



TC101 vs Consumer Devices

Total cost of ownership (TCO)

The TCO for the consumer devices you're thinking about buying is more than twice as much as a rugged enterprise mobile computer. Meet the TC101 and save more than 50%. Real enterprise features. Real enterprise performance. All at a price that fits in the tightest budget.

	Consumer Devices	TC101 Mobile Computer
What can you expect when you purchase 'good enough' consumer devices—instead of rugged enterprise mobile computers?		
 More device failures @ 74 minutes of lost productivity per incident²	Fragile Not built to handle demanding enterprise environments, resulting in more downtime and more frequent device replacements.	Rugged Built tough to handle the top reasons devices fail: drops, water exposure, extreme temperatures and dust.
 More battery failures @ 54 minutes of lost productivity per incident¹	No multi-shift power support Not user replaceable—remove from service to charge; no visibility into battery health; no ability to identify devices with batteries that can no longer hold a full charge.	Multi-shift power User replaceable/swappable—devices are always in service; visibility into battery statistics to spot and replace unhealthy batteries before productivity is impacted.
 More lost network connections @ 24 minutes of lost productivity per disruption²	Less reliable connectivity Typically based on older, slower wireless standards; consumer-grade devices are 28% ¹ more likely to experience wireless connectivity issues that impact productivity.	5G; enterprise-class Wi-Fi 6/6E⁴ Fast and reliable cellular and Wi-Fi connections; superior Wi-Fi enterprise-class radio with available Fusion software ⁴ for exceptional 'no-drop' Wi-Fi connections.
 More IT support time and cost @ 70 minutes of IT time per trouble ticket²	20% more support tickets¹ Lack of rugged design and troubleshooting tools translates into more device downtime, more support tickets and higher support costs.	Maximize reliability to minimize support costs Rugged design and Zebra DNA™ tools like Device Diagnostics and RxLogger enable rapid diagnosis and resolution of device issues.
 More hard costs—need to purchase and manage separate enterprise scanners	No integrated scanner Need to purchase and manage separate scanners; more devices for workers to carry; integrated camera requires alignment with barcode; damaged barcodes are challenging.	Integrated scanner No need to purchase, maintain and manage separate barcode scanners to give workers fast and accurate enterprise-class data capture.
 Limited security for mobile devices and their data	Lack of security Without extra security beyond the standard OS protection, device information and data are more vulnerable to hackers and cyber threats, which cost companies a global average of \$4.4 million per breach. ³	Enterprise-class security Government-grade security features include FIPS 140-3, Common Criteria Certification (ISO 15408), Secure Boot and Verified Boot; timely OS updates with Zebra's LifeGuard™ for Android™, facial recognition and more to control device access with Identity Guardian.
 No enterprise-class software toolkit to simplify device use and management	No value-add software tools Consumer device manufacturers do not typically invest in the development of software tools to simplify device use for users and IT.	Zebra DNA The industry's most mature software toolkit; a large collection of tested and proven apps that are easy to deploy and easy to use; many are included with the device at no cost.
 Higher failure rates—nearly 3x the annual average handheld device failure rate²	Designed to last 1 to 2 years Consumer smartphone failure rate of 12.6% is nearly 3x higher than the failure rate of rugged mobile computers, leading to more frequent purchase of replacement devices. ²	Enterprise-class lifecycle The lower 4.5% failure rate is nearly one-third of consumer devices, delivering a longer lifecycle, a substantially lower TCO, and maximum return on investment.

TCO comparison: typical consumer smartphone vs rugged mobile computer

Beyond the purchase price—the true total cost of ownership.

 Lost productivity—nearly 2.6x more²	\$2,081 per device per year² Lost productivity costs are nearly double due to more frequent device failures.	\$792 per device per year² Rugged mobile devices are more reliable, maximizing uptime and minimizing lost productivity.
 Higher IT support costs—nearly 2.6x more²	\$2,606 per device per year² More device issues translate into more IT support time and cost.	\$993 per device per year² The rugged design reduces the volume of device issues, reducing IT support costs.
 Higher TCO—more than double²	\$4,896 per device per year² More than double the TCO of an enterprise mobile computer.	\$2,320 per device per year² Less than half the total TCO of a consumer smartphone.

Why settle for 'good enough' consumer devices when you can empower your frontline workers with the enterprise features they need to do business better—for half the total cost?

Put the TC101 to work in your organization. Find out how at www.zebra.com/tc101

1. Enterprise Mobility Total Cost of Ownership: From the Expected to the Unexpected: Uncovering the True Costs of Mobile Solutions for Frontline Mobile Workers; VDC Research, 2021; 2. Enterprise Mobility Total Cost of Ownership; Emily Gove and David Krebs; VDC Research, 2022; 3. Source: 2025 Cost of Data Breach Study by IBM and the Ponemon Institute 4. Requires Zebra DNA Core+ upgrade; not available in all regions.