



SUPERCHARGE YOUR SALES WITH MOBILITY DNA



With this guide, you'll clearly understand Mobility DNA and value its software ecosystem as the differentiator that can help you sell more Zebra mobile computers.

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Mobility DNA under the Microscope

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MOBILITY DNA UNDER THE MICROSCOPE

What Is It?

Mobility DNA is the genetic code that gives Zebra mobile computers distinct enterprise capabilities. Its unique ecosystem of software transforms Android™, the world's most popular consumer operating system (OS), into an enterprise-ready force. Now, the pains common to other enterprise mobility platforms disappear—making operations a powerhouse of productivity, management simpler, and integration problem-free.



[WATCH THE VIDEO >](#)

THE ANATOMY OF MOBILITY DNA

| INCREASED PRODUCTIVITY | | SIMPLER MANAGEMENT | SEAMLESS INTEGRATION |
|--|---|---|--|
| BUSINESS TOOLS | PRODUCTIVITY TOOLS | MANAGEMENT TOOLS | DEVELOPMENT TOOLS |
|  <p>Break free from inefficiencies with powerful, purpose-built applications.</p> <ul style="list-style-type: none"> • Workforce Connect • SmartDEX |  <p>Make jobs easier and tasks faster to accomplish.</p> <ul style="list-style-type: none"> • SimulScan • All-Touch Terminal Emulation • Swipe Assist • Enterprise Keyboard • DataWedge • PowerPrecision |  <p>Regain control of your mobile platform with superior security, greater access, centralized management, and real-time visibility.</p> <ul style="list-style-type: none"> • StageNow • EMM Toolkit • Enterprise Home • Device Diagnostics • Power Precision Console • WorryFree WiFi™ • LifeGuard™ for Android™ |  <p>Experience the faster, smarter, easier way to develop enterprise, mobile applications.</p> <ul style="list-style-type: none"> • EMDK for Android • EMDK for Xamarin • Enterprise Browser |



Mobility Extensions (Mx):
Bring superior security, manageability, data capture, and connectivity to Android.

HOW MOBILITY DNA CAN POSITIVELY IMPACT SALES

Enterprise Mobility Is An Inside Job

A sales conversation focused solely on hardware is in danger of becoming a commodity battle. Want to truly differentiate your offering? **Go beyond hardware. Speak of Mobility DNA's software ecosystem.** When prospects hear how it resolves their most pressing issues, they're sure to be impressed.

Zebra's Competitive Difference

Stand tall knowing **no other competitor offers an end-to-end software solution** or one that addresses the challenges of all stakeholders, from CEOs to workers, from IT administrators to developers.



Are You Seizing Every Opportunity?

The Majority of Sales Comprise



Source:
Zebra, MDNA Sales Update March 2016 ppt.

RECOMMENDED SALES STRATEGY

1. Convince prospects that hardware alone doesn't make a successful mobile platform. **It takes both hardware and software.**
2. Sway them on the advantages of modernizing their mobility solution by showcasing a specific business or productivity tool to address one of their challenges.

Once they're excited about the productivity they can gain with Mobility DNA, **explain that it can also simplify management and ease app development and integration.**



TARGET AUDIENCE

| TITLE | PAIN POINTS | MOBILITY DNA'S CURE |
|---|---|---|
| CEOs and Operations Managers | <ul style="list-style-type: none"> • Migrating poses risks • Expenses are high • Productivity can suffer • Training can be long, slowing down operations | <ul style="list-style-type: none"> • Lowers costs and risks of migrating • Increases productivity, reduces downtime • Extends the life of investments • Expedites training and adoption |
| End-users | <ul style="list-style-type: none"> • Outdated technology is not user-friendly • Current processes may be labor intensive • Prospects may lack tools to expedite tasks • Resistant to learning new things | <ul style="list-style-type: none"> • Built on Android's familiar and intuitive user interface • Offers highly productive tools and software to work faster and smarter and to communicate and collaborate better • Easy to learn, quick to adopt |
| CIOs and IT Administrators | <ul style="list-style-type: none"> • Struggle to deploy devices as different apps are on different devices in different rotation • Delays in rolling out operating systems, apps and devices • Difficulty integrating into legacy systems • Security risks • Complex management • Lack of control | <ul style="list-style-type: none"> • Migrates smoothly and rapidly • Integrates seamlessly into new and existing infrastructures • Hardens the security of devices and apps • Gives IT the utmost control and visibility • Simplifies IT management |
| Independent Software Vendors and Enterprise Developers | <ul style="list-style-type: none"> • Development is labor intensive • Apps prone to bugs • Slow timelines | <ul style="list-style-type: none"> • Shortens development and integration timelines • Enables bug-free applications • Leads to an intuitive user experience • Supports developers in app creation • Maximizes resources, minimizes development costs |

QUESTIONS TO UNCOVER NEEDS

| OVERVIEW | PRODUCTIVITY | DEPLOYMENT & MANAGEMENT | DEVELOPMENT |
|--|--|---|--|
|  <ul style="list-style-type: none"> • What types of devices does the enterprise currently use? • What are the issues with the current types of apps the organization is using? • Are they exploring new apps? • With Windows support ending in 2020, what are their plans for migrating their operating system? |  <ul style="list-style-type: none"> • How much time is needed to train employees on new devices and apps? • What issues do employees struggle with when it comes to adopting new technology? • How does that impact the operations? • How do they manage the power of their devices? • Do they use walkie-talkies as a voice solution? • How do they communicate across different devices? • What data processes are they doing manually? |  <ul style="list-style-type: none"> • How do they deploy and manage devices and apps? • What challenges do they have with rollouts? • Where do they struggle in managing their mobile portfolio? • How do they secure their mobile platform? What gaps have they experienced? • How much control does IT have over the mobile devices versus end users? |  <ul style="list-style-type: none"> • What difficulties do developers have in creating enterprise mobile apps? • How much time is spent resolving application bugs? • What issues are costly when developing enterprise mobile apps? |

FREQUENTLY ASKED QUESTIONS

1

Q: Can I use StageNow to stage a COSU device?

A: No. StageNow is currently not configured as a DOA and therefore cannot be used to stage a COSU device.

2

Q: COSU sounds like it was originally developed for kiosks (e.g. no keyguard, no home, no recent). Does it make sense for a COBO handheld user to use COSU?

A: Yes, in many places where you would use Enterprise Home Screen.

3

Q: What is a Device Owner (DO)?

A: A device owner is a special device-administrator app defined in Android 5.0. It is an administrator app that has access to additional APIs as defined in the Device Policy Manager class and can create/remove secondary users. There is only one DO on the device at any point in time.

4

Q: Are there different passcodes for the work and user profiles?

A: There is currently a single passcode used for both profiles. This is expected to change in future Android releases.

5

Q: Is there a way to have the content of my Active Directory (AD) uploaded to Google in order to facilitate the creation and administration of Google Accounts?

A: Yes. The Google Apps Directory Sync (GADS) utility will allow IT administrators to sync AD information, such as Organizational Units, Users Accounts, Groups, User Profiles, Shared Contacts and Calendar Resources.

6

Q: My EMM supports an App-Catalogue; will this still be used?

A: It can be, but Google is pushing hard to eliminate this from EMMs and migrate users to AFW.

7

Q: What is the granularity of Mobile Application Management?

A: Fine level (device level or group level). App distribution is left to the EMM vendor (i.e. you cannot do this directly from GPFW).



COMPETITIVE LANDSCAPE

| COMPETITOR | WEAKNESSES |
|---|--|
|  | <ul style="list-style-type: none"> • Announced Mobility Edge for Android late 2017 v. Zebra's 2011 foray into Mobility DNA • Only two of Honeywell's Android devices include Mobility Edge v. our 21 Zebra Android devices with Mobility DNA built in • Most of Mobility Edge products are yet to be released, as they're not posted on Honeywell Software Solution portal https://hsmftp.honeywell.com/ • Honeywell now offers a life cycle support policy—Sentinel—but its coverage is not as long lasting (Sentinel's 6 to 7 yrs. vs. LifeGuard™ for Android's 10 yrs.) • Sentinel starts with the Dessert release, not device deployment like LifeGuard for Android • Honeywell has 8% of rugged Android market share v. Zebra's 64% |
|  | <ul style="list-style-type: none"> • Lack hardware |
|  | <ul style="list-style-type: none"> • Limit security and repairs to Toughpad |
|  | <ul style="list-style-type: none"> • Lack apps, utilities and development tools |
|  | <ul style="list-style-type: none"> • Not designed for enterprise use • High churn rate • Rely on third parties for app capabilities • Limit software and support to iPhone and iOS only |
|  | <ul style="list-style-type: none"> • Not designed for enterprise use • High churn rate • Rely on third parties for app capabilities • Apps are not vetted • Development tools do not compare to our enterprise mobile development kits |

OVERCOMING OBJECTIONS

1 I'm concerned about using Android for my enterprise.
 With Zebra's Android mobile devices, you can have the best of both worlds: enterprise-class security, control and applications, along with consumer-grade advantages.

GET ENTERPRISE NECESSITIES:

- Government-grade encryption
- Utmost security and control
- Multi-user capabilities
- Advanced connectivity
- Mobile device management
- API access
- 120 worldwide, enterprise ISV partners
- 168 certified enterprise apps

LEVERAGE CONSUMER BENEFITS:

- **82%** of the consumer mobile phone market is Android OS
- **74%** of developers are loyal to Android
- Supported by leading Silicon / microprocessor vendors
- A mature, evolved OS
- Larger user interface, intuitive apps, visually appealing, all-touch keyboards, capacitive
- All-touch screens increase productivity **15-20%** and decrease errors **60%**

Sources: IDC, Smartphone Market Share 2015 Q2; IDC; Zebra Laboratories, 2014

2 I'm reluctant to migrate to a new operating system.

- Migrating is inevitable.
- By 2020/21, Microsoft will end extended support of Windows Mobile and CE-embedded operating systems – the platform for almost 15 million enterprise mobile devices.
- Regardless of which operating system you choose, you will need to rebuild your applications.
- Mobility DNA eases development and integration.

3 I have another Enterprise Mobile Management solution (EMM). Can I still use Mobility DNA?

- Yes. In fact, we even sell a third-party EMM solution – SOTI MobiControl.
- Mobility DNA provides an EMM Tool Kit that allows EMM providers the right tools to integrate their EMM into our devices.

4 Is Mobility DNA just for Zebra mobile computers?

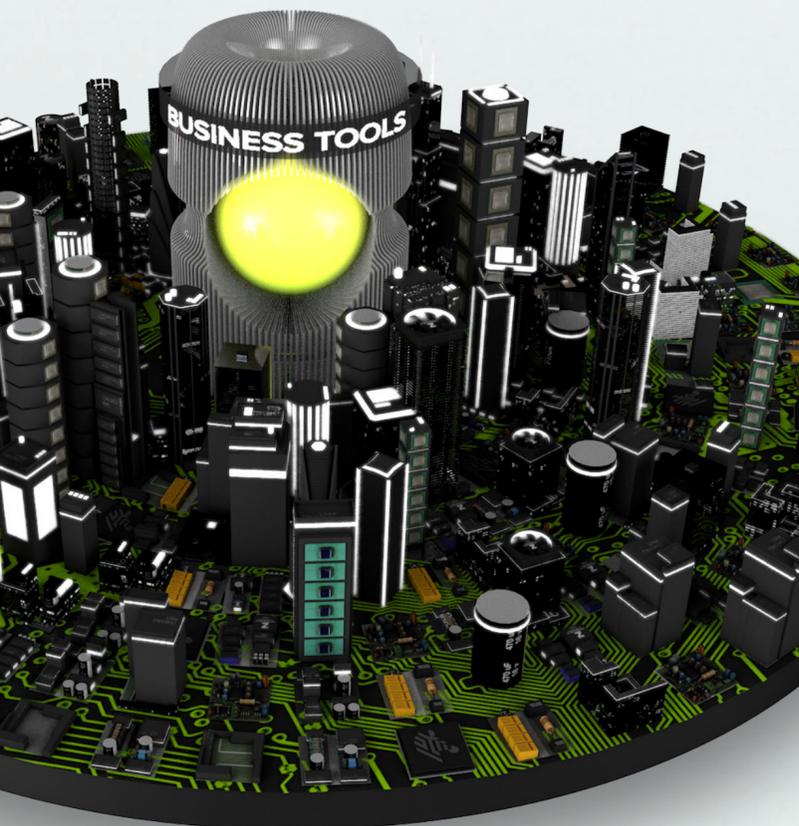
- Some of Mobility DNA's tools are device-agnostic.
- Zebra-developed applications are designed to fully take advantage of Zebra mobile devices.
- Today, only Workforce Connect Pro is also available for iOS.

5 Why would I use Mobility DNA if I use an Enterprise Mobile Management solution (EMM) to manage my devices?

- Mobility DNA complements the EMM offer, providing additional value.
 - o Our business tools optimize the way workers communicate, complete tasks and connect.
 - o Our productivity tools offer a better UX, faster data capture, and increased efficiency.
 - o Our development tools enable smoother OS migration, faster deployments and fewer errors and less effort.

A CLOSER LOOK AT THE ECOSYSTEM

BUSINESS TOOLS – licensed software



Workforce Connect:
Improve and unify
communications across
devices.

Audience: CEOs, Operational Managers and
End-users

Verticals: T&L, Manufacturing, Retail, &
Healthcare

Cost Structure: PREMIUM

Highlights:

- Enables enterprises to add voice and messaging features to Zebra mobile computers
 - o Push-to-talk over Wi-Fi™ and cellular networks
 - o Enterprise messaging
 - o Desk phone functionality
- Workers can perform all tasks on just one device, increasing efficiency
- Modular and customizable, making it easy to adapt to future needs

Resource:

- [Workforce Connect Web Page](#)



SmartDEX:
Deliver cable-free,
fast, and easy DEX
connectivity.

Audience: CEOs, Operational Managers
and End-users

Verticals: T&L, Manufacturing, Retail

Cost Structure: PREMIUM

Highlights:

- Eliminate common cable failure without changing your existing DEX workflow
- Get plug-and-play operation for fast and easy deployment
- Make it easier and less costly to create DEX line-of-business apps

Resource:

- [SmartDex Spec Sheet](#)



A CLOSER LOOK AT THE ECOSYSTEM

PRODUCTIVITY TOOLS – Included with the purchase of a device



SimulScan:

Capture multiple barcodes, text fields, images and more with the press of a button.

Audience: CEOs, Operational Managers and End-users

Verticals: T&L, Manufacturing, Retail

Cost Structure: FREEMIUM

Highlights:

- Capture any information from any form
- Capture several bar codes at once
- Capture text in any field and turn it into editable data

Resources:

- [SimulScan Tutorial Video](#)
- [SimulScan White Paper](#)



All-Touch Terminal Emulation:

Convert legacy green screens into an all-touch, modern user experience.

Audience: CEOs, Operational Managers and End-users

Verticals: T&L, Manufacturing, Retail

Cost Structure: FREEMIUM

Highlights:

- Automatically convert “green screens” to HTML5 without coding
- Experience superior performance over Wi-Fi™ and cellular networks
- Strengthen connection while roaming

Resources:

- [All-Touch Terminal Emulation Video](#)
- [All-Touch Terminal Emulation Spec Sheet](#)



Swipe Assist:

Create a virtual data capture button on our mobile device screen.

Audience: CEOs, Operational Managers and End-users

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: FREE

Highlights:

- Place a virtual data capture button anywhere on the mobile device screen
- Instantly activate the scanner with a simple tap of the button
- Select the type of data to be captured by dragging the tab across the screen

Resources:

- [Swipe Assist Video](#)
- [Swipe Assist Spec Sheet](#)



Enterprise Keyboard:

Enable fast, accurate, alphanumeric entry purposely designed for enterprise.

Audience: CEOs, Operational Managers and End-users

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: FREE

Highlights:

- Experience a virtual keyboard designed for true enterprise use
- Improve accuracy of data input
- Accelerate alphanumeric entry

Resources:

- www.zebra.com/EnterpriseKeyboard



DataWedge:

Send scanned data to any running app.

Audience: CEOs, Operational Managers and End-users

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: FREE

Highlights:

- Easily integrate data captured by Zebra Android mobile computers into enterprise applications.
- Automatically turn captured data into keystrokes
- No coding or developers required
- No need to modify an existing app
- No need for the source code

Resources:

- www.zebra.com/DataWedge



PowerPrecision:

Keep Zebra mobile computers powered with software tools and intelligent batteries.

Audience: CEOs, Operational Managers and End-users

Verticals: T&L, Manufacturing, Retail, & Healthcare

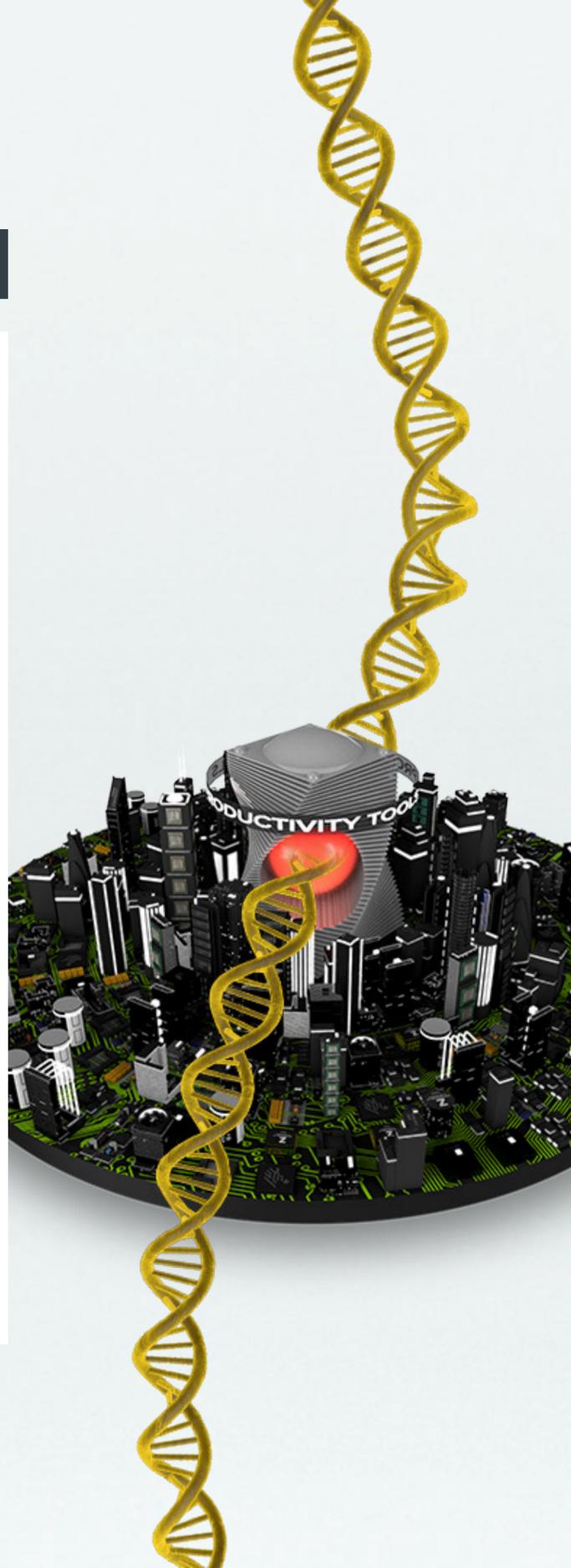
Cost Structure: FREEMIUM

Highlights:

- Powerful Centralized battery management software for better battery management
- Gain real-time visibility into battery performance with precise metrics
- Improve battery reliability with batteries designed to meet rigorous standards

Resources:

- [PowerPrecision Battery Solutions Spec Sheet](#)
- [PowerPrecision and Battery Management Product Landing Page](#)



A CLOSER LOOK AT THE ECOSYSTEM

MANAGEMENT TOOLS – Included with the purchase of a device



StageNow:

Quickly stage Android devices with a bar code scan or an NFC tag tap.

Audience: CIOs and IT Managers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: FREEMIUM

Highlights:

- Automate staging by placing devices close to an NFC tag or scanning a bar code
- Minimize the learning curve by configuring devices without any coding
- Simplify complex and privileged enterprise device settings

Resources:

- [StageNow Video](#)
- [StageNow Spec Sheet](#)



Enterprise Mobility Management (EMM) Kit:

Develop configuration and management features on Zebra mobile devices.

Audience: CIOs and IT Managers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: NOT FOR SALE. AVAILABLE ONLY FOR EMM DEVELOPERS

Highlights:

- Manage and configure the largest number of enterprise mobile computers in the market
- Eliminate the cost of updating your MDM console, server or agent for every new feature
- Guarantee forward compatibility by removing Android OS and device hardware variability
- Simplify the process; build on Zebra's tools

Resources:

- www.zebra.com/EMMToolkit



Enterprise Home Screen:

Create single-purpose devices and control which apps are available to users.

Audience: CIOs and IT Managers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: FREE

Highlights:

- Utilize devices for a single purpose with Kiosk Mode
- Control access of device applications and features
- Simplify administration of devices
- Secure the environment of the Enterprise Home Screen
- Control the look and feel of the Enterprise Home Screen

Resources:

- [Enterprise Home Screen Spec Sheet](#)



Device Diagnostics:

Diagnose common mobile computer problems for immediate resolution.

Audience: CIOs System Administrators and IT Managers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: FREE

Highlights:

- Eliminate the disruption of sending mobile devices for repair
- Instantly pinpoint common errors
- Determine at a glance whether it can be fixed on site
- Keep mobile computers in the hands of workers longer

Resources:

- [Device Diagnostic Fact Sheet](#)
- [Device Diagnostic Product Landing Page](#)



PowerPrecision Console:

Ensure device uptime by easily identifying and removing aging batteries from your battery pool.

Audience: CIOs System Administrators and IT Managers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: Zebra OneCare required to download

Highlights:

- Monitor battery health for your Zebra mobile computer batteries
- Group batteries by health to avoid using those nearing end of life
- Eliminate operational disruptions
- Forgo the expense of ordering unnecessary batteries

Resources:

- [PowerPrecision Console Fact Sheet](#)
- [PowerPrecision Landing Page](#)



WorryFree WiFi™:

Ensure network connectivity for seamless coverage over the entire workspace.

Audience: CIOs System Administrators and IT Managers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: FREE

Highlights:

- Continuously operate mobile devices without loss of connectivity or data
- Accelerate roaming speeds to eliminate dropped connections and application interruptions
- Easily set WiFi radio parameters without IT's help
- Instantly analyze and troubleshoot WiFi behavior and device connection issues

Resources:

- [WorryFree WiFi Fact Sheet](#)
- [WorryFree WiFi Product Landing Page](#)



LifeGuard™ for Android™:

Continue security support for Android OS up to 10 years.

Audience: CIOs System Administrators and IT Managers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: Zebra OneCare required to download

Highlights:

- Extend security support for the entire life cycle of the Zebra mobile device
- Use LifeGuard for Android Analytics Dashboard Get regular security/patch updates to address new, emerging threats
- Have instant visibility into available updates with the LifeGuard Update Portal
- Automatically identify which devices are eligible for updates and update them over the air
- Monitor and manage update status in real-time

Resources:

- [LifeGuard for Android Landing Page](#)
- [LifeGuard for Android Solution Brief](#)
- [LifeGuard for Android customer-facing FAQs](#)

A CLOSER LOOK AT THE ECOSYSTEM

DEVELOPMENT TOOLS – Included with the purchase of a device



Android EMDK: Use APIs and sample code to take full advantage of our Android devices.

Audience: Independent Software Vendors (ISVs) and Enterprise Developers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: FREE

Highlights:

- Extend the capabilities of standard Android with API access to enterprise-grade functionality
- Simplify the development of line-of-business applications
- Write fewer lines of code resulting in reduced development time, effort and errors

Resources:

- [EMDK for Android Spec Sheet](#)



Xamarin EMDK: Create enterprise apps without consumer Android constraints

Audience: Independent Software Vendors (ISVs) and Enterprise Developers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: FREE

Highlights:

- Use C# skills to easily create enterprise applications for Zebra mobile devices
- Unlock the full potential of Zebra's Android devices
- Control device behavior and configuration through the use of profiles

Resources:

- [EMDK for Xamarin Components](#)



Enterprise Browser: Build feature-rich web apps that integrate seamlessly into our mobile computers.

Audience: Independent Software Vendors (ISVs) and Enterprise Developers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: PREMIUM

Highlights:

- Easily create cross-platform enterprise mobile apps
- Maximize the value of Zebra mobile computers by integrating device features into your web-based apps
- Use HTML5, CSS and JavaScript to create intuitive apps

Resources:

- [Enterprise Browser Web Page](#)



Mobility Extensions (Mx): Harden Android with superior security and manageability; extend its capabilities with data capture and connectivity.

Audience: CIOs, IT Managers, ISVs and Enterprise Developers

Verticals: T&L, Manufacturing, Retail, & Healthcare

Cost Structure: NOT FOR SALE. ALREADY INTEGRATED INTO ANDROID OS

Highlights:

- Secure mobile devices with government-grade encryption, lockdown features and security updates
- White list applications and silently install them
- Control multi-user log on and mobile device management options

Resources:

- [Mobility Extensions Video](#)
- [Mobility Extensions Brochure](#)

ADDITIONAL RESOURCES



WATCH

Take a deep dive into a Zebra mobile computer to see Mobility DNA in action.



SEE

Examine the anatomy of Mobility DNA's software ecosystem.



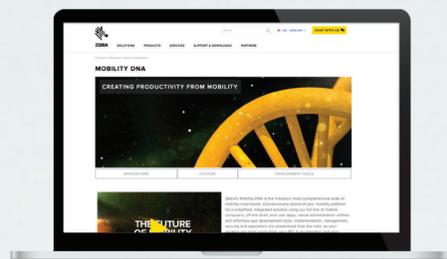
READ

Use this sleek presentation to sway prospects on Mobility DNA's advantages.



PREPARE

Strengthen your sales pitch with Mobility DNA's key messaging differentiators.



EXPLORE

Get the full details online.

GLOSSARY (AN ALPHABET SOUP)

| | |
|-------------------|--|
| BYOD | Bring Your Own Device |
| COBO | Corporately Owned Business Only |
| COPE | Corporately Owned/Personally Enabled |
| COSU | Corporately Owned Single Use Device |
| DO/DOA | Device Owner/Device Owner Application |
| EMDK | Enterprise Mobile Development Kit |
| EMM | Enterprise Mobile Manager |
| GMS | Google Mobile Services |
| GPFW | Google Play for Work |
| ISV | Independent Software Vendor |
| MDM | Mobility Device Manager (Note: we now refer to MDM as EMM) |
| Mx | Zebra's Mobility Extensions, a tool in Mobility DNA's software ecosystem |
| Play Store | Abbreviated name for Google Play Store |
| UX | User Experience |



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VISIBILITY THAT'S VISIONARY

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