ZEBRA

Elevate Your Sales Game with Zebra's Windows® Tablets
Playbook

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Why This Playbook?

We created this global playbook to help you seize the high demand for Windows® tablets. Start here to learn how to expand your reach and Zebra's worldwide market share.

Know that Zebra invests in Windows tablet R&D to match your customers' evolving needs. Our diverse portfolio of Windows tablets – including the new ET6xW with AI capabilities – is designed to meet the demands and applications of a wide range of verticals and environments, which we'll cover in this playbook.

No matter your region, you can use this resource to strengthen your pitch. When speaking with prospects, lead with the 'Why Zebra?' message followed by use cases that industry experts have prioritized. Some may be new to you but could serve as inspiration. Couple these use cases with Zebra's strength – we're the market leader in rugged mobile computers, scanners, printers and RFID, based on sales. As such, we're well positioned to augment customers' workforce and operations.

Ready to get started?

Did you know?

The global market for **2-in-1 devices,** including Windows tablets with detachable keyboards, is **expected to grow at a CAGR of 14.4% from 2021 to 2026.** This indicates a rising preference for these devices over traditional laptops[1].

1.Source: The Best Windows Tablets for 2024 | PCMag

Why Zebra?
Competitive Points to Make

Innovative and Intelligent Design

- We invest 10% of our sales in R&D to continuously innovate
- Our customers influence our product development and design to address their specific needs
- Our solutions are designed and developed for the front line
- Zebra products include Embedded AI and machine learning technology
- They come with next generation processing
- We offer the latest and fastest wireless connectivity – 5G, private 5G, Wi-Fi 6E/Wi-Fi 7

Customization

- Stage Windows tablets with your organization's unique Windows image
- Create customized Windows image with task specific applications and settings
- Zebra's Custom Product Group can create custom BIOS tailored for your unique requirements

Ease of Management

- Enterprise-centric software solutions
- Reduced technology transitions
- 123Scan software for rapid, effortless scanner configuration and management

Return on Investment

- Rugged tablets designed for the elements
- Reduction in break/fix incidents versus consumer devices
- Less frequent docking and accessory transition costs
- Managed tablet transitions with no surprises to customers

Portfolio Depth

- A front-line-centric design
- Long-term commitment to Windows® and Android™ solutions
- All form factors: versatile tablets, 2-in-1 laptop alternatives, vehicle-mounted computers and mobile workstations
- Screen sizes tailored to different use cases

Budget Sensitivity

- Future Windows tablets will share most accessories with the previous generation

Why Zebra?
Competitive Points to Make

Purpose-Built

- IP65/66 water and dust ingress protection
- Drop to concrete
- Shock and vibration
- Extreme thermal operating/storage (freezer-rated)
- C1D2 on select SKUs
- Outdoor-viewable screens
- A fleet-friendly ecosystem
- User replaceable, hot-swappable batteries

End-to-End Enterprise Solutions

- We offer more than tablets
- We have handheld mobile computers, scanners, printers, wearables, real time asset tracking solutions, autonomous mobile robots, communication, task management and scheduling tools and so much more
- The breadth of our solutions positions us to be a partner vs. a vendor
- We are the global market leader in the following:
  - #1 Rugged Mobile Computing
  - #1 Data Capture
  - #1 Barcode Printing
  - #1 Mobile RFID

Up to 10-Year Ecosystem Lifecycle

- We're committed to providing cutting-edge technology as well as long-term stability

A Stable Ecosystem

- The L10 started as the Xplore Bobcat in 2014
- We refreshed it in 2018 as the L10 keeping the chassis for consistency
- It's now coming to end of life in 2025
- That's 12 years of docking and accessory stability

Comprehensive Services

- Support in every region with 54 global repair facilities
- No hidden or surprise costs
- Like-for-like replacements
- No limitations to repairs
- No minimum orders
- Coverage for tablets' entire lifecycles
- Optional coverage for batteries, commissioning service and data-driven insights

Compatibility across Zebra Portfolio Lines of Business

- Our devices are made to communicate with one another
- They integrate seamlessly with a customer's existing infrastructure

Portfolio Spotlight
The ET60W/ET65W 10" Enterprise Tablets

Next-Gen Intel Core Ultra Platform

- Up to **70% faster AI application performance***
- Up to **25% reduction in power consumption***

AI-Enabled Touchscreen

Improves speed and touch accuracy in any condition

AI-Enhanced Audio

Suppresses noise, sharpens voice quality and voice recognition

Vivid Images and Videos

- 13MP rear camera for detailed documentation
- 5MP front-facing camera for enhanced video conferencing

Multi-Shift Power

Offers hot-swappable battery and extended battery

Comfortable, Portable Form Factor

Exceeds MIL-STD-810H

5-foot (1.5m) drop to concrete, performance across extreme temperature range and IP66 sealing

Enhanced Connectivity

With 5G, private 5G, CBRS***, Wi-Fi 7 and public safety networks

Add-On Protection

Smart Card/CAC reader for an extra measure of security

RFID Add-On

For a read range of up to 3 feet**

World Class Barcode Scanning

Optional integrated SE55 Advanced Range Scan Engine with IntelliFocus™ technology

Integrated Security

Windows® Hello front-facing camera, optional fingerprint reader

TAA Compliant & FIPS Certified

Tip: Tap into your existing L10 Windows Pentium and L10ax Windows® customer base to upsell the ET60W/ET65W: The ET6x Windows tablets offer cutting-edge technology for today's demanding workflows.

[**Download the Flyer**](#)
Why Upgrade L10/10ax Windows **to ET6x Windows**

The most versatile rugged 2-in-1 **Windows**® business tablets

Handheld Rugged Tablet

True 2-in-1 Laptop Alternative

Rugged Vehicle Computer for Forklift

In-Cab Vehicle Mobile Computer

*Learn more at www.intel.com/PerformanceIndex. Results may vary. ** Applicable in select countries ***CBRS is only available in the US

Portfolio Spotlight
The ET80/ET85 12" Enterprise Tablets

Versatility

Create a mobile workstation in vehicles and forklifts or a desktop in the office or factory floor with our universal dock

Reliable Communication

Via 5G, private 5G, CBRS* Wi-Fi 6E and public safety networks

More Real Estate to Display Information

A large 12" screen that's easy to view indoors and outside

Four Noise-Cancelling Microphones

For crisp audio

Instantly Switch From Tablet to Laptop

With the friction-hinge rugged keyboard that offers six programmable buttons

TAA Compliant & FIPS Certified

Integrated Security

With a Windows® Hello front-facing camera, optional fingerprint reader

Rugged Tested

MIL-STD-810H, built to withstand 4-ft.(1.2m) drop to concrete and extreme temperatures and certified at IP65, even with the ports open

Ingenious Battery Technology

That reveals battery metrics for optimal and continuous power

World Class Barcode Scanning

Optional integrated SE4107 2D scanner

Scanner Configuration Made Easy

With Zebra's exclusive tool, 123Scan

Add-On Protection

With Smart Card/CAC reader for an extra measure of security

Configurations Tailored for the Job

ET8x Rugged Boot

ET8x 2-in-1 Rugged Keyboard

ET8x Vehicle and Desktop Docks

*CBRS is only available in the US

Zebra Windows® Tablets vs. Consumer Tablets

	Zebra	Consumer
Durability	Rugged design out of the box (Drop to concrete, water exposure, extreme temperatures, dust)	May lack drop spec and sealing out of the box; requires a third-party rugged boot accessory to add any durability
Data Capture	Integrated enterprise-class scan engines from the world leader in barcode scanning	Lacks integrated barcode scanning. Customers either need to: 1. Purchase a third-party scanning sled, which increases overall cost, adds bulk/weight, lowers rugged specs and adds management complexity 2. Rely on the camera for barcode scanning that requires a separate software license
Hardware Lifecycle	Up to 5 years depending on the model	One or two years Enterprises may need to purchase a different model when expanding their fleet or replacing devices. These mixed-model deployments are more complicated and time-consuming to manage.
Support	Support provided for up to 10 years from initial release date; enterprise-class maintenance plans	Support may end at end of sale or after the hardware lifecycle
Security	Facial recognition and optional fingerprint sensor, TPM, private 5G, SIM/eSIM required encryption, Smart Card / CAC reader	Limited to standard Windows OS security
Battery	User replaceable, hot swappable batteries eliminate downtime from a dead battery; can power back-to-back shifts on a single charge; superior battery management with Zebra's PowerPrecision+ batteries	Batteries may not be user-replaceable; workers will need to search around for a charge cable when the battery is low.
Voice Solutions	Zebra's Workcloud Communications tools: PTT Express, PTT Pro and Enterprise Voice	Customers must rely on third-party applications to enable staff PTT, secure text messaging and PBX functionality. These apps require testing and validation.
Accessories	Comprehensive enterprise-class accessory ecosystem—all developed, sold and supported by Zebra plus complementary mounting solutions from Zebra's IHVs/mounting partners	Limited enterprise accessories; customers must research, evaluate and purchase third-party accessories
Wireless Connectivity	Count on the latest and fastest wireless connections, including 5G/private 5G and Wi-Fi 6E or Wi-Fi 7; public safety network certification	Consumer tablet may not support the latest wireless connectivity required by enterprise organizations

Mention the Zebra Control Hub
A central hub for end users and IT to tailor Zebra Windows® tablets

Offer IT Admin Simplicity and Control

Program keyboard keys, creating shortcuts to applications and frequently used functions

Configure settings based on relevance

Enable or disable specific device features, such as Wi-Fi, cellular connectivity, Bluetooth, microphone and more

Access Zebra tablet information to quickly troubleshoot

Monitor battery performance to mitigate workflow disruption

Monitor thermal to maintain optimal running temperatures

Increase End-User Productivity and Ease

In one click, quickly access central hub

Easily modify tablet settings by role, use case and shifts

Program quick-action shortcuts to increase productivity and minimize repetitive tasks

Personalize tablet by selecting screen lights and keyboard backlight color and by setting flashlight on or off

Heighten productivity by choosing from different usage modes (normal, driving, quiet) and switch between display settings when appropriate (light, dark)
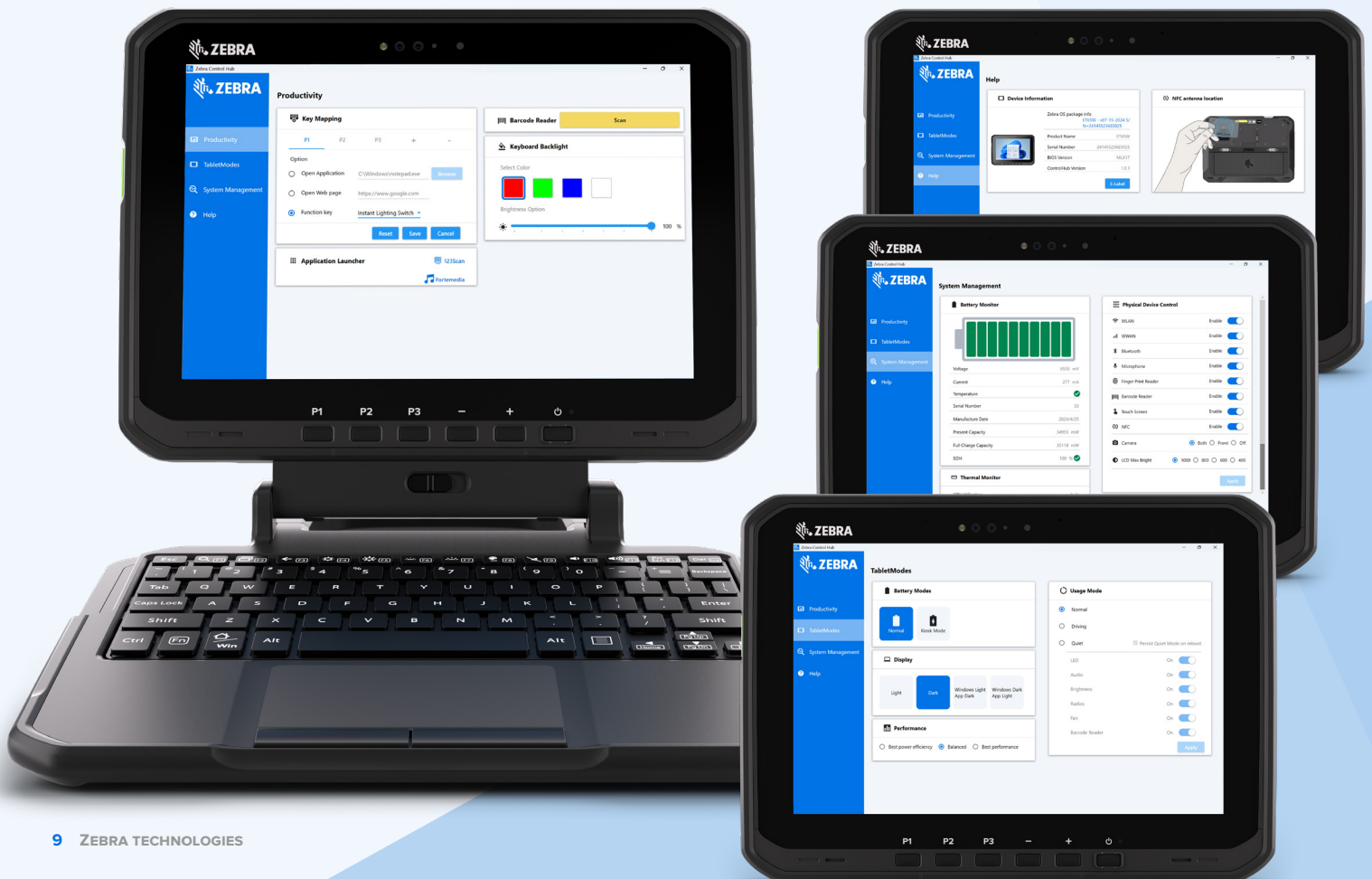
Promote Zebra Windows® Tablet Accessories

Zebra offers a comprehensive ecosystem to customize tablet solutions for unique customer needs
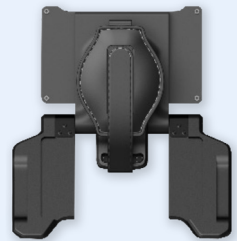
2-in-1 Keyboards
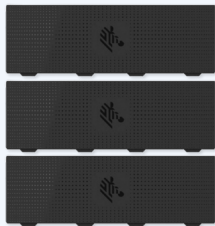Warehouse Keyboards

Keyboard Trays

Vehicle Docks

Kickstands

Battery Options
Standard or Extended

Dummy (No Battery
Configurations)
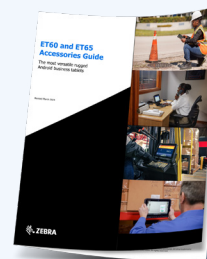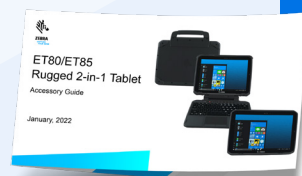
Battery Chargers

Soft Good Clips

Stylus Holders

RFID Readers

CAC Readers

ET6x
Accessory Guide

ET8x
Accessory Guide

Promote Zebra's Mounting Hardware Partners

Consider our hardware partners an extension of Zebra

Choose from a wide selection of complementary mounting hardware tailored for Zebra Windows® tablets

RAM Mounts >

HAVIS >

Gamber-Johnson >

ProClip >

Kick Off the Conversation with the Right Decision Makers

Show prospects that we understand their top priorities

Federal Government Agencies

- Decision by Committee
- C-Level/Command
- Operations Leader
- IT Leader

See Persona Card: NA Government/Military

Desired Outcomes

- Minimize worker downtime
- Safeguard sensitive data
- Streamline processes
- Reduce errors
- Streamline communication
- Optimize a lean workforce

Public Safety

- Decision by Committee
- Operations Leader
- Senior Officer/C-Level Leader
- IT Leader

See Persona Card: NA Law Enforcement

See Persona Card: EMEA Law Enforcement

Desired Outcomes

- Heighten situational awareness
- Increase personnel safety
- Streamline processes
- Eliminate manual errors
- Improve communication
- Optimize a lean workforce

Field Services/Utilities

- Procurement VP
- Field Operations Worker
- IT Architect

Desired Outcomes

- Improve worker productivity and safety
- Increase task accuracy
- Meet service level agreements
- Speed up response times
- Streamline tasks
- Transfer institutional knowledge
- Increase customer satisfaction

Manufacturing

- Operations Leader
- Engineering Leader
- IT Leader
- CTO
- Quality Engineer
- Procurement

See Persona Card: Manufacturing

Desired Outcomes

- Reduce human errors
- Reduce training time
- Expedite response times
- Mitigate machinery downtime
- Digitize time-intensive workflows
- Help elevate quality and compliance

Warehousing

- C-Suite
- Operations Leader
- IT Leader

See Persona Card: Warehouse

Desired Outcomes

- Optimize a lean workforce
- Accelerate training time
- Increase task accuracy
- Help reduce safety risks
- Increase regulatory compliance
- Help increase inventory accuracy

Transportation and Logistics

- C-Suite
- Operations Leader
- IT Leader

See Persona Card: Transportation and Logistics

Desired Outcomes

- Quickly process inbound materials
- Know the status and location of all assets
- Increase speed and accuracy of outbound processes
- Continuously track reverse logistics
- Provide customers with real-time transparency
- Tighten chain of custody
- Keep fleets on the road with proactive maintenance

Federal Government

Where your peers are selling Zebra Windows® tablets and why

Defense

- Accessing electronic manuals for maintenance and repairs under the wings of aircrafts, helicopters and other military vehicles
- Serving as a controller for secure radio communications
- Programming, piloting and recovering drones for surveillance missions
- Monitoring weather data and forecasts to plan flight operations accordingly
- Tracking and tracing assets, equipment, weapons, trucks, tanks and other vehicles when relocating
- Securely accessing DOD (Department of Defense) computer networks and systems
- Recording and reporting data in real time on the status of supplies and resources for inventory replenishment
- Planning routes and navigating unfamiliar terrain with GPS
- Programming, configuring and calibrating essential equipment including sensors
- Utilizing vehicle-mounted tablets to coordinate troop movements, display real-time maps, transmit data and receive updates

Customs and Border Protection (CBP)

- Implementing self-service kiosks at ports of entry to expedite the entry process
- Access and process traveler information quickly and efficiently
- Securely access critical databases
- Collecting and recording witness statements, biometric data, photos and videos of evidence

Tip:

Look for government agencies with a mobile workforce whose needs include the following:

- Asset/inventory management
- Electronic documentation
- Emergency response
- Field-data collection
- Instant, secure communication
- Safety inspection and compliance
- Vehicle-mounted mobile computers

Resources to Share with Prospects:
The ET6x Series Government Short Video

Specs That Give Zebra the Right to Play:

FIPS compliance

TAA compliance

Drop specs

Temperature and vibration specs

NIST-certified BIOS

Smart Card/CAC Reader

Public Safety

Where your peers are selling Zebra Windows® tablets and why

Law Enforcement

- Communicate with the control station and computer-aided dispatch (CAD) for route information and vehicle tracking
- Improve situational awareness with vehicle-mounted tablets which enable quick access to critical data in the field, such as criminal records and lists of wanted-persons
- Capture driver's license and license plate information for e-citations
- Record digital evidence for forensics—evidence photographs, crime scene videos, statement recordings—to begin building reports and reconstructing 3D crime scenes

Fire

- Communicate with computer aided dispatch (CAD) and teams
- Quickly access information and routes with vehicle-mounted tablets
- Keep an accurate record of the status, location and inventory of equipment and tools
- Access digital Digital pre-site plans

EMS

- Communicate with computer aided dispatch (CAD)
- Utilize vehicle-mounted tablets to find the fastest routes via GPS
- Capture patient information on the scene (driver's licenses, health insurance cards, etc.)
- Record patients' conditions and vitals on scene or in the ambulance
- Monitor ambulance inventory and medication in real time
- Bring tablet to ER to collect signatures

> **Tip:**
> Highlight that the tablet is super easy to remove from the vehicle dock and take to the scene in emergency situations.
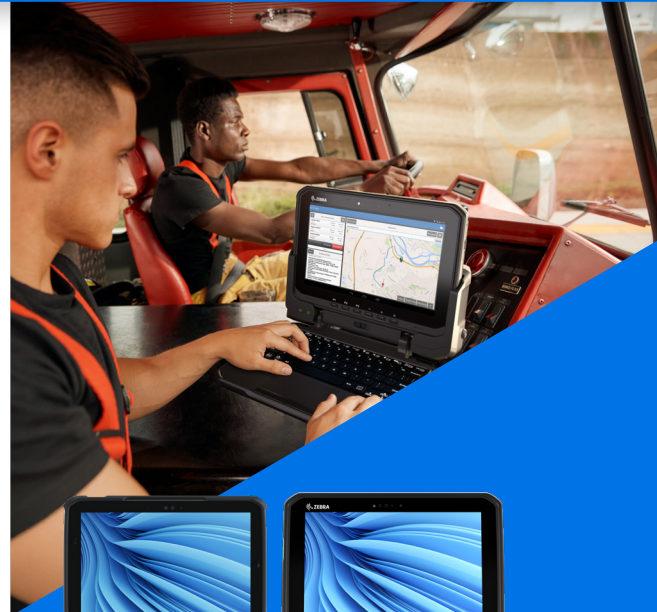
Resources to Share with Prospects:

Short Video:
The ET6x Series Public Safety
The ET8x Series Public Safety

Infographic:
The ET8x Series Law Enforcement Infographic

Success Stories:
Nicholasville Fire Department
Northern Lakes Fire District

Specs That Give Zebra the Right to Play:

FIPS compliance

TAA compliance

Drop specs

Temperature and vibration specs

NIST-certified BIOS

Smart Card/CAC Reader

Note: Some of the use cases may not apply to your region but could serve as inspiration for new sales opportunities.

Field Services/Utilities

Where your peers are selling
Zebra Windows® tablets and why

Utilities

- Create mobile data terminals by mounting tablets in trucks
- Gain real-time access to mapping, inventory and work order information
- Read electric and gas meters (AMR – automatic meter reading; AMI – advanced metering infrastructure)
- Scan parts and other equipment for accurate inventory management
- SCADA design and maintenance
- Identify the location of underground utility lines (necessary before digging up ground)

Vegetation Management

- Record the coordinates of trees that need to be removed to prevent disruption to power lines
- Capture images of vegetation in need of maintenance

Field Operations

- Run diagnostics and conduct maintenance to machinery
- Take stock of on-hand inventory and submit requests for parts, equipment and tools to avoid delays
- Record data on the status of repairs and completion of work orders
- Access electronic repair manuals

Oil and Gas
(Organizations may require Class 1 Division 2 certification on devices)

- Connect managers to teams and devices for improved workforce management
- Access information on the location of front-line workers to maintain proper protocols and ensure worker safety
- Map coordinates of gas lines for inspection and repair

Resources to Share with Prospects:

Short Video:

The ET6x Series Field Services Video

The ET8x Series Field Services Video

Success Stories:

Scottish And Southern Electricity Networks

Veritas Italian Utilities Company

EDA - Electricidade dos Acores - Portuguese Electricity Producer

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Tip:
Highlight the remarkable portability of our tablets. They are extremely easy to take in and out of vehicles and bring on job sites to collect information. With the two-in-one keyboard, workers can effortlessly attach and type up a report or work order.

Note: Some of the use cases may not apply to your region but could serve as inspiration for new sales opportunities.

Manufacturing

Where your peers are selling Zebra Windows® tablets and why

- Reduce training time with on-demand tutorials and standard-operating-procedure instructions

- Reconcile receipt of material faster

- Mount to forklifts for fast access to inventory databases and accurate guidance to put away items

- Expedite picking of lineside orders and lineside replenishment

- Update inventory systems in real time for more accurate forecasting

- Provide digital assembly instructions for any station on the production line to ensure accuracy and compliance with stringent regulations (e.g., pharma must adhere to FDA regulations and guidelines to maintain licenses)

- Conduct spot checks to ensure the quality of finished products coming off the production line

- Mobilize industrial-control-system staff so they can respond faster to issues on the plant floor

- Connect managers to teams throughout the plant via workforce devices for improved labor management

- Before releasing finished products, take clear, detailed images to show the products' pristine condition and assigned barcodes

Tip:
Highlight our tablets' rugged performance in the harsh environment of a manufacturing plant floor, our ability to withstand multiple drops to concrete and our high sealing rating. Plus, the need to have C1D2 certification when flammable or hazardous materials are present, common in manufacturing facilities.

Resources to Share with Prospects:

Video:
The ET6x Series Manufacturing Short Video
The ET8x Series Manufacturing Short Video
Tablets in Manufacturing Video

Application Brief:
Tablet Manufacturing Application Brief

Success Stories:
Louis Widmer SA - Swiss Pharmaceutical and Cosmetics Manufacturer

Note: Some of the use cases may not apply to your region but could serve as inspiration for new sales opportunities.

Warehouse

Where your peers are selling Zebra Windows® tablets and why

- Mount on forklifts to expedite accurate put away of inbound goods and loading of outbound goods
- Optimize picking routes by aggregating data on the location of specific products within facilities
- Connect to a 5G private cellular network for high-speed internet throughout the facility and rapid access to packing lists, inventory data and more
- Pair tablets to Zebra printers via Bluetooth or NFC to create shipping labels on the spot
- Maintain accurate inventory and cycle count records
- Communicate with managers and other workers within facilities for optimized workforce management
- Track and trace materials throughout warehouses to ensure they adhere to stringent regulations, like temperature requirements
- Capture identification of parts, carts, containers and other assets
- Log maintenance of vehicles and equipment and schedule regular checks

Tip:
Talk about the mobility of our vehicle-mounted configuration. Forklift drivers can quickly snap the tablet into the vehicle mount to access put-away information and then remove it to scan and verify the accuracy of locations.

Resources to Share with Prospects:

Video:
The ET6x Series Warehouse Video

Flyer:
Why Upgrade: Legacy VCs to ET6x Series

Success Stories:
Waterman Onions

Saint-Gobain - French Construction Materials Distributor

Note: Some of the use cases may not apply to your region but could serve as inspiration for new sales opportunities.

Transportation and Logistics

Where your peers are selling Zebra Windows® tablets and why

Airports

- Mount in carriages and trucks to ensure the proper luggage and cargo are loaded on the right plane and onto the right carousels
- Capture images of damaged items to accurately report incidents
- Serve ramp agents in under-wing services, including guiding and parking aircraft, loading and unloading luggage/cargo and performing cabin maintenance tasks

Intermodal (Loading Docks/Ports/Yards)

- Mount on forklifts to ensure accurate and efficient loading
- Mount in straddle carrier, container movers and other material-handling vehicles within shipping yards/ports
- Improve routing, reporting and projected time of delivery using the GPS location of vehicles
- Conduct vehicle maintenance and repairs with quick access to electronic manuals
- Access diagnostics, fuel levels and conditions of vehicles to avoid delays
- Identify trucks to authorize entry and direct to proper loading docks
- Record damaged goods in real time for replacement

3PL, Distributors and Courier Services

- Mount in vehicles for route optimization
- Efficiently manage fleets
- Track cargo in real time
- Dynamically schedule staff to optimize resources
- Dispatch and communicate with drivers
- Obtain proof of delivery to minimize disputes
- Track energy consumption, regulatory compliance and driver safety via telemetry displayed on tablets

Resources to Share with Prospects:

Success Stories:
Saddle Creek Logistics
ArcBest Logistics Company

Tip:
Highlight the ease of mounting our tablets in the cab of delivery trucks with our rugged vehicle docks and how easy it is to undock the tablet to capture a signature or photo for proof of delivery.

Note: Some of the use cases may not apply to your region but could serve as inspiration for new sales opportunities.

Help Prospects Grasp the Full Potential of Zebra Windows® Tablets

Generate interest and demand with these customer-facing assets

Learn
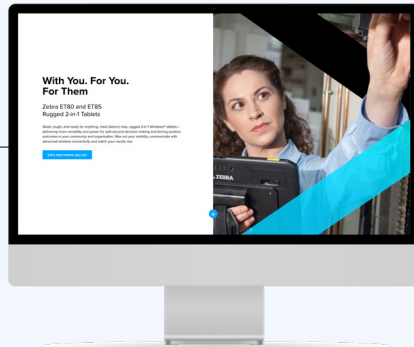
[Zebra White Paper](#)

Discover

[Zebra Tablet Brochure](#)

Experience

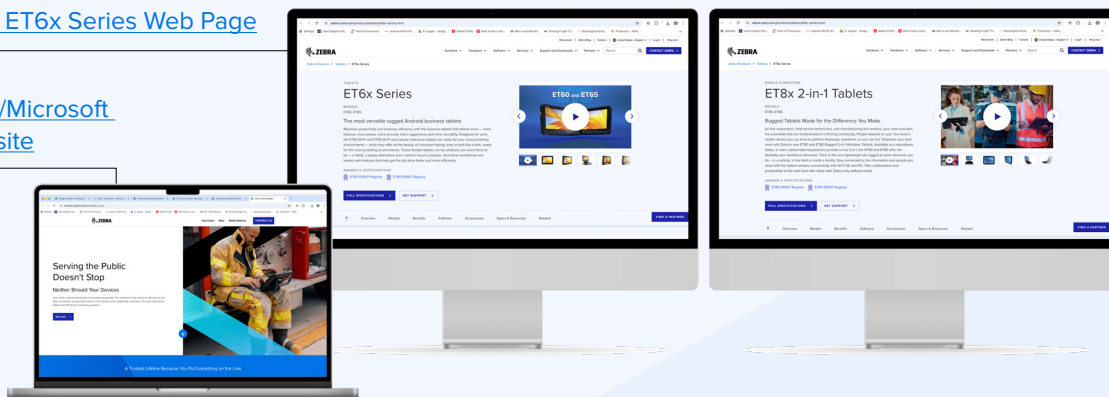[ET8x Interactive Experience](#)

Explore

[Tablet Selector Tool](#)

Visit

[Zebra ET6x Series Web Page](#)

[Zebra/Microsoft Microsite](#)

[Zebra ET8x Series Web Page](#)

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