions and unbudgeted repair expenses; customize your service with additional for-fee modules

Optional Mobility DNA Enterprise License

Unlock additional powerful tools to boost workforce productivity and make it even easier to secure and manage large TC21/TC26 deployments

What's New

Zebra's 'ultimate series' platform
Powerful Qualcomm SD660 architecture; converged platform with other Zebra mobile devices

Launches with Android 10
Superior future-proofing with Android 10 and built-in support for a future Android release

Removable batteries
Keep devices in the hands of workers around the clock

5 inch color HD display
Larger and higher resolution

Enhanced data capture options
Higher resolution 13 MP rear camera; two scan engine options (SE4710, SE4100) or no scanner SKU

Optional front-facing camera
5 MP front camera for video calls

Mobility DNA Professional
Complimentary integrated Mobility DNA tools provide unparalleled value

Optional Mobility DNA Enterprise License
Additional powerful tools boost workforce productivity and make it even easier to secure and manage large deployments

Markets

Inside the four walls
- Retail
- Hospitality
- Light warehouse
- Manufacturing

Outside the four walls
- Field service
- Direct Store Delivery (DSD)
- Postal
- Courier
- Route accounting

Competitive Highlights: Line of Business Smartphones

Following are the top competitive selling points for the four major competitive products in the smartphone category.

CAT S52	Samsung Galaxy XCover 4s	Samsung Galaxy XCover FieldPro	Samsung Galaxy A51

Older Android version and shorter lifecycle. CAT S52 currently ships with Android 9 and is upgradeable only to Android 10.

Lacks software ecosystem and value-add tools. CAT has not announced any kind of software ecosystem for their Android products. They simply have no answer to Mobility DNA's suite of productivity, developer and management tools. When you purchase the S52, you are buying a product — period. There's little value-add beyond the hardware.

Battery is not removable. The S52's battery is not removable and there's no extended battery option. Devices must be taken out of service to charge in between shifts.

No enterprise scan option. There's no integrated barcode scan option. Customers either need to purchase a third-party scanning sled (adds cost, lowers rugged specs and is more difficult to manage) or rely on the camera for barcode scanning (inferior performance, particularly with challenging barcodes).

Inferior staff communication tools. Customers must rely on third party applications to enable PTT voice and staff communication tools. These apps require testing and validation.

Inferior Android platform. The XCover 4s currently ships with Android 9; Samsung does not publish details on future support. Offers only one memory configuration (4GB RAM, 32 GB Flash), limiting its ability to support future upgrades and memory intensive applications.

Inferior OS security support. Zebra's LifeGuard™ for Android™ provides your customers with up to six (6) years of security updates for the version of Android running on their devices — well beyond the typical three years of support provided by Google. And there is no remote visibility into all devices and available updates, nor a means to update over-the-air or manage the updates.

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Battery is not removable. The Galaxy A51's battery is not removable and there's no extended battery option. Devices must be taken out of service to charge in between shifts.

No enterprise scan option. There's no integrated barcode scan option. Customers either need to purchase a third-party scanning sled (adds cost, lowers rugged specs and is more difficult to manage) or rely on the camera for barcode scanning (inferior performance, particularly with challenging barcodes).

Less rugged. Galaxy A51 lacks a sealing, drop and tumble specification.

Inferior staff communication tools. Customers must rely on third party applications to enable PTT and staff communication tools. These apps require testing and validation.

NOTE: The information in this chart is obtained from publicly available information.

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Competitive Highlights: EDAs

Following are the top competitive selling points for the four major competitive products in the Enterprise Digital Assistant (EDA) category.

Honeywell ScanPal EDA51	Honeywell CT40	Urovo i6310	SEUIC Cruise 1

Honeywell ScanPal EDA51

Inferior Android platform. The EDA51 is built on Android 8. Its Qualcomm Snapdragon SDM450 processor is a lower tier chipset. And the EDA51 only offers 2GB RAM and 16 GB Flash, limiting its ability to support future upgrades and memory intensive applications.

Lacks software ecosystem and value-add tools. The EDA51 is not compatible with Honeywell's Mobility Edge ecosystem. They have no answer to Mobility DNA's suite of productivity, developer and management tools.

Light in device features. The EDA51 lacks key device features: no front facing camera for video calls; no support for WiFi fast roaming; older Bluetooth spec; lower sealing (IP64 only). The EDA51 is also heavier and thicker.

No platform approach. ScanPal EDA51 is not built on Qualcomm's SD660 processor and does not support Honeywell's Mobility Edge software. Customers do not get a common platform to share app development and utilities across other Honeywell products.

Honeywell CT40

Inferior Android platform. Currently ships with Android 7.1 or 8.1. It offers fewer memory configurations and its maximum Flash offering is just 32 GB.

Light in software. Honeywell followed Zebra's lead and started developing Mobility Edge software ecosystem. Some of these tools are available on the CT40. However, Mobility Edge is seven years behind Mobility DNA — that's light years in terms of technology lifecycle. Key gaps in Honeywell's offering include: no solution for disabling GMS, limited battery management tools, no device tracking for the CT40, shorter OS security support, limited device lockdown tools, limited device diagnostics, no DataWedge equivalent for instant data capture/processing, limited SDK complicates app development and much more.

Light in device features. Lacks key device features: no front facing camera for video calls; lower sealing (IP64 only).

Inferior staff communication tools. Customers must rely on third party applications to enable voice and staff communication tools. These apps require testing and validation.

Heavier device. The CT40 is 278 g (9.8 oz), compared with the TC21/TC26 at 236 g (8.32 oz.). The CT40 is also slightly thicker: 18.2 mm vs. 13.7 mm.

Urovo i6310

Inferior Android platform. The i6310 currently ships with Android 7.1 or 8.1. It offers fewer memory configurations.

Light in software. Urovo markets its customized Safedroid OS. This software prevents users from installing apps that aren't on the white list. There's nothing comparable to Zebra's comprehensive Mobility DNA's suite of productivity, developer and management tools. For example, Urovo lacks battery management tools, OS security and management, no solution for disabling GMS, no device tracking, Wi-Fi diagnostics and more.

Battery is not removable. The i6310's battery is not removable and there's no extended battery option. Devices must be taken out of service to charge in between shifts.

No enterprise class accessories. Lacks high density, scalable charging accessories for enterprise use. No wearable accessories.

Less rugged. The i6310 lacks a tumble spec and supports only IP65 sealing.

Inferior staff communication tools. Customers must rely on third party applications to enable staff communication. These apps require testing and validation.

SEUIC Cruise 1

Inferior Android platform. SEUIC Cruise 1 currently ships with Android 5.1. It's built on an older, lower tier chipset and only offers one memory configuration: 2 GB RAM, 16 GB Flash, limiting its ability to support future upgrades and memory intensive applications.

Lacks software ecosystem and value-add tools. SEUIC has not announced any kind of software ecosystem for their Android products. They simply have no answer to Mobility DNA's suite of productivity, developer and management tools. When you purchase the Cruise 1, you are buying a product — period. There's little value-add beyond the hardware.

Inferior staff communication tools. Customers must rely on third party applications to enable staff communication. These apps require testing and validation.

NOTE: The information in this chart is obtained from publicly available information.

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Qualifying Questions

Q **Are you considering purchasing cell phones for your workers?**

A For the price of a low-cost cell phone, you get more. You get a new level of features for a value-priced device — all the right business features you need to improve workforce productivity and task accuracy, reduce total cost of ownership and increase return on investment. Features include: Android 10; Zebra's powerful "ultimate series" platform to meet your application needs today and tomorrow; integrated enterprise-class scanning and data capture features to boost productivity; superior voice quality over cellular networks with VoLTE (TC26 only); superior voice quality for WiFi voice applications with Zebra's advanced VoWiFi technology, included with the Mobility DNA Enterprise license; three optional powerful voice solutions (push-to-talk (PTT) over WiFi; PTT over WiFi and cellular; and full PBX handset functionality) and removable standard and extended batteries so you never need to take the device out of service for charging. With multiple configurations at different price points, you pay only for the features your workers need. And support for a future version of Android and the industry's best OS security solution with LifeGuard™ for Android™ provides the future-proofing and security your IT team requires.

Q **Do you have Zebra mobile computers like the TC52/TC57 or TC72/TC77 in your operations?**

A The TC21/TC26 is an ideal solution for organizations that have deployed Zebra mobile computers but also need a value tier device to meet budget requirements or for seasonal and other temporary workers. The TC21/TC26 is based on the same Qualcomm SD660 chipset and Zebra 'ultimate series' platform as the TC52/TC57, TC72/TC77, TC8300, CC600/CC66000, VC8300 and more, simplifying device support and management — there's only one platform your IT team needs to learn. And the TC21/TC26 supports many of the same Mobility DNA tools, with the option to unlock the next level of productivity with advanced tools through the Mobility DNA Enterprise License.

Q **When considering a mobility investment, are you interested in a solution rather than a product?**

A With support for Mobility DNA, the TC21/TC26 offers unparalleled value compared with a cell phone. Many powerful complimentary Mobility DNA tools are pre-loaded and ready to use, including Mobility Extensions (Mx), Enterprise Home Screen, StageNow and Device Diagnostics, making it easy to get your devices up and running, capture and send data to your applications, keep your devices secure and more. And the optional Mobility DNA Enterprise License unlocks additional powerful tools, including Device Tracker and Enterprise Keyboard, to take workforce productivity to the next level and make it even easier than ever to secure and manage large TC21/TC26 deployments.

Sales/Reference Materials

The Source (for internal Zebra only):
zebra.gosavo.com

TC21/26 Product Home:
www.zebra.com/tc21-26

Partner Gateway:
https://partnerportal.zebra.com

Services:
www.zebra.com/services

Support Pages:
www.zebra.com/support

Mobility DNA:
www.zebra.com/mobilitydna

Accessories

In order to make mobile devices as easy to use as possible, workers need the right accessories for their specific tasks. That's why the TC21/TC26 offers one of the most robust accessory families in its class. Your customers can customize their solution to meet their application and backroom needs, while you increase revenue and margins. Key accessories include:

- Multi-slot charge and communication cradles
- Single-slot charge and communication cradles
- Snap-on/snap-off trigger handle for easy and more comfortable intensive scanning
- Variety of holsters and carrying options
- Wrist mount accessory to create a wearable solution for the warehouse
- Bluetooth DEX accessory for DSD applications
- And more...

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Objection Handling

OPERATIONS MANAGER/ SMALL BUSINESS OWNER	OPERATIONS MANAGER/ ANY SIZE BUSINESS	ZEBRA CUSTOMER IT MANAGER
"An enterprise device sounds too sophisticated — a cell phone will meet most of our communication needs and is less expensive and easier to deploy."	"Our budget is tight — so I don't want to pay for a lot of features we don't need."	"The last thing we need is a different type of device to support and manage — such as a different OS version, processor, interface and more."
RESPONSE:	**RESPONSE:**	**RESPONSE:**
For the cost of a cell phone, the TC26 offers all the same features of a cell phone, plus a lot more: • Initial staging: With StageNow, a complimentary Zebra Mobility DNA tool, you can get a handful or thousands of TC21/TC26 up and running quickly and easily • OS Security: Only from Zebra, LifeGuard™ for Android™ provides security patches and updates for up to six years • Support: Zebra OneCare SV offers the right service plan at the right price • A familiar interface: The TC21/TC26 has numerous business features, but with its familiar Android interface, your workers will know just how to interact with the device, right out of the box. • Batteries: Removable batteries mean you don't need to take a device out of service to charge in between shifts	We understand. That's why the TC21/TC26 offers more options than any device in its class. For example, • Choose between WWAN/WLAN or WLAN only models • Choose standard or extended batteries • Customize your devices for the right level of scanning: scan-intensive; light to moderate or none/occasional • Configure your devices with the right amount of RAM/Flash memory to support your application needs today and tomorrow • Choose the charging/comm accessories that match your budget and needs — from five-slot charger/comm cradles to a low-cost single-slot communication cradle or USB charging cable • Add a front camera for video calls • Add powerful optional tools through the Mobility DNA Enterprise License	If Zebra mobile devices are already powering your business, the TC21/TC26 is the ideal choice to provide your seasonal and temporary workers with mobile voice and data. • Converged platform — common OS and chipset with many other Zebra mobile devices including TC52/TC57, TC72/TC77, MC9300, TC8300 and more • Simple setup with Zebra's StageNow tool — including the unique ability to control GMS features • Compatible with SOTI and AirWatch • Shared management and development tools across Zebra's Android portfolio • Mobility DNA offers the industry's most mature and broadest set of solutions for unmatched productivity, simpler management and easier integration

What's in the Box?

In addition to the mobile computer, the battery, Quick Start Guide and Regulatory Guide are also included.

Services

Give your customers the service they need to protect their TC21/TC26 investment at a price they can afford.

Zebra OneCare® SV provides the right level of service at the right price. It includes:

• Normal wear and tear and functional failure, including extended coverage against manufacturer's defects
• Priority access 8x5 live technical support and 24x7 access to self-service tools
• 5-day depot repair turnaround time plus free return ground shipping
• Online Return Material Authorization (RMA)

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