

Workcloud Sync USPs/Value Proposition

Unique Selling Points

- **Breadth of Functionality**
 - Utilize a comprehensive collaboration feature set spanning numerous communication functions (PTT calling, video/voice calling, messaging), and task management functions, as well as connectivity between Workcloud Sync and Zebra Task Management – few competitors can offer such a broad feature set
- **Modern Solution Architecture**
 - Future-proof and get more out of your communication/collaboration investment by choosing Workcloud Sync, a solution built on modern architecture with a robust roadmap of new features and functionality
- **A Collaboration Super App**
 - With Workcloud Sync, seamlessly shift across multiple different collaborative features for a real-time communication and execution experience – immediately shift from PTT calling a colleague to viewing a task to taking a call from a customer
- **Transform Communication with AI**
 - Use powerful AI features such as dynamic content translation, with features such as Zebra Companion and more baked into the short-term roadmap
- **Utilize Dynamic Content Translation**
 - Foster simple and clear communication across today's diverse workforce with dynamic content translation, streamlining collaboration across the frontline
- **Leverage Decades of Expertise**
 - Workcloud Sync is built from the ground-up leveraging 20+ years of expertise in retail solutions and communication & collaboration software, as well as decades of experience in mobile computers and frontline wearable devices.

Value Proposition

Workcloud Sync is a real-time communication and collaboration solution, featuring push-to-talk, voice and video calling, multimedia messaging, and tasking on a single powerful application. With Workcloud Sync, empower your frontline workers, field leadership, and corporate stakeholders to be more engaged, more productive, and better equipped to provide an excellent customer experience.

Problem Solving: Frontline workers have traditionally been left out of digital transformation efforts, despite representing a majority of the workforce. Always on-the-move, they're challenged to collaborate effectively, access their organizations' vast amounts of data, multi-task, and dynamically respond to events. Plus, they're overloaded with repetitive tasks and

bulky workflows, and the need to switch across multiple communication tools throughout the day.

Value:

- Real-time information at the point of work that amplifies frontline worker capabilities and helps them deliver a great customer experience, driving up **Productivity** and **Sales**
- **Time or Labor Savings** from seamless, multi-modal communication and streamlined workflows. Improve business efficiency by enabling an agile workforce where employees can easily switch between predefined profiles.
- Real-time collaboration and compatibility with frontline wearable devices foster highly engaged and supported associates with **Lower Turnover**. Leveraging a two-way communication channel brings frontline insights to leadership and increases organizational alignment, fostering better employee engagement and retention.
- **IT Savings** from elimination of single-purpose communication devices and connectivity with other Workcloud solutions (Task Management), as well as reduction in software license fees from using Workcloud Sync as an all-in-one communication tool
- **Reduction in Device Spending** as a result of consolidation of communication devices (two-way radios, etc) onto one device for communication (compatible with Zebra devices, Android, iOS)
- **Improved Safety and Compliance** with geolocation capabilities, sanctioned and recorded interactions, emergency calling, and operational insights and control for management.