

Drive Big Results for Small Businesses

Empower associate problem solving and productivity.

If your business is still using consumer devices, you may be leaving countless hours of productivity on the table. Without technology built for business, your employees are limited by reduced mobility, restricted features and cumbersome workflows. Paired with shorter warranties, less-than-ideal security and technical challenges, the total cost of ownership (TCO) of consumer devices can skyrocket, fast.



Only **49.6%** of consumer devices survive to **4 years**, while **78.4% of rugged** enterprise devices continue to work past that point.¹



41% of businesses* are currently using or are planning to purchase more rugged devices.²

Are you facing these obstacles with your consumer mobile devices?

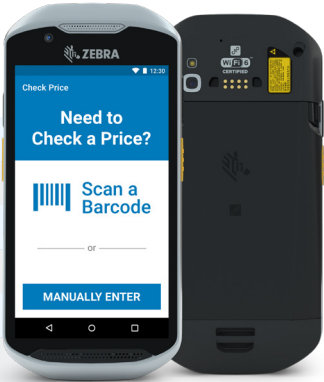
Consumer tech challenges	Enterprise tech solutions
Short Lifecycles Consumer devices often have short, year-long lifecycles without the guarantee of repair, replacement, updates or backwards compatibility, leaving you with the cost of supporting multiple models.	Long-Term Support Devices built for business have longer term support and features to make updates and maintenance a breeze. And with longer lifecycles, you can get replacement parts and repair support for years.
Less-Than-Durable Materials Because they have shorter lifecycles, consumer devices aren't made to last, resulting in issues like cracked screens and broken components.	Rugged Construction Devices built from durable materials are engineered to withstand harsh environments and accidental drops to hard surfaces, further extending their lifespan.
Poor Connectivity Consumer devices have limited wireless radios, and without costly service plans, your employees may lack voice communication, hindering their collaboration.	Enhanced Network Access Using longer range wireless radios and integrated cellular connectivity, your team will have all the communication options they need, right at their fingertips.
Inaccurate Data Capture Consumer devices use cameras to scan but often fall short in data capture without industrial-class barcode scanning—impacting employee productivity and accuracy.	Precision Scanning With integrated industrial scanners alongside high-quality cameras, your team can capture every kind of data faster and more accurately.
Restricted Mobility Limited connectivity and sparse accessories leave your employees juggling devices while working in the field.	Fluid Movement Accessories built for mobility can ease workflows and improve productivity alongside boosted wireless connectivity.



What to consider

Here are some factors to consider when exploring device upgrades:

- How do employees typically use their mobile computers?
- Do workers need wearable devices?
- How long will devices be in use between battery charges?
- What kind of barcodes or RFID tags do your devices need to read?
- At what range are barcodes and images captured?
- What communication capabilities do your employees need?



Key takeaways

When you consider all the factors that contribute to TCO, consumer devices aren't more cost effective than business-ready mobile computers. And with new, lower price points, empowering your employees and enhancing productivity is more accessible than ever. If you're ready to upgrade from consumer devices, Zebra is here to help.



1. VDC Research. Enterprise Mobility & the Connected Worker Report. [Source](#). [Reference](#).
2. IDC. IDC MarketScape: Worldwide Rugged Mobile Devices 2020 Vendor Assessment. [Source](#). [Reference](#).

*In the United States

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