ZEBRA CAPTURE YOUR EDGE

OVERVIEW

EC50/EC55 Enterprise Mobile Computer

The WiFi-only EC50 and the WiFi/cellular EC55 are Zebra's thinnest, lightest enterprise mobile computers yet, designed to be individually assigned to workers. The EC50 and EC55 provide your customers with the best of all worlds — the great smartphone look and feel workers want in their business device, all day business durability, plus all the business features workers need to drive personal productivity, collaboration and device value to a new high. The EC50 and EC55 — the individually assigned smartphone-style enterprise mobile computers that are all business.

Features & Benefits

Top 3 Customer Messages

1 A game-changing increase in individual productivity

Workers always have the tools and information they need at their fingertips:

- Scan barcodes in virtually any condition with the integrated optional scan engine
- Add a trigger handle to enable rapid completion of scan intensive tasks
- Capture high resolution videos and photos with the 13 MP color camera to document condition — such as damage to a returned item
- Better collaboration with 2-way radio and cordless PBX handset functionality
- Unmatched fast and dependable WiFi and cellular voice and data connections
- Instant familiarity with Android 10; virtually eliminates training time and adoption curves
- Create a complete desktop workstation: just place the EC50/EC55 in the workstation cradle to connect a monitor, keyboard, mouse and other USB peripherals
- Plenty of battery power: keep workers up and running with the 10-hour standard or 13-hour extended battery
- All-day everyday durability: waterproof and dust-proof with IP67 sealing; drop-proof to 4 ft./1.2 m (5 ft./1.5 m with rubber boot); Corning® Gorilla® Glass display and scanner exit window

2 Improve practically every aspect of the EC50/EC55 with Zebra Mobility DNA

Add new features and functionality to the EC50/EC55 with the industry's most evolved and extensive suite of enterprise-ready software — with many tools at no-cost

- Make data capture easier than ever with DataWedge, Multi-barcode Scanning, Swipe Assist and Enterprise Keyboard
- Improve the security of the EC50/EC55 and the networks it's connected to with Mobility Extensions (Mx), Device Tracker and the Over-the-Air feature in Zebra's LifeGuard for Android, enabling easy-to-execute and easy-to-manage OS updates
- Drive device management time and cost to a new low with StageNow, PowerPrecision Console and Device Diagnostics

3 Unmatched total benefits of ownership

- Eliminate the complexities of managing and supporting different models with different platforms — the EC50/EC55 is guaranteed to be available for sale for four years
- The EC50/EC55 fits right in with other Zebra Android mobile devices your customer may use today or purchase tomorrow — since Zebra's Android portfolio shares a common platform, it's like managing one device: the OS, APIs, wireless protocols and Mobility DNA tools are all the same
- Find misplaced devices with Device Tracker, eliminating the time and cost related to searching for and replacing devices
- Get unmatched OS security support with LifeGuard for Android, which provides up to 8 years of support (requires Zebra OneCare support agreement)
- Save roughly 50% — total TCO for the EC50 and EC55 is about half that of consumer smartphones

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What's New

A new device category: individually assigned mobile computers

The EC50/EC55 is the first Zebra mobile computer designed to be individually assigned to workers — the EC50/EC55 is with workers at home and at work, providing a new level of staff collaboration and operational agility

The thinnest, lightest Zebra mobile computer yet

We've miniaturized the mobile computer — this truly smartphone sized device is packed with the enterprise-class features business customers need to improve productivity

Workstation cradle

Just drop the EC50/EC55 into this cradle to connect a monitor, keyboard, mouse and other USB-driven peripherals

Markets

Retail
- Price check/item lookup/assisted selling
- Inventory/asset management
- Task management
- Mobile POS

Hospitality
- Concierge service
- Luggage/event/reservation verification

Healthcare Ancillary Services
- Patient transport
- Meal delivery
- Sanitation/housekeeping
- Staff collaboration

Field Mobility
- Courier/DSD
- Field sales

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Competitive Highlights: Line of Business Smartphones

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

SAMSUNG XCover Pro	HONEYWELL CT40/CT40xp	SAMSUNG XCover 4S	APPLE iPhone Xr

Fewer rugged specifications. No tumble specification, no published temperature range.

Inferior OS security support. No LifeGuard for Android equivalent — no means to update over-the-air or control and manage updates.

No enterprise scan option. Customers either need to purchase a 3rd party scanning sled (adds cost, lowers rugged specifications and is more difficult to manage) or rely on the camera for barcode scanning (inferior performance, particularly with challenging barcodes).

Inferior staff communication tools. Requires third party applications to enable PTT voice and staff communication tools, which need testing and validation.

Inferior battery features. No extended battery or battery metrics.

Inferior WiFi. Supports fewer WiFi protocols, no 2x2 MU-MIMO, Zebra Fusion or WorryFree WiFi.

No Mobility DNA equivalent. By contrast, Zebra offers 16 different apps that add key new enterprise capabilities that make devices easier to use, deploy, secure and manage.

Inferior Android platform. Ships with Android 7.1, 8.1 or 9, with 50% less Flash memory — just 32 GB vs. 64 GB.

Inferior software support. Honeywell's Mobility Edge is seven years behind Mobility DNA , with many major gaps in features and functionality. (See EC50/EC55 Selling Guide for details.)

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

Inferior staff communication tools. Requires third party applications to enable PTT voice and staff communication tools, which need testing and validation.

Less rugged. The CT40 is less rugged: IP64 vs. IP67 for the EC50/EC55; neither model has a Gorilla Glass scanner exit window.

Heavier and thicker device. Both models are over 50% heavier and nearly double the thickness of the EC50/EC55.

Inferior WiFi. Supports fewer WiFi protocols, no 2x2 MU-MIMO, Zebra Fusion or WorryFree WiFi.

Inferior battery features. No extended battery or battery metrics.

No front camera. No ability to make/receive video calls.

Support for one SIM card. Can only support one cellular network.

Fewer rugged specifications. No tumble specification, no drop specification, no Gorilla Glass display or published temperature range.

Inferior OS security support. No LifeGuard for Android equivalent — no means to update over-the-air or control and manage updates.

No enterprise scan option. Customers either need to purchase a 3rd party scanning sled (adds cost, lowers rugged specifications and is more difficult to manage) or rely on the camera for barcode scanning (inferior performance, particularly with challenging barcodes).

Inferior staff communication tools. Requires third party applications to enable PTT voice and staff communication tools, which need testing and validation.

Inferior battery features. No extended battery or battery metrics.

Inferior WiFi. Supports fewer WiFi protocols, no 2x2 MU-MIMO, Zebra Fusion or WorryFree WiFi.

No Mobility DNA equivalent. By contrast, Zebra offers 16 different apps that add key new enterprise capabilities that make devices easier to use, deploy, secure and manage.

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

Less rugged. No drop or tumble specification, much narrower operating temperature range.

Inferior staff communication tools. Requires third party applications to enable PTT voice and staff communication tools, which need testing and validation.

No Mobility DNA equivalent. By contrast, Zebra offers 16 different apps that add key new enterprise capabilities that make devices easier to use, deploy, secure and manage.

Inferior WiFi. Supports fewer WiFi protocols, no 2x2 MU-MIMO, Zebra Fusion or WorryFree WiFi.

Inferior battery features. Less battery run time, no extended battery or battery metrics.

Qualifying Questions

Q **Have you considered the benefits of an individually assigned mobile device that workers can take home?**

A Traditional enterprise mobile devices are shared devices that users pick up at the start of their shift and return at the end of their shift. But the EC50 and EC55 are the first Zebra enterprise-class devices designed to be individually assigned to workers — a device they can take home at the end of the workday. The new constant connection at work and home improves collaboration and operational agility — for example, you can quickly address real-time scheduling changes. In addition, the constant connection will make your staff feel more empowered, more valued and more vital to day-to-day operations. Since workers charge devices at home overnight, you'll likely need fewer chargers and a smaller backroom for device management in your facility. And finally, workers are protected from the spread of germs — other employees never touch their device.

Q **Are you considering purchasing mobile phones for your workers because of consumer looks and cost?**

A While mobile phones might seem like the best approach to provide more workers with affordable mobility, mobile phones lack the enterprise features workers need to get the job done. That's where the EC50 and EC55 come in. These devices are a new class of individually assigned enterprise mobile computers, priced like mobile phones, offering the same very lightweight, small and pocketable design. But unlike a mobile phone, the EC50 and EC55 are packed with all the business features your workers need to tackle any business task, whether they work inside your facility or out in the field. For workers that need to regularly scan barcodes, an optional integrated enterprise-class scanner can capture practically every barcode in any condition in a split second, with omni-directional point and shoot simplicity. With the industry's best WiFi and cellular connections, workers can count on crystal clear voice calls and 'no-waiting' rapid screen refreshes. Bluetooth and NFC provide workers with one-tap simplicity — a quick tap pairs the EC50/EC55 with a printer, reads ID cards and in the near future, completes a purchase. And much more.

Q **How much would you save by investing in a device that can double as a workstation, 2-way radio, PBX mobile handset and gun-style scanner?**

A While the pocketable EC50 and EC55 offer the ultimate in portability, these devices can turn into a full desktop workstation with the workstation cradle, a 2-way radio with Workforce Connect PTT Express and a PBX mobile handset with Workforce Connect PTT Pro. And the snap-on trigger handle provides the ergonomics workers need to quickly and comfortably complete scan intensive tasks.

Sales/Reference Materials

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

EC50/EC55 Product Home:
www.zebra.com/ec50-ec55

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

Services:
www.zebra.com/services

Support Pages:
www.zebra.com/support

Mobility DNA:
www.zebra.com/mobilitydna

Accessories

The EC50/EC55 accessory family offers everything workers need to easily manage their devices at work and at home. Device management is simplified for users, while you increase revenue and margins. Key accessories include:

- Workstation cradle
- Vehicle holder
- Holster
- Snap-on trigger handle for easy and more comfortable intensive scanning
- Protective boot
- Tethered coil with adapter
- Handstrap
- USB Wall Wart charger
- USB-C audio adapter
- USB-C cable for charging/communications
- Single-slot charge and communication cradles
- Multi-slot charge locking and non-locking charge cradles and communication cradles

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Objection Handling

OPERATIONS MANAGER	IT MANAGER	BUSINESS UNIT MANAGER
"I don't see the benefits of buying an individually assigned device."	**"If I want to give our workers an individually assigned device, we'll just buy them a mobile phone and save money."**	**"The EC50/EC55 looks just like a smartphone — what features will it provide that aren't in a smartphone?"**
RESPONSE:	**RESPONSE:**	**RESPONSE:**
There are a multitude of benefits: • Your workers are always connected, even at home, able to react quickly to help address last minute scheduling issues and more — improving individual productivity and overall operational agility and efficiency • Workers feel more important to your business, more empowered to make a difference, helping to reduce turnover and its high cost • The opportunity for the spread of germs via your devices is completely eliminated, protecting your workers — especially important in today's world	Actually, over a four year period, consumer mobile phones will cost you nearly twice what you'll spend on the EC50/EC55. There are so many ways you save on hard and soft costs — and you get so much more than a consumer mobile phone: • A TCO that is nearly half that of a consumer mobile phone • An integrated enterprise-class scanner for fast and easy barcode capture to automate many tasks eliminates the need to purchase and manage separate scanners • The durability to last at least four years — smartphones will likely need to be replaced at least twice in that timeframe • You can add 2-way radio, PBX mobile handset and desktop workstation functionality — allowing you to simplify your mobility strategy and reduce the number of devices you need to purchase and manage	It's a long list! • The functionality of multiple devices: turn it into a 2-way radio or a PBX mobile handset; turn it into a workstation in a split second with the workstation cradle; snap on a trigger handle to turn it into a gun-style device for scan intensive tasks • The durability you need to last four years — unlike the average 18 months for a smartphone • The best possible WiFi connections — true 'wired-quality' won't-drop WiFi connections that maximize productivity • Enterprise-class scanning — the instant capture of virtually any barcode in any condition • A standard or extended battery that provides 10 or 13 hours of power • Mobility DNA value-add software that simplifies data capture for your workers, improves device security and reduces device management time and cost

What's in the Box?

The EC50/EC55 are shipped fully assembled with the battery and battery door, with Quick Start and Regulatory Guides.

Services

Keep your customers' mobile computers operating at peak performance and enable their critical business operations with **Zebra OneCare Support Services**, which help eliminate unexpected repair costs, maximize device uptime, and generate more revenue and margin on your mobile computer sales.

Help your customers get the most from their devices, workers and daily tasks with data-driven actionable insight. **VisibilityIQ™Foresight** aggregates big data onto a single, cloud-based pane of glass, translating it into actionable insight to streamline workflow. **VisibilityIQ™ DNA** provides a view into key DNA tools. And the **VisibilityIQ™ OneCare®** cloud-based dashboard offers visibility into repairs, tech support, software security status, and more.

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