



THE ET40/ET45: THE TOP 5 REASONS TO SELL

This sales tool presents the benefits you'll enjoy as a partner when you sell the ET40/ET45 Enterprise Tablets, along with links to training and customer-facing resources to assist in your sales efforts.

THE RIGHT-PRICED RUGGED TABLETS THAT HAVE IT ALL — RIGHT OUT OF THE BOX

Meet the perfect replacement to consumer-grade tablets — ET40/ET45 enterprise rugged tablets. Built for business, these right-priced tablets offer everything your customers need, right out of the box. Thin and light consumer styling that is business tough. Integrated enterprise-class scanning. The fastest wireless connections. A multi-year lifecycle. Powerful new communication options. New solutions that add new capabilities. And Zebra-only Mobility DNA™ tools that improve every aspect of the device lifecycle. The ET40/ET45 Enterprise Tablets — everything your customers need to do business right, at the right price.



WHY SHOULD YOU SELL THE ET40/ET45?

TOP 5 RESELLER BENEFITS

1

Win against consumer tablets.

Customers might be tempted by the low upfront cost of a consumer tablet, but it's easy to prove that the ET40 and ET45 Enterprise Tablets make more business sense. Purpose-built for the enterprise, these tablets offer businesses what they need, right out of the box. Integrated scanning means there's no need to buy a separate scanning sled or license software. With a rugged design, it's not imperative to buy a protective case. A multi-year lifecycle and enterprise-support simplify management. And more.

2

Deliver world class data capture — right out of the box.

The ET40 and ET45 give customers a choice of integrated Zebra scan engines — from standard range scanning to a large 'sweet spot' for point-and-shoot simplicity or an advanced range scanner to capture items in hand and across the room. Customers don't need to buy a separate scanning sled that can increase weight by more than 50% or license third-party software. And with Zebra's industry-leading technology, workers can capture barcodes in practically any condition — faded, damaged, under frost and more.

3

Increase the size of every deal.

There's much more to sell in addition to the tablets. Accessories include carrying options, a rugged case and single and multi-slot chargers and cradles. Zebra's Workstation cradle turns the tablets into a workstation on demand. The Presentation stand makes it easy to create a kiosk for self check-in. Add a Point of Sale hub to the Presentation stand to create an on-demand hybrid POS, allowing associates to ring up purchases the moment a buying decision is made — or linebust to prevent long wait times and lost sales.¹

4

Deliver value no other competitive tablet offers.

Mobility DNA Professional provides powerful complimentary tools that make every aspect of owning these tablets easier. Upsell customers to the Mobility DNA Enterprise License to unlock more tools that boost workforce efficiency and simplify the user experience. Additional optional proven software solutions greatly improve collaboration and team efficiency: Push-to-Talk (PTT) Express for PTT calls inside facilities; Workforce Connect PTT Pro for PTT anywhere and secure messaging; and Workforce Connect Voice to turn tablets into PBX handsets.²

5

Enhance every stage of the device lifecycle.

With Zebra, you'll be able to deliver value at every stage of the lifecycle with offerings that consumer tablets just can't match. A multi-year device lifecycle offers the predictability needed in the enterprise — and support is available for six years from the initial sale date, ensuring coverage every day the tablets are in use. Zebra OneCare Essential and Select maintenance plans offer the industry's gold standard of support. And flexible options let customers customize plans with Battery Refresh service, expedited shipping, VisibilityIQ™ Foresight and more.

RESELLER RESOURCES

TARGET MARKETS

Retail/Hospitality

- Assisted selling
- Line busting
- Point of sale
- Inventory management
- Staff management
- Guest check-in
- Restaurant wait staff
- Staff communications

T&L (delivery/fulfillment)

- Routing and dispatch
- Proof of pickup and delivery
- Invoicing/Mobile Point of Sale
- Inventory management
- Staff communications
- Parcel track and trace

SALES RESOURCES

[The Source \(for internal Zebra only\)](#)

Partner Gateway

- ET40/ET45 Spec Sheet
- ET40/ET45 Battlecard
- ET40/ET45 Selling Guide
- ET40/ET45 Customer Presentation
- Positioning Guide: Zebra Rugged Tablets



For Internal Use by
PartnerConnect Members Only

1. Workstation Connect, Workstation cradle, POS Hub and Presentation stand available 2H 2022.
2. Workforce Connect available Q4 2022.



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
zebra.com/locations
la.contactme@zebra.com

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