**Key Messaging: Mobility DNA**

**AUDIENCES:**

1. CEOs and Operations Managers
2. End-users
3. CIOs and IT Managers
4. ISV’s and Developers

 **MOBILITY DNA DESCRIPTION**

Mobility DNA is the genetic code that gives Zebra mobile computers fundamental and distinct enterprise characteristics and capabilities. It is a software ecosystem that works seamlessly and securely with the Android™ consumer-friendly operating system to extend the life of mobility investments and reduce the risk and cost of migrating.

It gives mobile computers more enterprise capabilities with business and productivity tools customized to workers’ needs. This makes their jobs easier and empowers them to accomplish tasks faster with greater proficiency. Built around the user-friendly Android interface, the Mobility DNA elements ensure fast adoption, accelerate ROI and drive productivity forward.

With its unique management and development tools, Mobility DNA enables maximum IT control by simplifying device management and troubleshooting, while delivering a truly robust mobility solution with enterprise-class security.

**MAIN BENEFITS**

**MOBILITY DNA:**

1. **Optimizes productivity** **and efficiency** by extending the capabilities and performance of Android enterprise devices
2. **Simplifies device management** and troubleshooting via centralized control and real-time visibility
3. **Capitalizes on the world’s most popular consumer-grade OS — Android —** by transforming it into a secure and commercially viable OS for enterprise
4. **Brings enterprise-class security to data, apps and devices**, giving enterprises complete control over their mobile platform
5. **Ensures fast and smooth deployments** that integrate seamlessly into new and legacy mobile computing infrastructures

**SUPPORTING MESSAGING 1: INCREASED PRODUCTIVITY**

**PITCH:**

Mobility DNA gives mobile computers more enterprise capabilities with business and productivity tools customized to workers’ needs. This makes their jobs easier and empowers them to accomplish tasks faster with greater proficiency. Since it is built around the user-friendly Android interface, training and adoption time are shorter, which in turn, boosts operational efficiency.

**CUSTOMER BENEFITS**

* Give more enterprise capabilities to mobile computers and workers
* Reduce downtime
* Accelerate user training and adoption
* Make workers jobs easier, while improving efficiency

# SUPPORT MESSAGING 2: SIMPLER MANAGEABILITY

**PITCH:**

The more you know, the more you can control. With Mobility DNA, enterprises regain control of their mobile platform through greater access, centralized management, and real-time visibility. The result is simpler device management and troubleshooting for optimal uptime. Plus, from day one, devices, apps and data come protected with fortified, enterprise-class security.

**CUSTOMER BENEFITS**

# Control over mobile devices and their performance

# Elevate security to enterprise-grade

# Simplify device management

# Gain more visibility into operations

# Enable faster troubleshooting to reduce downtime

**SUPPORT MESSAGING 3: SEAMLESS INTEGRATION**

**PITCH:**

With Mobility DNA’s development tools, creating enterprise-ready mobile apps is faster, easier and effortless. It ensures fast and smooth deployments that integrate seamlessly into new and legacy mobile computing infrastructures and facilitates OS migration.

**CUSTOMER BENEFITS**

* Develop intuitive, enterprise, purpose-built mobile applications
* Write and deploy bug-free applications
* Shorten development and integration timelines
* Leverage existing investments and infrastructures

# Migrate smoothly and rapidly to an enterprise-grade Android platform

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