

OVERVIEW

ET40/ET45 Enterprise Tablets

If your customers are considering deploying consumer-grade tablets in enterprise rugged environments, Zebra has the perfect alternative — the ET40/ET45 enterprise rugged tablets. Built for business, these right-priced tablets offer everything your customers need to do business, 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.



Features & Benefits

Top 3 Customer Messages

- 1 Get a strong ROI that makes great business sense**
- Rugged design right out of the box — the ET40 and ET45 are built for business with a 4 ft./1.2 m to concrete drop spec, IP65 sealing and wide temperature range; if needed, you can add an optional rugged boot for increased durability
 - Business-class lifecycle with guaranteed device availability for three years; support for six years from the initial sale date
 - Integrated world class scanning comes standard — there's no need to buy and manage a third-party scanning sled or scanning software

- 2 Work faster and smarter with all the right business options**
- Two sizes: easy-to-carry 8-inch or the 10-inch for easy viewing of information rich apps
 - Latest and fastest wireless connections — including Wi-Fi 6, 5G (ET45) and CBRS (US only)
 - Optional hot-swappable secondary battery powers multiple shifts
 - Mobile POS support with NFC Tap to Pay and innovative payment solutions¹
 - Create a complete hybrid POS with the Point of Sale hub and the Presentation stand²
 - Create a workstation on demand with the Workstation cradle²
 - Customize tablets for every job with a complete enterprise-class accessory family

- 3 Get a built-in advantage with complimentary Mobility DNA Professional tools, including:**
- Mobility Extensions (Mx) offers over a hundred features to improve Android security, manageability and more
 - Stage a handful or thousands of devices for use in seconds with StageNow
 - Control the features/apps workers can access with Enterprise Home Screen
 - Easily enter barcode data into apps right out of the box with DataWedge
 - Eliminate needless trips to the repair center with Device Diagnostics
 - Control GMS apps and services with GMS Restricted Mode
 - And more...

Additional Differentiating Features

Choice of three scan engines
Standard range scanning, a large 'sweet spot' for 'can't miss' aiming and an advanced range scanner that can capture items in hand and across the room; all deliver Zebra's industry-leading scanning performance

Thin and light consumer styling that is business tough
At just 485 g (8-inch) and 690 g (10-inch), and just 0.45 in./ 11.4 mm thick, the rugged ET40/ET45 feels like a consumer tablet, yet is ready for use in nearly any environment

Optional Mobility DNA Enterprise License
Additional value-add tools increase worker productivity, improve Wi-Fi performance and control, simplify app integration and migration — and more

Powerful voice tools
Improve team collaboration with Zebra's Workforce Connect³: turn tablets into two-way walkie talkies that work inside your facility and out in the field — and fully-featured PBX handsets

What's New

Zebra's most cost-effective rugged tablet
The ET40/ET45 is positioned to compete in the lower cost, value tier market where consumer grade line of business tablets have held a competitive edge. Current customers in these markets settle for consumer tablets that end up failing due to lack of durability, limited lifecycle, limited software tools and service/support. Now you have a device to compete — an affordable tablet that's purpose built for the enterprise.

The thinnest, lightest Zebra tablet yet
Thin and light consumer styling that is business tough

Retail ready
Create an on-demand hybrid POS anywhere in the store with the Point of Sale hub and Presentation stand²; payment-ready including NFC tap to pay

Markets/Applications

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

- T&L (Delivery and Fulfillment)**
- Routing and dispatch
 - Proof of pickup and delivery
 - Invoicing/Mobile Point of Sale
 - Inventory management
 - Staff communications
 - Parcel track and trace

Competitive Highlights: 8-Inch

Following are the top competitive selling points for the three major 8-inch competitive products. Complete competitive information can be found in the Selling Guide.

Samsung Tab Active 3



Shorter lifecycle. Samsung has a shorter (approx. 2-year) hardware lifecycle — which means companies may need to juggle multiple models in their deployment; Samsung only provides four years of support for security patches.

Light in software. Samsung's software ecosystem is significantly limited compared with Mobility DNA. Most notably, Samsung has proprietary models for its managed configs, staging and APIs.

No integrated enterprise barcode scanning. There's no integrated barcode scanning option. Customers either need to purchase a third-party scanning sled (which increases overall cost, adds bulk/weight, lowers rugged specs and adds management complexity) or rely on the camera for barcode scanning (which requires the purchase and management of a software license).

Inferior support for enterprise applications. Maximum RAM is 4GB, limiting the ability to support future upgrades and memory intensive applications; only one programmable button for easy access to applications and device features.

No 5G support. Users can't access the fastest cellular networks today; less future-proof.

Inferior Wi-Fi. While Tab Active 3 does support Wi-Fi 6, customers get a standard consumer smartphone Wi-Fi radio; no 2x2 MU-MIMO; supports fewer Wi-Fi protocols (e.g. no fast roaming or 802.11mc locationing support); lacks enterprise "won't drop" Wi-Fi connectivity available with optional Mobility DNA Enterprise.

Inferior staff communication tools. Customers must rely on third party applications to enable staff PTT, secure text messaging and PBX functionality. These apps require testing and validation.

Apple iPad Mini



Shorter lifecycle. Apple has a shorter (approx. 2-year) hardware lifecycle — which means companies may need to juggle multiple models in their deployment.

Lacks software ecosystem and value-add tools. Apple does not offer any kind of software ecosystem like Mobility DNA. Deployment, integration, application development and device/OS management will be more complex and expensive.

No integrated enterprise barcode scanning. There's no integrated barcode scanning option. Customers either need to purchase a third-party scanning sled (which increases overall cost, adds bulk/weight, lowers rugged specs and adds management complexity) or rely on the camera for barcode scanning (which requires the purchase of a software license).

"Consumer" battery. The iPad's battery is not suited for enterprise use; not removable — devices must be taken out of service to charge; lacks battery management tools.

Not rugged out of the box. No drop specifications, no sealing rating and a narrower operating temperature range; requires a third-party case to add durability.

Inferior support for enterprise applications. Maximum RAM is 4GB, limiting the ability to support future upgrades and memory intensive applications; no programmable buttons for easy access to applications and device features.

Inferior Wi-Fi. While newer iPad Mini tablets do support Wi-Fi 6, customers get a standard consumer smartphone Wi-Fi radio; no 2x2 MU-MIMO; supports fewer Wi-Fi protocols (e.g. no fast roaming or 802.11mc locationing support); lacks enterprise "won't drop" Wi-Fi connectivity available with optional Mobility DNA Enterprise.

Inferior staff communication tools. Customers must rely on third party applications to enable staff PTT, secure text messaging and PBX functionality. These apps require testing and validation.

Honeywell ScanPal EDA71



Lacks software ecosystem and value-add tools. The EDA71 is NOT compatible with Honeywell's Mobility Edge ecosystem. They have no answer to Mobility DNA's suite of productivity, developer and management tools.

Older Android platform and shorter lifecycle. Currently, EDA71 is loaded with Android 8 and 10. Published support is through Android 10 only.

84% thicker and 13% heavier. The ET40/ET45 offers superior ergonomics and portability.

Inferior wireless connectivity. EDA71 does not support 5G or Wi-Fi 6. That means users can't access the fastest networks today and won't have a future-ready solution as these technologies become more widespread in the future. EDA71 supports an older Bluetooth standard.

Inferior support for enterprise applications. Maximum RAM is 4GB, limiting the ability to support future upgrades and memory intensive applications; no programmable buttons for easy access to applications and device features.

Lacks front facing camera. EDA71 cannot support video calls, which are often used for staff collaboration and team troubleshooting/remote support in the field.

Inferior battery features. EDA71 does not offer hot swap capability or battery management tools.

Inferior staff communication tools. Customers must rely on third party applications to enable staff PTT, secure text messaging and PBX functionality. These apps require testing and validation.

Competitive Highlights: 10-Inch

Following are the top competitive selling points for the four major 10-inch competitive products. Complete competitive information can be found in the Selling Guide.

Samsung Tab Active Pro 10.1 in.



Shorter lifecycle. Samsung has a shorter (approx. 2-year) hardware lifecycle — which means companies may need to juggle multiple models in their deployment; Samsung only provides four years of support for security patches.

Light in software. Samsung's software ecosystem is significantly limited compared with Mobility DNA. Most notably, Samsung has proprietary models for its managed configs, staging and APIs.

No integrated enterprise barcode scanning. There's no integrated barcode scanning option. Customers either need to purchase a third-party scanning sled (which increases overall cost, adds bulk/weight, lowers rugged specs and adds management complexity) or rely on the camera for barcode scanning (which requires a separate software license).

No 5G or Wi-Fi 6 support. Users can't access the fastest networks today and won't have a future-ready solution as these technologies become more widespread in the future.

Inferior support for enterprise applications. Maximum RAM is 4GB, limiting the ability to support future upgrades and memory intensive applications; only one programmable button for easy access to applications and device features.

Inferior staff communication tools. Customers must rely on third party applications to enable staff PTT, secure text messaging and PBX functionality.

Apple iPad 10.2 in.



Shorter lifecycle. Apple has a shorter (approx. 2-year) hardware lifecycle and inferior device/security support.

Lacks software ecosystem. Apple does not offer any kind of software ecosystem.

No integrated enterprise barcode scanning. There's no integrated barcode scanning option. Customers either need to purchase a third-party scanning sled (which increases overall cost, adds bulk/weight, lowers rugged specs and adds management complexity) or rely on the camera for barcode scanning (which requires a separate software license).

No 5G or Wi-Fi 6 support. Users can't access the fastest networks today and won't have a future-ready solution as these technologies become more widespread in the future.

"Consumer" battery. The iPad's battery is not suited for enterprise use; not removable — devices must be taken out of service to charge; no battery management.

Not rugged out of the box. No drop specifications, no sealing rating and a narrower operating temperature range; requires a third-party case to add rugged specs.

Inferior support for enterprise applications. Maximum RAM is 3GB, limiting the ability to support future upgrades and memory intensive applications; no programmable buttons.

Inferior staff communication tools. Customers must rely on third party applications to enable staff PTT, secure text messaging and PBX functionality.

Honeywell RT10 Android



71% thicker and 74% heavier. The ET40/ET45 offers superior ergonomics and portability.

Older Android platform and shorter lifecycle. Currently, RT10 is loaded with Android 9. Published support is through Android 11 only.

Light in software. Honeywell's Mobility Edge is seven years behind Mobility DNA. Key gaps include: no solution for disabling GMS, limited battery management, limited device lockdown tools, limited device diagnostics, no DataWedge equivalent, limited SDK, limited device tracking software and much more.

No 5G or Wi-Fi 6 support. Users can't access the fastest networks today and won't have a future-ready solution as these technologies become more widespread in the future.

Inferior support for enterprise applications. Maximum RAM is 4GB, limiting the ability to support future upgrades and memory intensive applications.

Inferior staff communication tools. Customers must rely on third party applications to enable staff PTT, secure text messaging and PBX functionality.

Bluebird RT103



28% thicker and 17% heavier. The ET40/ET45 offers superior ergonomics and portability.

Older Android platform. Currently, RT103 is loaded with Android 10; future support is not published.

Lacks software ecosystem. Bluebird does not offer any kind of software ecosystem.

No integrated enterprise barcode scanning. Barcode scanning requires a Smart Plug accessory (additional device cost, lowers rugged specs and adds management complexity).

No 5G or Wi-Fi 6 support. Users can't access the fastest networks today and won't have a future-ready solution as these technologies become more widespread in the future.

Inferior display. RT103 has a lower resolution display (1280 x 800).

Inferior support for enterprise applications. Maximum RAM is 4GB, limiting the ability to support future upgrades and memory intensive applications; no programmable buttons.

Inferior staff communication tools. Customers must rely on third party applications to enable staff PTT, secure text messaging and PBX functionality.

Qualifying Questions

Q Are you considering purchasing consumer tablets for your workers because of appearance and cost?

A While that seemingly inexpensive and good-looking consumer tablet might look like the best approach to provide workers with affordable mobility, you'll end up paying more in the long run. Why? Those devices aren't ready for enterprise use right out of the box – for example, you'll have to purchase a protective case to add durability and a third-party sled or software to support enterprise barcode scanning. Consumer devices have a shorter product lifecycle, which can result in a mixed model deployment that is more complex and time-consuming to support. You'll also need to evaluate and validate third-party software tools. That's where the ET40/ET45 comes in. These tablets are not only designed to be rugged, but are equipped with the necessary enterprise-grade functionality, service and support you need. And they're priced right so you don't need to break the bank. You no longer need to compromise – you can get affordability and consumer styling *plus* enterprise lifecycle, support and features in one device.

Q Are you looking for a tablet solution with a long lifecycle?

A Unlike consumer tablets, Zebra guarantees that the exact same device will be available for three years. When it comes to service and support, Zebra's optional OneCare Essential and Select support services provide all the options you need to get the right level of service for your business. And since these support services are available for a full six years from the initial date of sale, you can count on support every day your tablets are in use. And ET40/ET45 lifecycle benefits don't end there. You get a long Android roadmap, with support through Android 14. It connects to the fastest wireless networks today and tomorrow with support for 5G (ET45) and Wi-Fi 6. Class-leading memory configurations ensure it can support future upgrades and applications. With Mobility DNA Professional, powerful complimentary tools are pre-loaded and ready to use, while the optional Mobility DNA Enterprise License unlocks additional tools. The result is a tablet solution you can build on — one that will last many years into the future, delivering an extraordinary return on investment.

Q How much would you save by investing in a device that can double as a workstation, Point of Sale, 2-way radio and PBX mobile handset?

A The versatile ET40/ET45 offers numerous possibilities. A Workstation cradle² gives workers a true workstation experience, enabling you to replace hardwired desktop PCs for employee training, assisted sales and more. Innovative payment solutions¹ let workers take payment anywhere. You can create a complete on-demand hybrid POS with the Point of Sale hub and the Presentation stand.² And with Zebra's ready-to-use proven Workforce Connect solutions³, you can turn these tablets into a two-way walkie talkie and a PBX handset — and add secure text messaging.

Sales/Reference Materials

The Source (for internal Zebra only):
<https://zebra.showpad.biz/webapp2/home>

ET40/ET45 Product Home:
www.zebra.com/et40-et45

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

Services:
www.zebra.com/services

Support pages:
www.zebra.com/support

Mobility DNA Value Tier Kit:
www.zebra.com/mobility-dna-kit

Accessories

The ET40/ET45 offers a robust enterprise-class accessory ecosystem. Your customers can customize their solution to meet their application needs, while you increase revenue and margins. Complete an ET40/ET45 solution sale with:

- Variety of charging options including wall charger, desktop charging cradle, multi-slot charging cradle and multi-slot external battery charger
- Workstation cradle to create a workstation on demand²
- Point of Sale hub and Presentation stand to create a complete hybrid POS²
- Rugged boot that adds another level of durability
- Hot-swappable secondary battery
- Variety of carrying options including shoulder strap and D-clips
- Passive stylus
- VESA mount adapter
- And more...

Objection Handling

Operations Manager	Operations Manager	IT Manager
<p>“A consumer tablet seems good enough for our applications. Why shouldn’t we just give our workers a consumer tablet?”</p>	<p>“Zebra is known for higher tier products. Are we really getting Zebra quality at this price point?”</p>	<p>“We can’t afford to disrupt our operations by integrating a new tablet right now.”</p>
<p>Response:</p> <p>Even though initial acquisition costs may be less with a consumer device, these deployments result in a higher TCO in the enterprise.</p> <ul style="list-style-type: none"> • Consumer devices have a short lifecycle, creating significant deployment, maintenance and support issues • If the tablet lacks rugged specs out of the box, you’ll need to purchase a separate rugged case • If the tablet lacks integrated barcode scanning, you’ll need to purchase a third-party scanning sled or license third-party scanning software • If the tablet lacks a removable battery, the entire device must be taken out of service to charge, limiting the ability to support back-to-back shifts with one device • Consumer tablets lack suitable mounting and backroom solutions for the enterprise — you’ll need to spend more time researching and evaluating third party accessories 	<p>Response:</p> <p>The ET40/ET45 is Zebra’s lowest cost tablet, but that doesn’t mean you need to compromise on the things that matter to your business:</p> <ul style="list-style-type: none"> • Zebra’s award-winning Industrial Design team created a thin and light tablet that’s business tough — the ET40/ET45 is tested to the latest MIL-STD-810H. You can drop it on tile or concrete floors, use it in the heat or subzero temperatures and hose it off. It still works • Zebra’s industry-leading scanning technology ensures the first time, every time capture of virtually every barcode, in practically any condition • High performance computing platform with built-in support through Android 14 and the latest wireless connectivity give you the power to run all your applications today and tomorrow • All the right business options, from 2-way radio to mobile payment, an on-demand workstation, hybrid POS and more 	<p>Response:</p> <p>With Zebra, you get solutions to make migration more predictable, and the service and partner ecosystem to simplify your transition.</p> <ul style="list-style-type: none"> • Standards-based approach for APIs, deployment and management tools • Simple setup with StageNow — including the ability to control GMS features; devices can even provision themselves right out of the box with Zebra Zero-Touch • LifeGuard™ for Android™ keeps devices secure every day they are in service • PowerPrecision batteries provide the intelligence to better manage your battery pool • DataWedge makes it easy to enter barcode data into your existing apps • Devices can be updated over-the-air with your supported EMM system • Advanced tools and technology for “no drop” Wi-Fi connectivity (requires optional Mobility DNA Enterprise)

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



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What’s in the Box?

In addition to the ET40/ET45 tablet, also included are a standard battery and documentation.

Services

Keep your customers’ tablets operating at peak performance and enable their mission-critical operations with **Zebra OneCare® Maintenance Plans**, which help eliminate unexpected repair costs, maximize device uptime, and generate more revenue and margin on your device sales.

Zebra OneCare is never one-size-fits-all. Your customers can choose the right level of support they need, then further tailor their plan with flexible enhancements, including:

- Battery Maintenance and Battery Refresh services
- Expedited shipping and logistics options
- Device commissioning services that provide returned or replaced devices with the right software and application versions, ready to use right out of the box
- VisibilityIQ™ Foresight for unparalleled insight into the health, usage and performance of devices