PLAYING IT SAFE IS RISKY BUSINESS
Holding onto legacy mobile devices will hold you back.

Change is inevitable, but it shouldn’t disrupt your business. Now is the time to re-evaluate your mobile strategy to mitigate disruptive risks and progress.

<table>
<thead>
<tr>
<th>END OF OS SUPPORT</th>
<th>2G/3G’S DARK DAYS</th>
<th>RISING MARKET PRESSURES</th>
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<tbody>
<tr>
<td>Microsoft ends support for</td>
<td>Now: Verizon has started deactivating 2G/3G network</td>
<td>Booming e-Commerce</td>
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<tr>
<td>- Windows® Embedded Handheld 6.5 by 2020</td>
<td>By June 30, 2018: No new activations will be available for non-LTE devices</td>
<td>- $4.479 trillion online global sales by 2021¹</td>
</tr>
<tr>
<td>- Windows Embedded Compact 7.0 by 2021</td>
<td>By 2020: 2G/3G networks will retire</td>
<td>- 78% of logistic firms expect to offer same-day deliveries¹</td>
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<td>Other carriers expected to follow</td>
<td>- Greater workforce instability</td>
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<td></td>
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<td>› More reliance on temporary workers</td>
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<td></td>
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<td>› Higher turnover rates</td>
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<td>› Shrinking labor pool</td>
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</tbody>
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WAYS IT COULD AFFECT OPERATIONS

- No Security Patches
- No Support or Resolution for Code Issues
- No New Features
- Prone to Wi-Fi™ disconnections
- Lack of replacement parts
- Unfriendly user-experience
  - 58% of users dissatisfied²
- Dropped calls & delayed texting
- No access to data
- Spotty coverage
- Subpar audio quality
- Jittery streaming
- Limited to either voice or data at one time
- Greater complexity
- Quicker turnaround times

To adapt, enterprises need to...

- Speed up training times
- Eliminate inefficiencies
- Increase accuracy

HOW MUCH IS OUTDATED TECHNOLOGY COSTING YOU?
GAIN STABILITY AND CAPABILITIES
With Modern Technology

LTE OFFERS WHAT LEGACY NETWORKS CAN’T
- Broader coverage
- Shorter latency times
- Simultaneous data + voice
- Better audio quality
- 10X data speeds

ANDROID’S POPULARITY WORKS FOR YOU
- 86% worldwide market share
- Open source = customization possible
- Ease of use shortens worker training time

ZEBRA’S MODERN DEVICES GIVE YOU WHAT YOU NEED
- 15% increase in productivity
- Longer battery life and analytics
- Push-to-talk communication
- Larger displays
- Lighter, more ergonomic form factors
- Improved bar code scanning
- Blazing fast speeds

PARTNER WITH THE LEADER IN ENTERPRISE ANDROID™

<table>
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<tr>
<th>2M+</th>
<th>40%</th>
<th>16+</th>
<th>64%</th>
<th>4</th>
<th>5-7</th>
</tr>
</thead>
</table>
| Zebra rugged Android devices shipped | of Zebra’s overall shipments are Android | The number of Android devices in Zebra’s portfolio | of rugged Android market is Zebra | Layers of enterprise-security and control | yrs. of extended OS security support

Broader Android LTE Portfolio for Every Business Application
Android LTE handhelds, mobile computers, and tablets.

IT Security, Control and Support
Zebra hardens the Android operating system into a robust, enterprise-ready force and then, offers up to seven years of security support with LifeGuard™ for Android.

- 51% of businesses want their mobile devices to last longer than five years.
  - Add years of OS security support
  - Match the enterprise hardware life cycle
  - Significantly lower your TCO

Mobility DNA:
The most comprehensive suite of intelligent software, applications and utilities.

- Business Tools
- Productivity Tools
- Management Tools
- Development Tools

Write off Risk. Accelerate Mobile Migration
With our Application Migration Services, you can experience functional parity with all the bells and whistles of next-generation technology in as little as a few days.

Trade-ins That Offset Costs
With the GO Zebra trade-in program, you receive lucrative rebates when you trade in Zebra or other mobile devices to purchase new Zebra Android mobile computers.

Visit www.zebratradeinprogram.com/gozebra

WHY FALL BEHIND WHEN YOU CAN FORGE AHEAD?
Contact your local partner or Zebra sales rep.

Sources:
1. The Future of Fulfillment Vision Study, Zebra 2018
2. VDC Research
3. IDC, Q3 2016
4. Zebra Laboratories, 2014
5. Zebra Survey