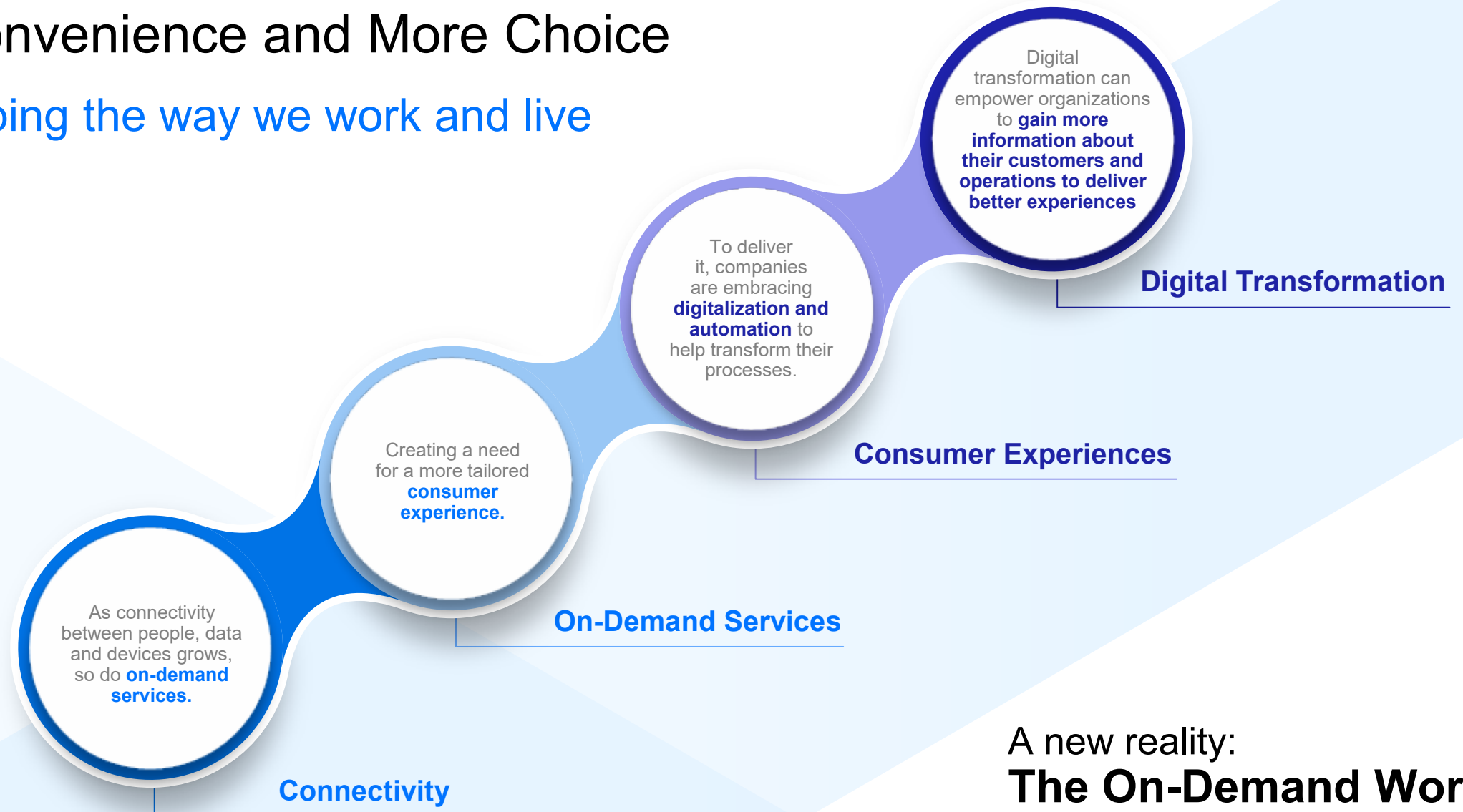**ZEBRA** CAPTURE YOUR EDGE

Powering Your On-Demand Enterprise
Digital Transformation.
Mobility Innovation.

Zebra Enterprise Mobile Computers

Your Customers Demand Faster Speed, More Convenience and More Choice

It's reshaping the way we work and live

Digital transformation can empower organizations to gain more information about their customers and operations to deliver better experiences

Digital Transformation

To deliver it, companies are embracing **digitalization and automation** to help transform their processes.

Consumer Experiences

Creating a need for a more tailored **consumer experience.**

On-Demand Services

As connectivity between people, data and devices grows, so do **on-demand services.**

Connectivity

A new reality:
The On-Demand World

What does this mean for your business?

What's driving this change?

Three Main Drivers for a Fundamental Shift

1

Work is Changing

Driven by Connectivity

2

Maximizing asset visibility and utilization

Driven by Accelerating Customer Expectations through eCommerce Expansion and On-Demand Consumer Experiences

3

Digitalization

Driven by Digital Transformation to optimize your processes in a way that creates automated and elevated workflows

Transition to the On-Demand Enterprise Business Model

On-Demand Enterprise Business Model

Simplify your Operations

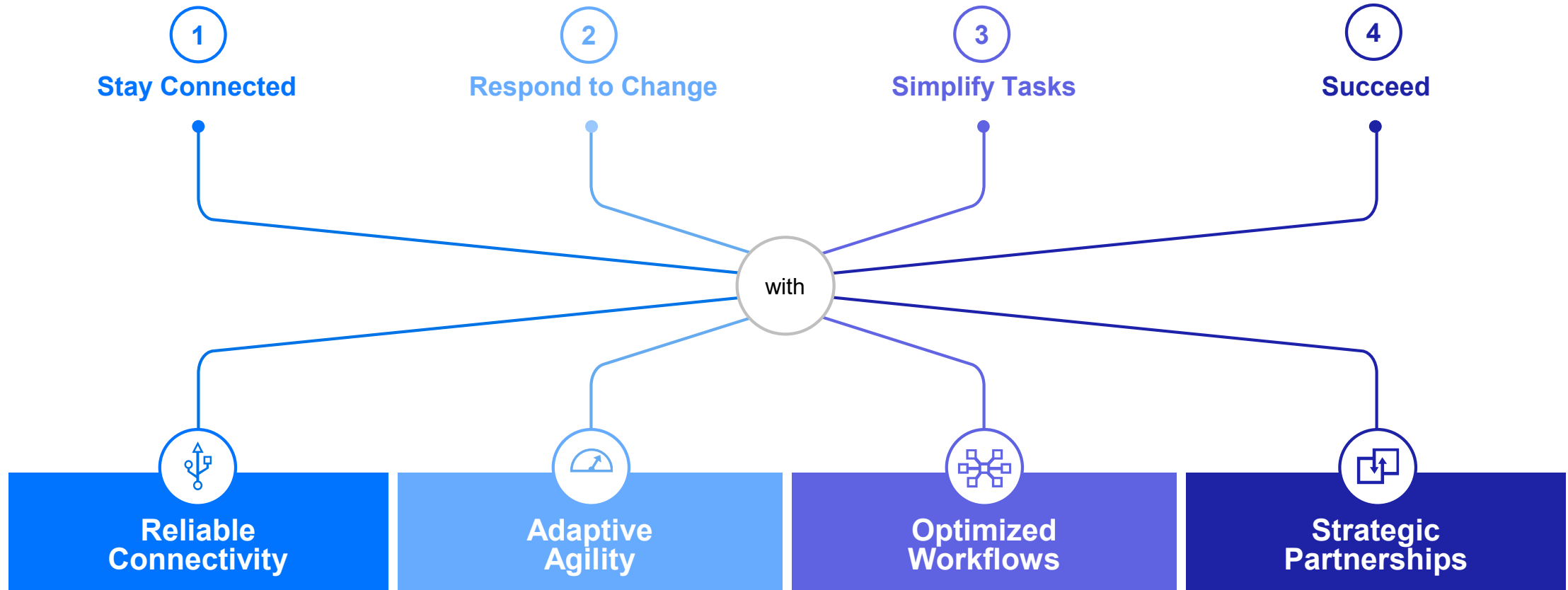**Augment & Connect**
your Workforce

Optimize & Accelerate
your Workflows

Simplify Operations and Be Ready for What's Next

With unique on-demand capabilities for your business needs

Hardware

- Handheld Mobile Computers
- Vehicle Mount Computers
- Wearable Computers & Scanners
- RFID Handheld Readers
- Healthcare Mobile Computers
- Tablets
- Workstation Connect
- Customer Concierge
- Accessories

Operational Efficiency

Optimal Experiences

Software

- Mobility DNA
- Workforce Connect
- LifeGuard™

Services

- Zebra OneCare™
- Signature Services
- Zebra Visibility Services

Technology with Key Benefits for All Users

To help you keep pace and operations flowing

1
Stay Connected

2
Respond to Change

3
Simplify Tasks

4
Succeed

with

Reliable Connectivity

Adaptive Agility

Optimized Workflows

Strategic Partnerships

Overcome Market Demands and Challenges

With field-ready innovation

Mobility DNA Software Suite

Multi-layered Security

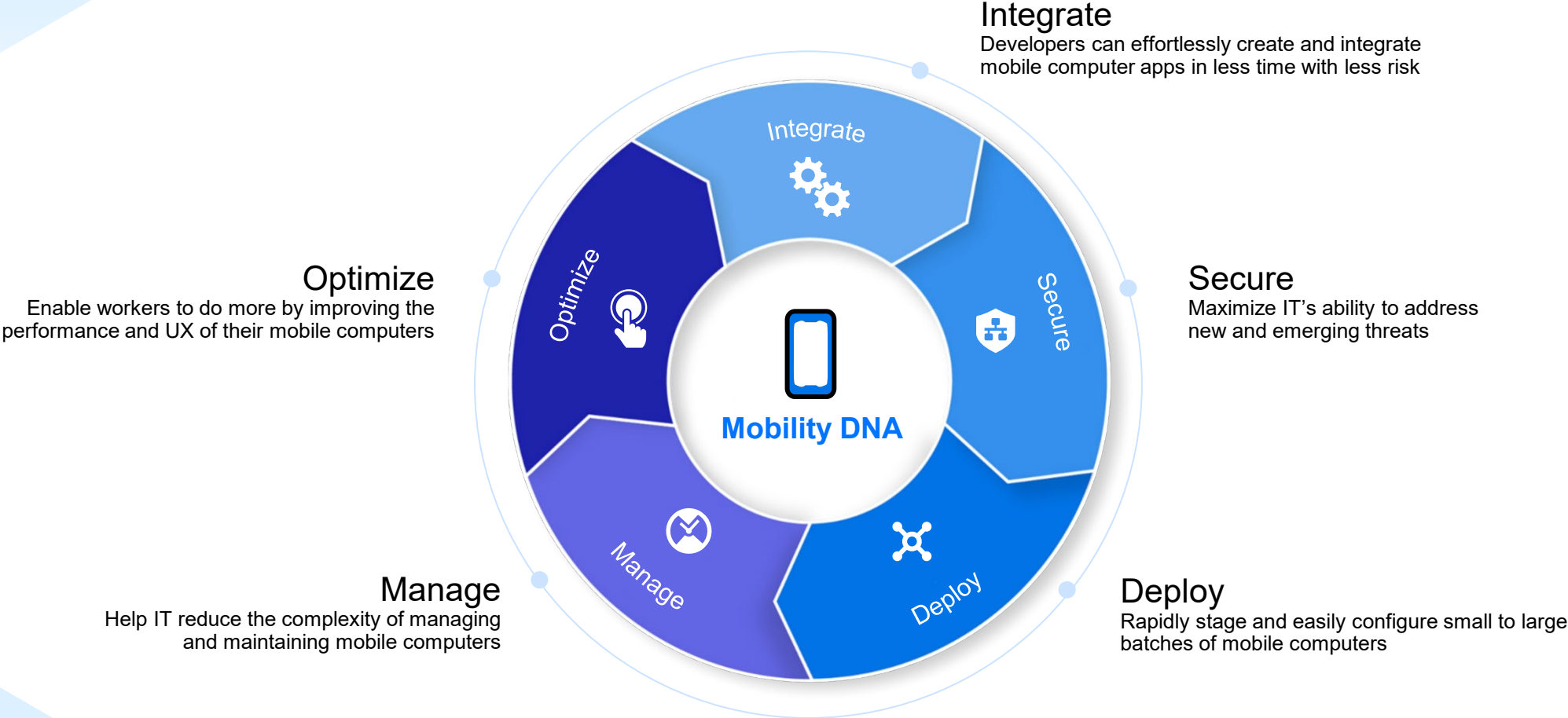**Durable and Rugged Solutions**
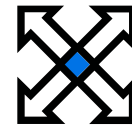
Form Factor Versatility

Reliable Connectivity

Mobility DNA Software Suite

Intuitive app-based capabilities

Integrate
Developers can effortlessly create and integrate mobile computer apps in less time with less risk

Secure
Maximize IT's ability to address new and emerging threats

Deploy
Rapidly stage and easily configure small to large batches of mobile computers

Manage
Help IT reduce the complexity of managing and maintaining mobile computers

Optimize
Enable workers to do more by improving the performance and UX of their mobile computers

Field-proven Performance
Nicholasville Fire Department*

8

Mobility DNA Software Suite
Your mobile device's built-in advantage

Integrate

Enterprise Mobility Management Tool Kit
Take full advantage of your device's capabilities

Enterprise Browser
Build feature-rich web applications

Zebra Mobility APIs
Integrate your mobile line of business application with Zebra software

- **DataWedge API**
  Integrate data capture into enterprise apps without writing any code

- **Zebra Savanna API**
  Connect to Zebra Data Services to build secure, scalable digital apps

Secure

Mobility Extensions (Mx)
Add extra layers of features and services crucial to protecting business data and network access

LifeGuard™ for Android™
Extend OS security support for 10 years

Enterprise Home Screen
Specify apps users can access, disable device features and automatically launch apps

GMS Restricted Mode
Turn off the Google Mobile Services you don't want

Deploy

StageNow
Stage thousands of devices with a scan of a barcode or a tap of an NFC tag

Zebra Zero-Touch
Let your devices provision themselves right out of the box with Zebra Zero-Touch

Manage

Device Diagnostic Tool
Test major systems to eliminate unnecessary repair-depot trips

Device Tracker
Easily track and find lost or missing Zebra mobile devices

Mobility DNA Wireless
Capture and analyze wireless data and voice to improve connectivity performance

RxLogger
Capture system and application logs to identify problems and avoid sending no-failure-found devices for repair

OEM Config
Software application providing a unified interface for all Zebra value-added APIs via the customer's EMM

LifeGuard™ - Analytics
See which security updates are available, which devices are eligible and more

Optimize

Device Central
Manage Bluetooth™ accessories

All-touch Terminal Emulation
Convert legacy, green screens into an all-touch, modern UX

Enterprise Keyboard
Enable fast, accurate alphanumeric entry

SimulScan
Effortlessly capture the right barcodes (up to 100 barcodes at the same time)

TekTerm
Migrate CE windows mobile applications to Android

Terminal Emulation Lite
Give users a modern touch interface with either automatic, predictive reformatting or a customized UX

Multi-layered Security
Defend your data with a trusted partner

Built-In Protection and Performance
Highly effective security protocols and features from the start

LifeGuard™
Extended security support and updates for 10 years

Automated Capabilities
Complete Wi-Fi® certifications automatically

Mobile Extension Security
Add enterprise feature sets for robust security and management

Visibility Services
Insights into the health and inventory of your devices

Globally Recognized Best Practices
Take comfort knowing Zebra follows best practices from world security experts

Field-proven Performance
Waitrose*

10

Durable and Rugged Solutions
Made for your way of working

Built for Any Environment
Withstand seared heat, rain, freezing cold and water intrusion

Far from Consumer Grade
Made for your way of working

Quality Design and Construction
For maximum productivity and ruggedness

Tested for Harsh Working Conditions
Lab testing, MIL standards and IP rating

Tailored to Your Workday
Tablets are rugged and purpose-built

Stay Connected
Powerful processing and connectivity everywhere + FirstNet

Field-proven Performance
Southern Electricity Networks*

Form Factor Versatility

Built for every worker

Wearable Computers

Healthcare Mobile Computers

RFID Handheld Readers

Rugged Tablets

Vehicle Mount Computers

Workstation Connect

Handheld Mobile Computers

Customer Concierge

Field-proven Performance
Northshore Care Supply*

Reliable Wireless Connectivity
For real-time, anytime collaboration

Wi-Fi 6/6E
More speed, more bandwidth and more capacity

5G
The fastest growing mobile technology in history
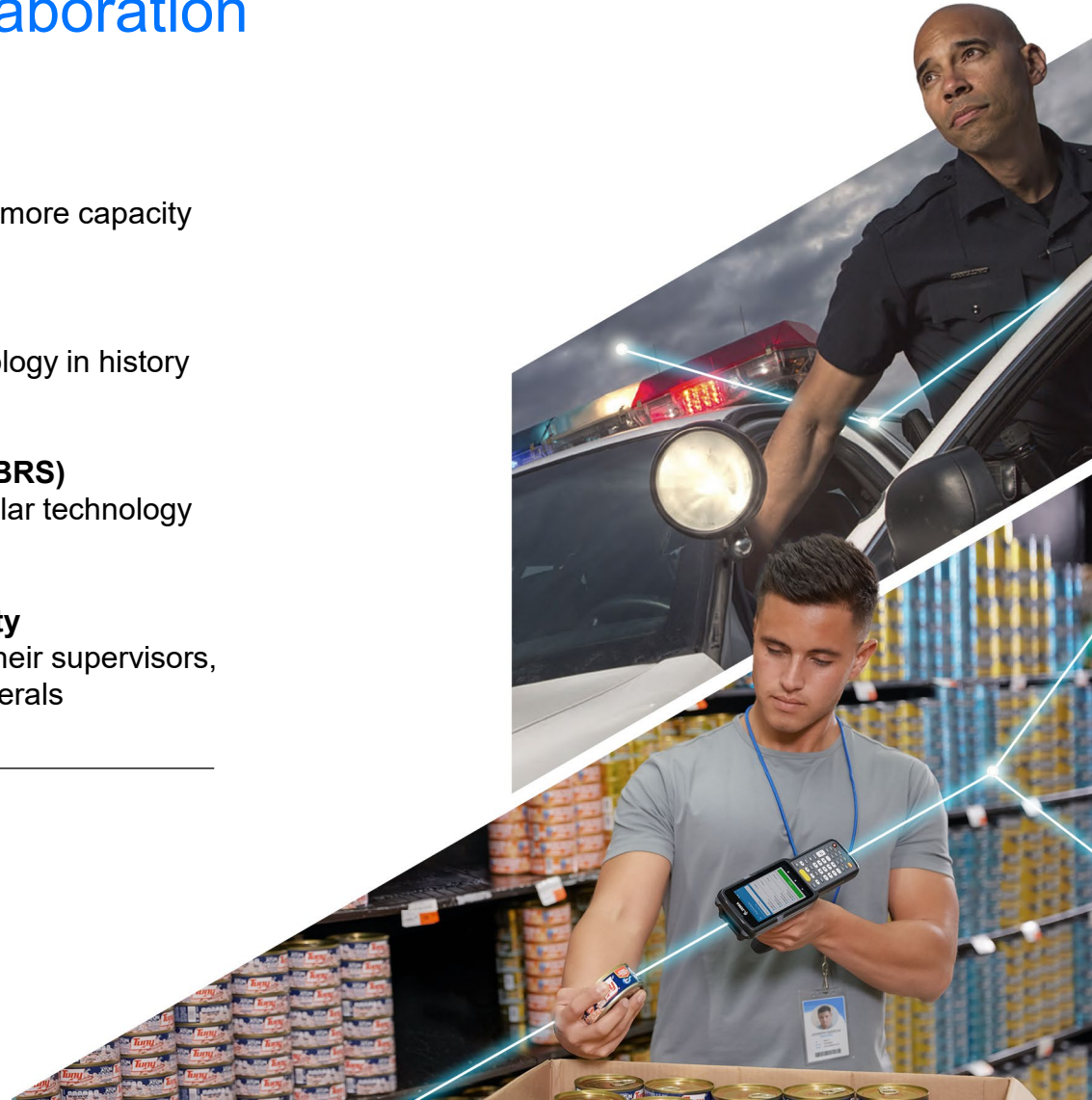
Citizens Band Radio Service (CBRS)
Marries the best of Wi-Fi and cellular technology
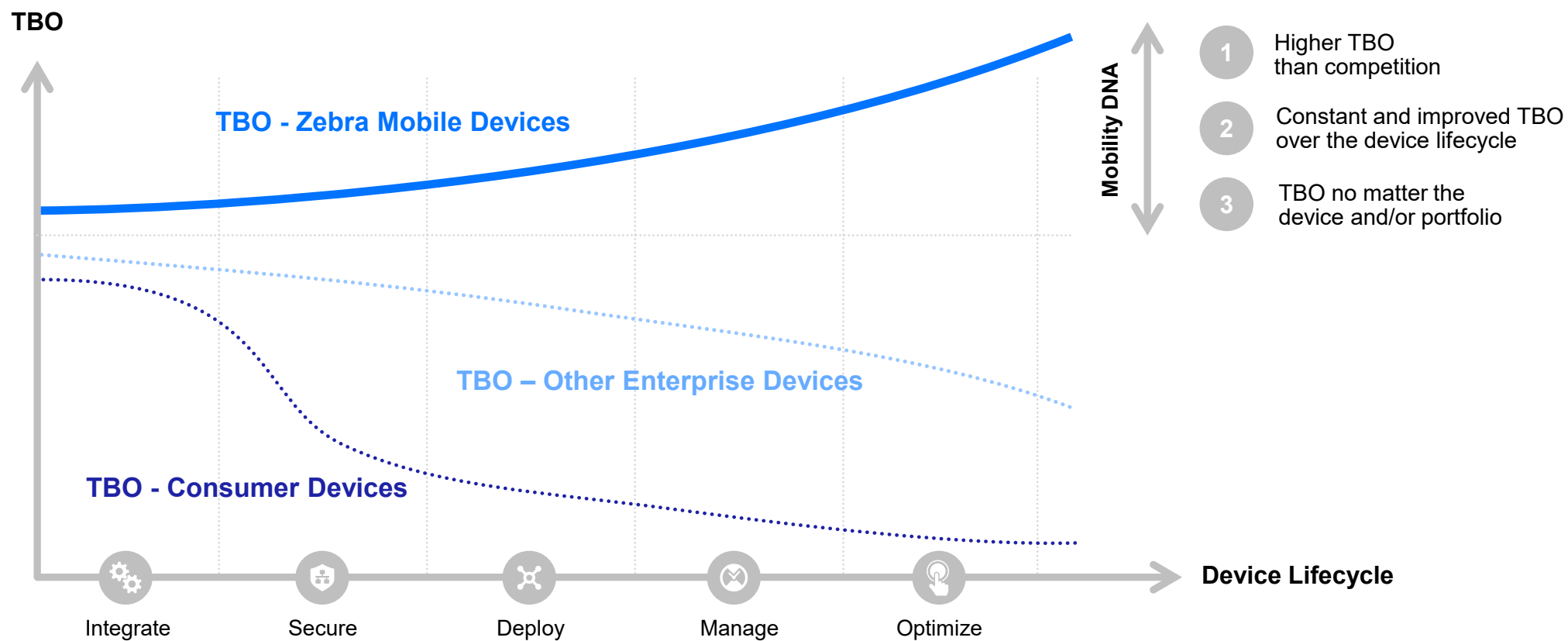
Bluetooth® Wireless Connectivity
Keep your workers connected to their supervisors, co-workers, customers and peripherals

See the White Paper **here.**

Field-proven Performance
Walgreens*

13

Lower Device Total Cost of Ownership
By raising total benefit of ownership

TBO

TBO - Zebra Mobile Devices

TBO – Other Enterprise Devices

TBO - Consumer Devices

Integrate   Secure   Deploy   Manage   Optimize

Device Lifecycle

Mobility DNA

1. Higher TBO than competition
2. Constant and improved TBO over the device lifecycle
3. TBO no matter the device and/or portfolio

Field-proven Performance
ArcBest Technologies*

14

Zebra Mobile Computing Solutions for Multiple Verticals

Transportation and Logistics
Deliver non-stop service from first mile to the last

Manufacturing
Increase productivity from plant floor to the front door

Healthcare
Strengthen patient safety with accuracy from admissions to discharge

Retail and Hospitality
Give customers an experience that keeps them coming back

Government and Public Safety
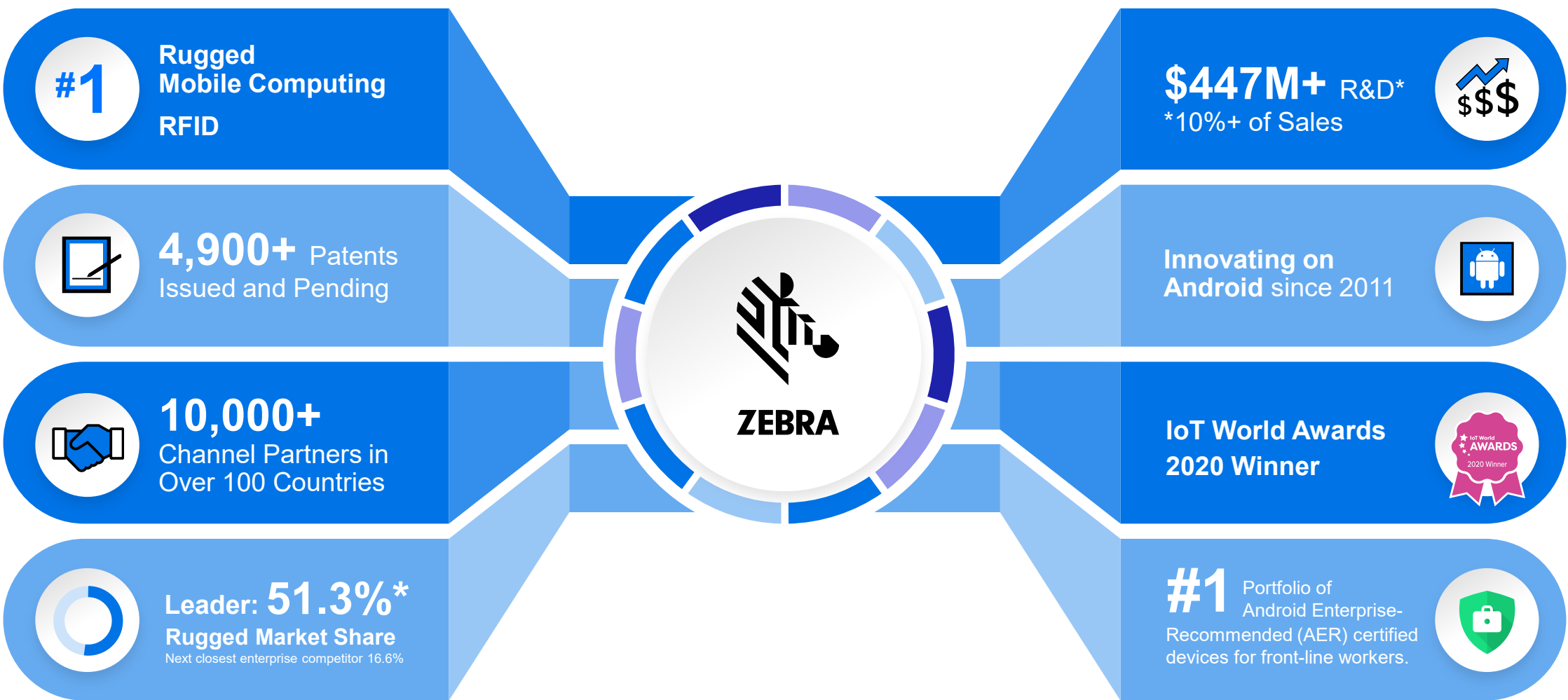Improve services and safety with intelligent mobility

Simplify All Interactions for a Seamless Experience

By connecting your people, data, machines and devices

Real-time, anytime collaboration on

one unifying platform

Customer-Centric Enterprise Market Leadership

#1 **Rugged Mobile Computing RFID**

4,900+ Patents Issued and Pending

10,000+ Channel Partners in Over 100 Countries

Leader: 51.3%* **Rugged Market Share**
Next closest enterprise competitor 16.6%

$447M+ R&D*
*10%+ of Sales

Innovating on Android since 2011

IoT World Awards 2020 Winner

#1 Portfolio of Android Enterprise-Recommended (AER) certified devices for front-line workers.

Enable your On-Demand Enterprise
with Zebra