

# OVERVIEW

## TC72 and TC77 Series Touch Computer

At the edge of any business are the front line workers that spend their days serving a company's most important asset — customers. Meet the all-touch device designed to take that service to the next level in the toughest environments — the ultra-rugged TC72/TC77 Touch Computers. Building on the field-proven TC7 Series, this family adds the latest mobility platform, a choice of two 1D/2D scan engines that deliver exceptional performance, support for the apps of today and tomorrow, a wealth of features that redefines ease of use, four new powerful only-from-Zebra Mobility DNA solutions, new device management options and more.



## Features & Benefits

### TOP 3 CUSTOMER MESSAGES

#### 1 The ultimate user experience

- Familiarity of Android reduces training time and speeds adoption
- Capacitive touch panel works in all weather and is visible in bright sun
- Largest battery in its class provides up to 15 hours of constant use
- Enterprise-class imager with ambidextrous scan buttons enables lightning-fast capture of 1D and 2D barcodes, including Digimarc
- Premium voice and audio

#### 2 Built to last

- Based on the proven innovative design of the legacy TC70x/TC75x
- Built to handle use and abuse inside and outside the four walls — multiple 8 ft./2.4 m drops to concrete and 2,000 3.2 ft./1.0 m tumbles
- IP65 and IP67 sealing — dust-tight, immersible in water for 30 minutes
- Maximum scratch-resistance and shatter-proofing for the display and camera 'eye' with Corning Gorilla Glass
- Built on one of today's most powerful processors for superior performance

#### 3 Expanded application support with Mobility DNA — only from Zebra

Four powerful new solutions:

- WorryFree WiFi for superior WiFi performance
- PowerPrecision Console to easily identify and remove aging batteries from your mobile devices and battery pool
- End-to-end control over the update process with LifeGuard Analytics
- StageNow's new Restricted Mode for control over access to Google Mobile Services (GMS)

### ADDITIONAL DIFFERENTIATING NEW FEATURES

#### Backward compatible with TC70x/TC75x

- Business continuity and seamless transition to the newest platform; accessories are backward compatible

#### Superior wireless

- Aggregated carrier support for faster upload/download speeds (WWAN); greater WiFi performance and coverage with WorryFree WiFi and 2x2 MU-MIMO

#### Long device lifecycle

- You get built-in support for future versions of Android; LifeGuard\* provides security updates for up to ten years (industry best) *\*LifeGuard requires active Zebra OneCare contract*

#### Ultimate in device management

- Optional Visibility Services provide the device management data needed to take device uptime, operational efficiency and return on device investment to the next level

## What's New

**Latest enterprise-class platform**  
Qualcomm SD660 architecture

**Latest Android OS**  
Launches with Android O (Oreo), with support for future versions of Android

**Enhanced data capture and locationing support**

New 5 MP front-facing camera for video calls and support for Visible Light Communication (VLC); improved camera performance under flash conditions; Digimarc® barcodes

**Better cellular, WiFi and Bluetooth wireless connectivity**

Carrier aggregation for faster upload/download speeds; 802.11ac with 2x2 MU-MIMO for faster and more reliable WiFi connections; Bluetooth 5.0 and Bluetooth Low Energy for twice the speed and four times the range — with less power

**New Mobility DNA solutions**

Four powerful new solutions: PowerPrecision Console; StageNow's Restricted Mode; WorryFree WiFi and LifeGuard Analytics

**New scanning features**

Ambidextrous scan buttons and your choice of two exceptional scan engines

## Industry Applications

#### TC72 (WLAN)

- Retail (associates and managers)
- Manufacturing and warehousing

#### TC77 (WLAN/WWAN)

- Retail (managers)
- Manufacturing
- Warehousing
- Transportation and Logistics
- Direct Store Delivery (DSD)
- Field service
- Government/public safety

# Competitive Highlights

Following are the top competitive selling points for the four major competitive products. Note that the complete detailed and most current competitive information is located in the Competitive Portal.

## Honeywell CT60



### Less experience in Android.

Honeywell has been a long holdout for Microsoft Windows and just committed to Android as their OS moving forward in 2017. Zebra began investing in Android for the enterprise as early as 2011. We are the undisputed leader in enterprise Android, with a 64% marketshare and 21 Android products compared with just 6% and 12 Android products for Honeywell.

**Light in software.** Imitation is the sincerest form of flattery. Honeywell just announced Mobility Edge. They are seven years and \$300m in investment behind us — that's light years in terms of technology lifecycle. It will take them years to catch up to where Mobility DNA is today — in the meantime, we'll continue to add new capabilities and tools.

**Light in features.** The CT60 lacks many of the key device features including: no front-facing camera; inferior scanner without Gorilla Glass; no MU-MIMO; smaller standard battery (and battery is harder to swap); heavier and bulkier.

### No platform approach.

Honeywell is developing both Mobility Edge and their new CT40/CT60 EDA products in piecemeal fashion. CT50 customers cannot easily migrate to the CT60. Mobility Edge features are only released on certain products.

## Honeywell CN80



### Less experience in Android.

Honeywell has been a long holdout for Microsoft Windows and just committed to Android as their OS moving forward in 2017. Zebra began investing in Android for the enterprise as early as 2011. We are the undisputed leader in enterprise Android, with a 64% marketshare and 21 Android products compared with just 6% and 12 Android products for Honeywell.

**Light in software.** Imitation is the sincerest form of flattery. Honeywell just announced Mobility Edge. They are seven years and \$300m in investment behind us — that's light years in terms of technology lifecycle. It will take them years to catch up to where Mobility DNA is today — in the meantime, we'll continue to add new capabilities and tools.

### Light in device features.

The CN80 lacks many key device features including: no front-facing camera; heavier and bulkier; smaller display; no warm swap; inferior scanner without Gorilla Glass.

### No platform approach.

Honeywell is developing Mobility Edge on their new products in piecemeal fashion.

## Panasonic FZ-N2



### No answer to Mobility DNA.

While Honeywell recently announced Mobility Edge, Panasonic 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 FZ-N2, you are buying a product — period. There's little value-add beyond the hardware.

### Less experience in Android.

Zebra is the undisputed leader in Android for the enterprise. We committed to Android back in 2011 with a \$300 million investment. We have 64% marketshare in Android mobile computers. With Zebra, your customers get a trusted advisor to streamline the deployment of Android and help them get maximum long-term value from their Android investment.

### Light in device features.

The FZ-N2 lacks many key device features including: smaller standard battery; lower resolution rear camera; lower tumble spec; no MU-MIMO; bulkier; inferior scanner without Gorilla Glass.

## Pidion EF501R



### No answer to Mobility DNA.

While Honeywell recently announced Mobility Edge, Pidion 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 EF501R, you are buying a product — period. There's little value-add beyond the hardware.

### Less experience in Android.

Zebra is the undisputed leader in Android for the enterprise. We committed to Android back in 2011 with a \$300 million investment. We have 64% marketshare in Android mobile computers. With Zebra, your customers get a trusted advisor to streamline the deployment of Android and help them get maximum long-term value from their Android investment.

### Light in device features.

The EF501R lacks many key device features including: launches with Nougat, an older Android OS; smaller standard battery; lower resolution front camera; fewer accessories; inferior scanner without Gorilla Glass; inferior quality overall.

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

## Qualifying Questions

**Q Are you considering modernizing your workforce's mobile computer solution as a means of improving productivity?**

**A** The TC72 (WLAN) and TC77 (WWAN) represent Zebra's premium tier all-touch, all-rugged Android mobile computer. The third generation of our award-winning and widely-accepted ultra-rugged form factor, both models give users everything they need to work smarter and faster, including: enterprise-class scanning and data capture, superior 802.11 wireless connectivity for demanding uses like push-to-talk voice, 4G LTE for fast exchange of business data, best in-class power, battery life and more.

**Q When considering a mobile computer investment, do you need a solution, rather than a product, that will grow as your business needs expand?**

**A** The TC72/TC77 offers an advanced computing platform that is capable of handling today and tomorrow's processor-intensive applications with ease. Enterprise-class data capture technology supports a wide range of applications including reading Digimarc symbologies in retail and future locationing applications. The TC72 and TC77 also offer a long Android roadmap with built-in support for future versions of Android, along with LifeGuard, an industry-first security solution that extends the lifecycle of Zebra Android devices well beyond any consumer offering. The result is a mobile computing solution you can build on — one that will last many years into the future, delivering an extraordinary return on investment.

**Q Does your IT organization spend significant time supporting your current mobile computers?**

**A** Unique Zebra-only features and device management options bring a new level of simplicity and cost-efficiency to mobile computer management. Our powerful Mobility DNA software tools and large community of third-party applications differentiate Zebra mobile computing devices from any in the industry. With LifeGuard for Android, a Mobility DNA solution that is available to customers with a Zebra OneCare contract, administrators can control when OS updates are applied so they manage their enterprise, rather than OS updates managing them. And Zebra's Visibility Services (AVS, OVS, OVS Connect) provide the critical data needed to maximize device uptime and improve business outcomes.

## Sales/Reference Materials

**The Source (for internal Zebra only):**  
[zebra.gosavo.com](http://zebra.gosavo.com)

**TC72 Product Home:**  
[www.zebra.com/tc72](http://www.zebra.com/tc72)

**TC77 Product Home:**  
[www.zebra.com/tc77](http://www.zebra.com/tc77)

**Partner Gateway:**  
<https://partnerportal.zebra.com>

**Services:**  
[www.zebra.com/services](http://www.zebra.com/services)

**Support Pages:**  
[www.zebra.com/support](http://www.zebra.com/support)

**Mobility DNA:**  
[www.zebra.com/mobilitydna](http://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 TC72/TC77 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. The TC72/TC77 is backwards compatible with existing TC7 Series accessories for a cost-effective upgrade. Key accessories include:

- Snap-on/snap-off trigger for scan-intensive tasks
- Variety of holsters and carrying options
- ShareCradle and multi-slot battery chargers that simplify and save space in the backroom
- Bluetooth DEX accessory for DSD applications

# Objection Handling

OPERATIONS MANAGER	OPERATIONS MANAGER	TECHNOLOGY DECISION MAKER
<p>“Integrating a new mobile computer is disruptive to my operations. My round-the-clock operations need a seasonal workforce that I can train quickly, and a solution that will last for years.”</p>	<p>“I need a mobile computer solution that won’t stop or slow my operations with constant service and maintenance.”</p>	<p>“I want to invest in a solution — not just a device.”</p>
<p><b>RESPONSE:</b></p>	<p><b>RESPONSE:</b></p>	<p><b>RESPONSE:</b></p>
<p>With Zebra, you get software solutions to make migration more predictable, and the service and partner ecosystem to simplify your transition.</p> <ul style="list-style-type: none"> <li>• Android is used in over 80% of the world’s consumer smartphones, making navigation intuitive and familiar</li> <li>• TC72/TC77 is designed for maximum ease of use and ease of adoption, including a display that’s easy to read indoors and outdoors; capacitive touch panel that can be used with gloves and when wet; and ambidextrous side scan buttons</li> <li>• Support for multiple future Android OS updates and Zebra’s LifeGuard extends the Android lifecycle</li> <li>• Backwards-compatibility with TC7 Series accessories means current customers won’t need to buy new accessories or rebuild their backroom</li> </ul>	<p>Productivity is key in any industry, and you can count on the TC72/TC77 to operate at the speed of your business.</p> <ul style="list-style-type: none"> <li>• Round-the-clock operations are no issue with the TC72/TC77: battery can last up to 15 hours on a single charge and there’s minimal disruption to change a battery with warm swap mode</li> <li>• Choice of two high performance megapixel scan engines that deliver faster scanning than competitive products</li> <li>• Premium voice and audio performance lets you consolidate multiple devices and boost staff collaboration and productivity</li> <li>• Ultra-rugged proven construction is designed for daily use, able to handle: multiple 8 ft./2.4 m drops to concrete (at room temp) and 2,000 3.2 ft./1 m tumbles, as well as dust and moisture with IP65/IP67 sealing</li> </ul>	<p>Class-leading TC72/TC77 is the ultimate future-ready investment. You get unmatched value today, and the peace of mind that your mobile device platform will grow with your business for years to come.</p> <ul style="list-style-type: none"> <li>• Mobility DNA offers the industry’s most mature and broadest set of solutions for unmatched productivity, simpler management and easier integration — competitive offerings are at least seven years behind the development of MDNA</li> <li>• Our large community of partner applications ensures rapid and risk-free application deployment</li> <li>• Since we continually invest in enhancing current Mobility DNA solutions and developing new ones, your customers can count on continued innovation for the lifespan of the device</li> <li>• With Zebra’s platform approach, software investments can be shared across different devices</li> </ul>

## Whats in the Box?

In addition to the mobile computer, also included are: battery, handstrap and the Regulatory Guide.

## 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 device sales.

Help your customers get unparalleled insight into the health, usage and performance of their devices with **OVS and AVS Visibility Services**. As their trusted advisor, you can white label Zebra’s service to add to your portfolio of services and increase your revenue and margins, while proving real value: you can help your customers instantly obtain the answer to critical device questions such as: Where are my devices? Are they ready to use? How many devices are in the repair depot? Which devices are being under-utilized? How many devices are out of contact? And more...



**NA and Corporate Headquarters**  
+1 800 423 0442  
inquiry4@zebra.com

**Asia-Pacific Headquarters**  
+65 6858 0722  
contact.apac@zebra.com

**EMEA Headquarters**  
zebra.com/locations  
contact.emea@zebra.com

**Latin America Headquarters**  
+1 847 955 2283  
la.contactme@zebra.com