

Zebra For Android: A Revolution In Workplace Mobility

Campaign overview



BACKGROUND

Workplace mobility is a huge and growing market, and Zebra for Android is spearheading the revolution. This is the world's largest range of enterprise-optimized Android devices, boosting efficiency, security, productivity and accuracy for customers in a whole range of flourishing markets. Zebra for Android is an unparalleled opportunity for partners to win business and boost sales growth.

WHO'S THE MARKET?

Across the world, Zebra for Android is shaking up enterprise-level business: in Retail, Transportation & Logistics, Warehousing, Healthcare, Manufacturing, and much more. No transportation and logistics operation can prosper without tough, flexible mobility solutions its workforce can rely on, in all environments and weather conditions. Retailers and warehouse managers constantly need to know the location of thousands of goods. Manufacturers want status updates on dozens of lines assembling a raft of products. In Healthcare, integrity of data share—a key function of Zebra for Android—help to provide successful patient outcomes.

In short, few enterprises in today's frantic business world can live without Zebra for Android. It's a market ripe with opportunity.

WHY ANDROID?

Android is a mobility phenomenon, familiar to billions, the operating system powering 80% of consumer handhelds worldwide. Now Android's enterprise security and management promise has come of age. Injected with Zebra's powerful Mobility Extensions (Mx) and Mobility DNA solutions, the world's pre-eminent consumer OS is fast becoming indispensable to efficiency and productivity for many thousands of larger business customers.

WHY ZEBRA FOR ANDROID?

Zebra delivers the world's largest range of enterprise-optimized Android devices. Purpose-built to withstand the toughest requirements, while improving workplace mobility and productivity. Zebra's built-in Mx Technology also uniquely hardens Android security, ready for the most demanding enterprise environments.

MOBILITY DNA

Mobility DNA, the industry's most comprehensive suite of workforce mobility solutions, is the genetic code powering Android to enterprise potency. Mobility DNA turns every organization reliant on mobility into a hotbed of productivity. And it's the reason organizations of every shape are clamoring for Zebra for Android technology and devices.

Key messages for enterprise customers:

- Zebra for Android delivers security, efficiency, productivity and accuracy.
- Customers reviewing their OS choice can now benefit from newer, class-leading technologies.
- Zebra is a market leader with the largest range of enterprise-optimized devices for Android.
- Leverage the growing power of the Android OS and developer ecosystem.