



TC21-HC/TC26-HC Mobile Computers Pre-Launch Webinar

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AGENDA

- Introduction
- Healthcare Market Strategy
- EMC Product Portfolio
- TC21-HC/TC26-HC
 - Product Overview
 - Accessories
 - Product Positioning
 - Mobility DNA Bundled Packages
 - Competitor Information
 - Services
- Marketing Resources



Healthcare Strategy

The world has changed

The Coronavirus Pandemic is the most significant healthcare disrupter of our lifetimes.



Data Driven Decisions

mHealth Market

The global market size is anticipated to around **\$ 152.2 billion by 2026**, this market is anticipated to grow with 26.1% CAGR during the forecast time period 2019 to 2026.

Healthcare Cloud Computing Market

The global Market is estimated to grow at CAGR above 14 % over the forecast time frame 2019- 2026 and reach the market value around **USD 40 billion by 2026**.

Healthcare Analytics Market

The global market is expected to grow at a CAGR of around 23.4% from 2019 to 2026 and reach the market value of around **\$ 52.2Bn by 2026**.

<https://www.prnewswire.com/news-releases/digital-health-market-value-to-reach-usd-511-billion-by-2026-acumen-research-and-consulting-300956297.html>

Medical

Hospital in
systems (C
electroni
records (C
electronic
records (C
Supportin

FHIR
interoperability
standards

information systems
(LISs)

standards require
security compliant
devices.

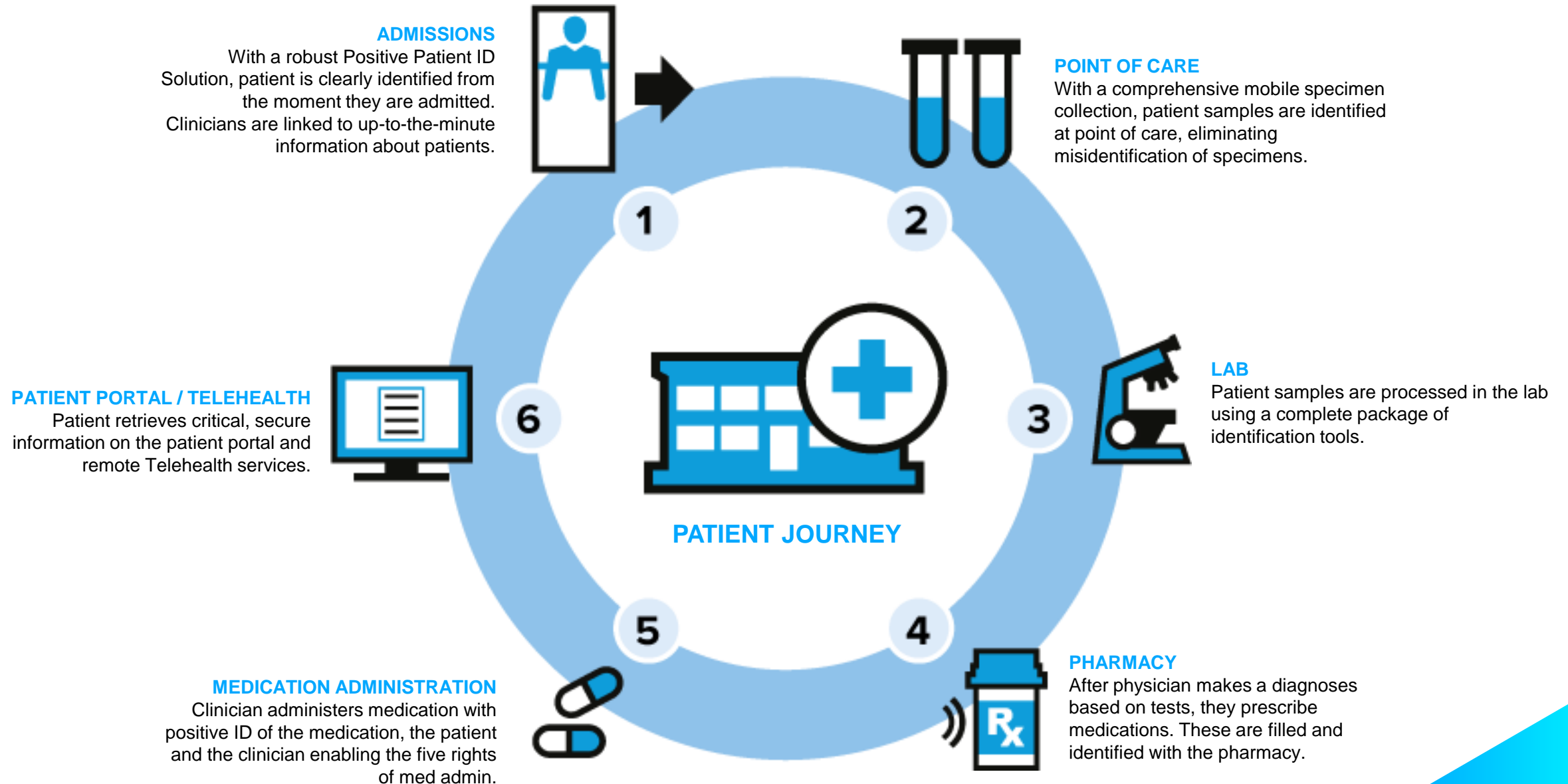
care

and outside the four
walls.

Security

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es inside
and outside the four
walls.

Zebra: For The Entire Patient Journey



Zebra Healthcare

Zebra Solutions Designed to Improve Patient Care and Healthcare Productivity

Scanning Barcode and RFID Specimen Sample Labels

Quick, Reliable Data Capture
Maintain Chain of Custody



Barcode Specimen Label Scanner

Barcode & RFID Specimen Label Scanner
Hybrid Form Factor

Healthcare Mobile Computers

Printing Barcode and RFID Labels

Thermal Printing
Technology



Mobile and Desktop Label Printers

Specimen Barcode & RFID Labels

Connecting Clinicians for Ongoing Collaboration

Voice and Push-To-Talk
Secure Text Messages



Healthcare
Mobile Computers

Workforce
Connect



EHR

Simplifying and Managing Data Capture

Data Management Tools
Data Analytics



Mobility DNA
DataCapture DNA

Target Markets / Use Cases

Zebra's goal is to allow healthcare customers to expand their deployments of mobile computers beyond clinical mobility and nurses to ancillary workers who also need communications, connectivity and access to medical apps.

Environmental Health

Healthcare workers who are responsible for sustaining a sterile environment in all areas of the hospital by cleaning rooms, making beds, replenishing linens, laundry, maintaining floors, and medical waste management.

Patient Transport

Transports and assists patients in and out of taxis, ambulances, cars and helicopters; lifting patients on and off beds, moving the from special service and treatment areas, operating rooms, using wheelchairs and moveable beds.

Food Services

Confers with patients about food preferences and creates records of conversations. Discusses dietary needs with doctors and nurses to determine meals. Prepare & deliver patient's food according to diet plan. Communicate dietary needs to patient, families and care givers.

Apps

Voice
Smart
Facility
software
Cerner
Capacity
Management
Food Service
McKesson
security

Facilities Management

Responsible for developing and maintaining the physical environment of a patient care setting and ensuring that appropriate standards of care are being achieved.

Materials Management

Responsible Fulfills procurement, inventory control, receiving, storage and distribution functions of supplies. Interfaces directly with all departments to ensure adequate supplies are met.

Engineering & Security

Advise patients and visitors on security matters; interact with clinical staff to determine individual safety needs. Performs installation, maintenance & upgrades of biomedical equipment, troubleshooting and repairs.

Current Products

Cisco
phones
Spectralink
Radios
Paggers

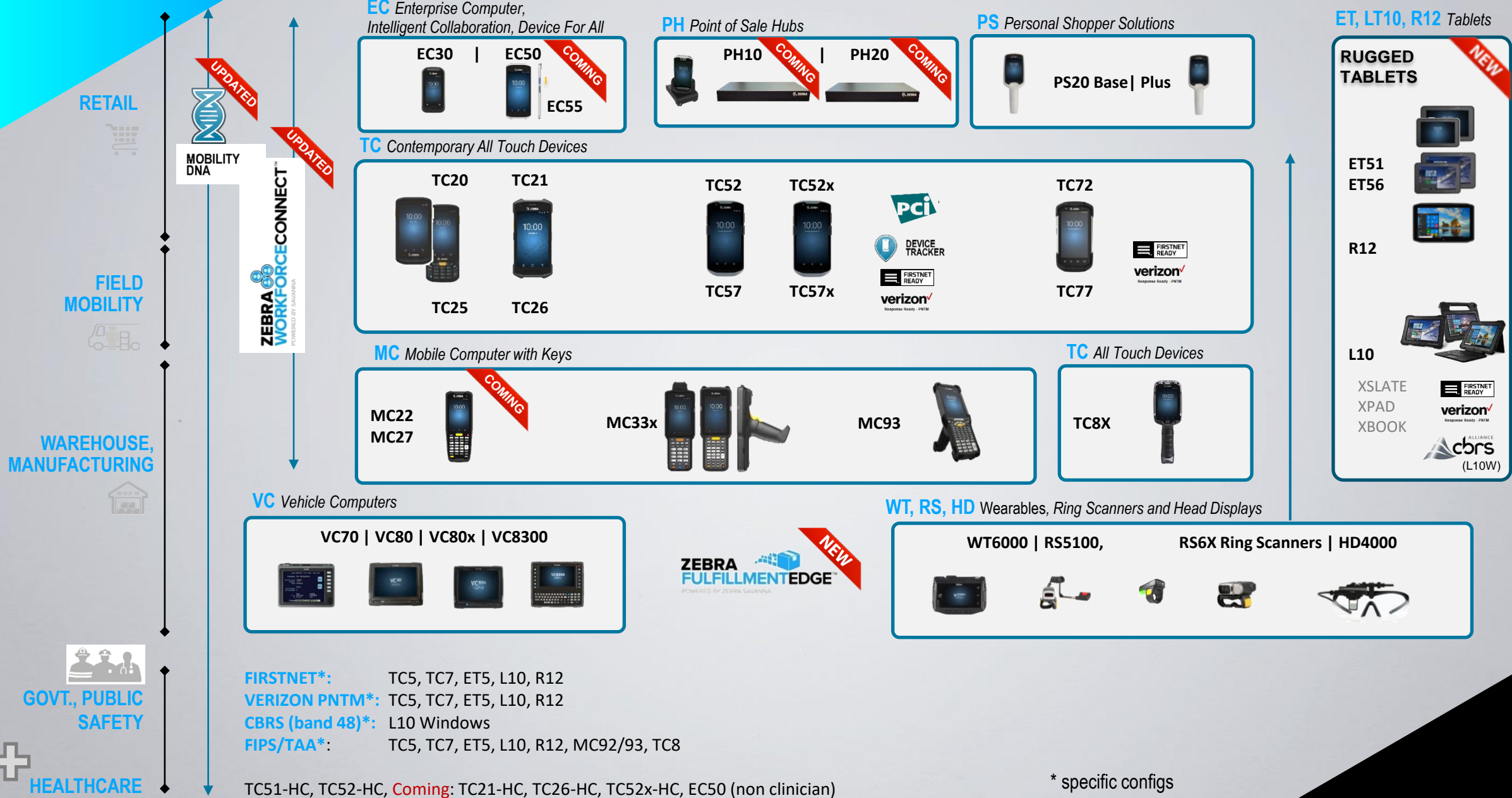
Other practitioners and technical occupations includes radiologic technologists and technicians, medical records and health information technicians, surgical technologists, pharmacists, emergency medical technicians and paramedics, etc.



EMC Product Portfolio



UNPRECEDENTED PORTFOLIO INVESTMENT

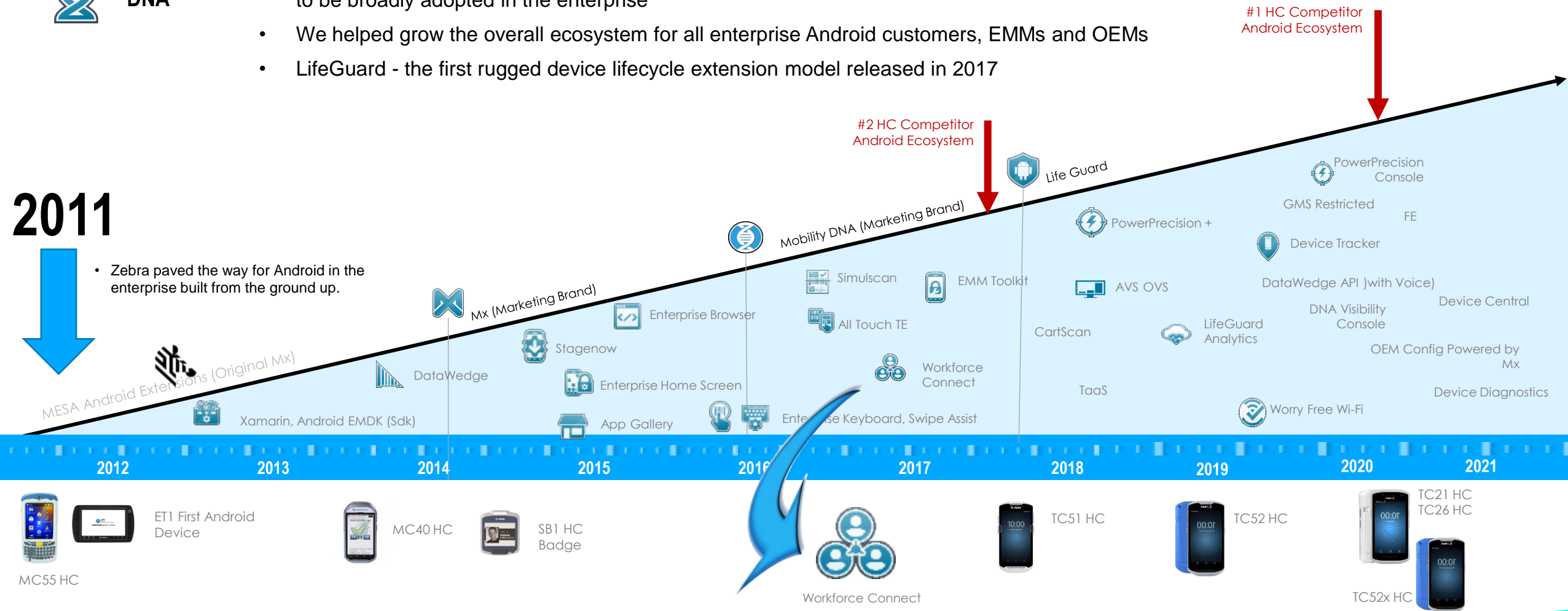


ZEBRA PAVED THE WAY FOR ANDROID IN THE ENTERPRISE



**MOBILITY
DNA**

- Zebra has invested over \$300M in our Mobility DNA Android ecosystem since 2011
- Our investments in Mobility DNA led the transition and enabled the Android operating system to be broadly adopted in the enterprise
- We helped grow the overall ecosystem for all enterprise Android customers, EMMs and OEMs
- LifeGuard - the first rugged device lifecycle extension model released in 2017



RICH HISTORY OF MOBILE COMPUTERS IN HEALTHCARE

ZEBRA TECHNOLOGIES—PROPRIETARY AND CONFIDENTIAL INFORMATION

Zebra's "Ultimate Series" platform

Zebra's most powerful SD660 platform, with the best of the best technologies

"On platform" means easy integration with other Zebra mobile devices

Ideal for businesses & healthcare facilities that need to deploy different types of devices with different features for different workers





TC21-HC/TC26-HC

Mobile Computer

**The ultimate cost-effective mobile computer
built for healthcare**



INTRODUCING the **TC21-HC/TC26-HC**

The TC21-HC and TC26-HC devices are new healthcare mobile computers that enable hospitals to affordably connect more workers in virtually any healthcare setting.

The TC21-HC (WLAN only) and TC26-HC (WLAN & WAN) addresses the needs of both healthcare ancillary workers and those healthcare workers who require cellular services (WAN).

These new small easy-to-carry, durable devices are the latest addition to Zebra's healthcare portfolio, complimenting the TC52-HC mobile computers used by thousands of nurses and clinicians in many hospitals today.

Over 2.1M TC5X devices sold to date



Right sized. Right featured. Right price.

TC21-HC/TC26-HC Healthcare

Disinfectant Ready Design

- Full materials update for disinfectant ready including the same PPSU plastics used in TC52-HC
- Supports the same list of 34 disinfectants and wipes as TC52-HC
- Audio grills are raised above the touch panel plane to prevent grills from clogging.
- 2 mics located on top and bottom to reduce impact of cleansers and avoid touch points.
- Mesh adhesives inside grills are resistant to alcohol and other chemicals
- Overall housing design reduces holes and crevices to provide a smoother cleanable surface that prevents dirt build-up and are easy to clean.



TC21-HC / TC26-HC Healthcare

- A pocket-sized powerhouse
 - Carry this small and lightweight device in a scrub pocket or on a belt clip. The disinfectant-ready hand strap provides a firm grip when the device is in use and it's easy to operate with one hand.
- Best-in-class disinfectant-ready design
 - Chemical resistant healthcare plastics withstand regular cleaning with over 30 disinfectants. The housing is designed to minimize crevices where bacteria can hide.
- A large 5-inch advanced HD touchscreen
 - Easy to see in any lighting condition and capacitive multi-touch technology provides instant familiarity – workers can use the same intuitive gestures they use on their own devices, even with gloves.
- Waterproof, dustproof, drops to vinyl tile over concrete, snow, rain, heat, freezing cold
 - The TC21-HC and TC26-HC can handle it all. The display is fortified with scratch-and-shatter resistant Gorilla Glass.
- Scanning with Zebra's built-in image decoding software and the device's 13MP rear camera
 - Easily activated by 2 separate scanning buttons and application interfaces.



TC21-HC / TC26-HC Healthcare

- High capacity 3100 mAh rechargeable PowerPrecision battery
 - Easily replaceable by the user between shifts or whenever needed
- Programmable rear Healthcare Alert button
 - In red for rapid response in the event of an emergency
- Advanced SD660 powerful processor
 - Delivers desktop-like performance for all your mobile applications including EHR solutions, voice communications and alerting, meds administration, capacity management and more
- Android 10.0 OS at launch
 - With the ability to support OS upgrades in the future



All the wireless connections you could ever need



4G and VoLTE

HD calling for exceptional voice clarity; fast connections; rapid screen draws



802.11ac Wi-Fi with fast roaming

Fast Wi-Fi connections for voice** and data in the office, at home and at hotspots



Integrated NFC for easy pairing

Easily pair mobile printers, headsets and more



Fast Bluetooth connections

BTE 5.0 BLE for great performance with wireless headsets and printers

** VoWiFi solutions require the Mobility DNA Enterprise License.

TC21/TC26 Healthcare Accessories

Multi-Slot
Charge only
Share Cradle



Low-Cost Single Slot
Charge Cradle



Battery
(3100 mAh)

20-Slot Battery Charger
(will be in white)



5-Slot Charge Only ShareCradle
w/Spare Battery Charger
(will be in white)



Workstation Cradle
(HDMI, USB ports)



4 slot Battery
Charger



Rubber Plug for
bottom USB-C port



Disinfectant
Ready Hand
Strap



Belt Clip
HC Plastics

Additional Notes

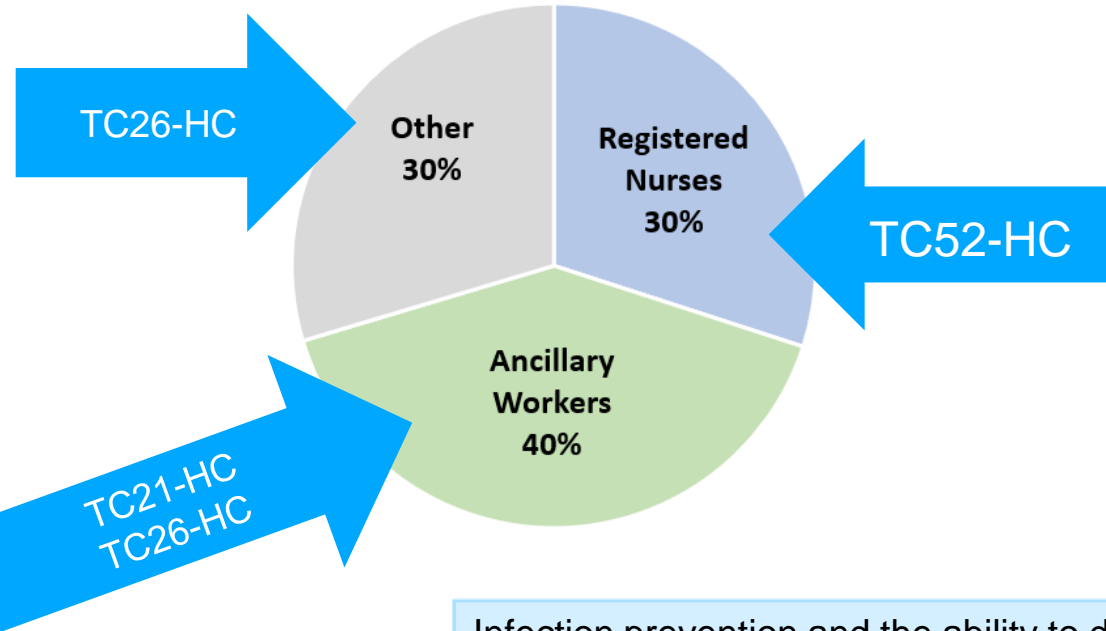
- Cross compatibility with standard Meteor Accessories (i.e. Ethernet Cradle)
- Post Rev-A SKU with I/O port back panel to enable trigger handle, other common I/O accessories

Product Positioning



EMC Portfolio Positioning - Healthcare

Hospital Workers by Role Type



TC26-HC can equip home healthcare nurses, physicians and mobile staff with cellular (WWAN) communications. Unlike consumer phones, it is disinfectant ready, road warrior devices with car chargers and easily replaceable batteries!



TC21-HC and **TC26-HC** mobile devices are best for healthcare enterprises who need to enable their ancillary healthcare workers with affordable ergonomic lightweight and disinfectant ready mobile computers that can be shared over full day shifts every day.

The **TC52-HC** mobile devices are designed specifically for nurses and clinicians in healthcare enterprises who need powerful, disinfectant ready, mobile devices that can be shared across shifts. Perfect when users require barcode scanning and voice and secure messaging apps.

Infection prevention and the ability to disinfect mobile devices is a critical need for our customers.

Zebra offers the most complete portfolio for healthcare – both low-priced SKUs without a scanner (TC21-HC), WWAN healthcare devices (TC26-HC) and premium solution for clinicians (TC52-HC), all on the same Zebra and Lifeguard SD660 platform and Android version.

EMC Portfolio Positioning - Healthcare



Portfolio Positioning Strategy

- Feature and pricing differentiation between premium & value tier products
 - Scan engine configs
 - Processor speed & Memory
 - Disinfectant Ready – Healthcare Grade Design
 - Differentiated lifecycle and service
 - Differentiated Audio and Wi-Fi Performance
 - Different Battery Life & Experience
 - MDNA Professional and Enterprise Upgrade Licenses


The Most Common Question we are Asked Post COVID

← → ↺ 🏠

zebra.com/us/en/blog/posts/2020/how-to-clean-your-mobile-devices-tablets-scanners-printers.html

🔍 ☆ 🔒 🔴 🌐 | AI 🟢

📱 Apps 📧 Zebra Web Mail 🏥 Johns Hopkins Cor... 📄 Zebra Technologies... 🖱️ Sign On 📊 Competitive Intellig... 🔄 Chase Master Card 📄 The Source Home P... 🏨 Marriott - Find mor... >> 📌 Other bookmarks


 Solutions Products Services Support and Downloads Partners

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Your Edge Verticals Categories

WASHING YOUR HANDS IS IMPORTANT, BUT SO IS CLEANING THE DEVICES THAT YOUR HANDS TOUCH ALL DAY LONG

THOROUGH DISINFECTION OF MOBILE COMPUTERS, TABLETS, PRINTERS, SCANNERS AND OTHER DEVICES IS CRITICAL TO INFECTION CONTROL IN WORKPLACES AND PUBLIC SPACES. BUT THERE IS A RIGHT AND WRONG WAY TO DO IT.



1.1k Shares



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EMC Portfolio Positioning - Healthcare

Healthcare TC5X-HC and TC2X-HC products

Approved Cleaning & Disinfecting wipes & chemicals

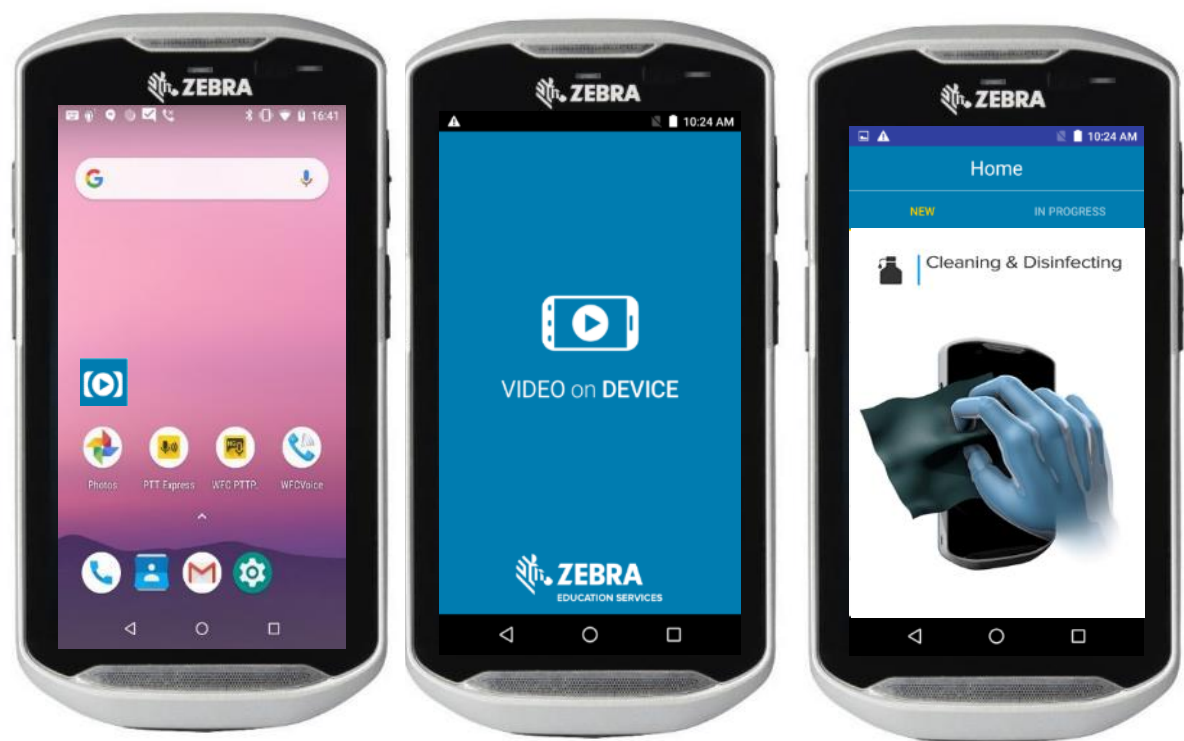
3% Hydrogen Peroxide and 97% Water solution	Medipal Alcohol Wipes
10% Bleach (Sodium Hypochlorite 0.55%) and 90% Water Solution *	Metrex CaviWipes
91% Isopropyl Alcohol and 9% Water Solution	Metrex CaviWipes1
Azowipe	PDI Easy Screen® Cleaning Wipe
BruIn BruTab 6S Tablets*	PDI Sani-Cloth AF3 Germicidal Disposable Wipe
Clinell Universal Sanitizing Wipes	PDI Sani-Cloth Bleach Germicidal Disposable Wipe *
Clorox Dispatch Hospital Cleaner Disinfectant Towels with Bleach *	PDI Sani-Cloth HB Sani-Germicidal Disposable Wipe
Clorox Formula 409 Glass and Surface Cleaner	PDI Sani-Cloth Plus Germicidal Disposable Cloth
Clorox Healthcare Bleach Germicidal Wipes *	PDI Super Sani-Cloth Germicidal Wipe
Clorox Healthcare Hydrogen Peroxide Wipes	Progressive Products Wipes Plus
Clorox Healthcare Multi-Surface Quat Alcohol Wipes	Sani Professional Disinfecting Multi-Surface Wipes
Diversey D10 Concentrate Detergent Sanitizer	Sani-Hands® Instant Hand Sanitizing Wipes
Diversey Dimension 256 Neutral Disinfectant Cleaner	SC Johnson Windex Original Glass Cleaner with Ammonia-D
Diversey Oxivir Tb Wipes	Spartan Hepacide Quat II
Diversey Virex II 256 One-Step Disinfectant Cleaner	Sterets Alcowipe
Metrex CaviCide	Steris Coverage Plus Germicidal Surface Wipes
Metrex CaviCide1	Veridien Viraguard

* Not for use on cradles

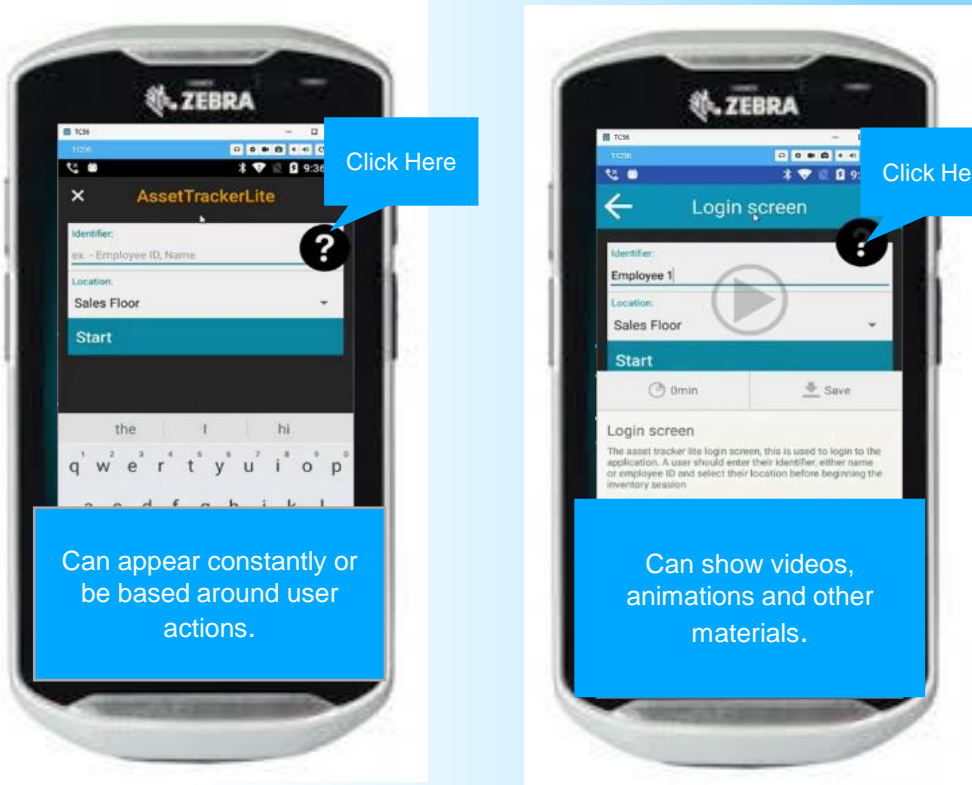


EMC Healthcare – Learning Services

Flexible Options Designed to Meet Customer Needs



Video on Device



Know It Now

The background features a light blue gradient with several white, glowing, circuit-like lines that meander across the frame. These lines are punctuated by small, bright white circles. In the upper left corner, there are soft, out-of-focus bokeh lights in shades of orange and yellow. A solid blue triangular shape is positioned in the bottom right corner.

Unparalleled value with complimentary Mobility DNA tools

What's included at no cost in Mobility DNA Professional?



DataWedge

Send barcodes right into your existing apps — no programming required



Device Diagnostics

Eliminate the cost of sending devices that don't need repair to the Repair Center



EMDK

Everything you need to fully leverage all of the TC21/TC26 capabilities in your Line of Business applications, with less time and effort



Mobility Extensions (Mx)

Choose from over a hundred features to improve the security, manageability and more of the standard Android OS




StageNow

Easily stage a handful or thousands of Android devices with a quick scan of a barcode or tap on an NFC tag



Enterprise Home Screen

Easily control the applications and device features your workers can access

The background features a light blue gradient with several white, glowing, jagged lines that resemble circuit traces or data paths. These lines are punctuated by small, bright white circles. In the top-left corner, there are soft, out-of-focus bokeh lights in shades of orange and yellow. A solid blue triangular shape is located in the bottom-right corner.

**Unlock a powerful suite of
optional big business voice and data tools
with Mobility DNA Enterprise**

Mobility DNA Enterprise License: Data Tools

One license...7 great tools...unsurpassed value.

Device Central

Provides a simple graphic interface that makes it easier for workers and IT to manage Bluetooth accessories

Device Tracker

Easily track and find your missing TC21/TC26 devices

Enterprise Keyboard

Simplify data entry with a series of enterprise-class soft keypad options that replace Android's standard soft keypad

LifeGuard Over-the-Air for EMM

Providing end-to-end revolutionary control and visibility into the status of the OS update process through your supported EMM

PowerPrecision Console

Easily spot and remove aging batteries from your battery pool before productivity is impacted

Multi-Barcode Scanning

Makes it easy to capture labels on boxes and pallets that contain many barcodes, plus text fields

Worry Free Wi-Fi

Real-time troubleshooting and analysis for fast resolution of Wi-Fi issues

...plus the option to purchase additional Mobility DNA value added services.



Additional Mobility DNA options

Customize your Mobility DNA Enterprise License with four options

Push-to-Talk (PTT) Express*

Easily enable PTT calls in your facility over Wi-Fi with this ready-to-use client – just install and your staff is connected!

Workforce Connect PTT Pro*

Easy subscription service for PTT over Wi-Fi and cellular for an instant connection to any one or group of workers, no matter where they are located.

Workforce Connect Voice**

Enable your TC21/TC26 devices to offer all the functionality of your fully-featured PBX handsets, complete with a custom interface that makes it easy to execute even the most complex telephony features.

Enterprise Browser

Powerful, next generation industrial browser that makes it easy to create feature-rich web applications that take advantage of all the features in your Zebra mobile computers and peripherals.

* Mobility DNA Enterprise License required for peak performance. ** Mobility DNA Enterprise License required.

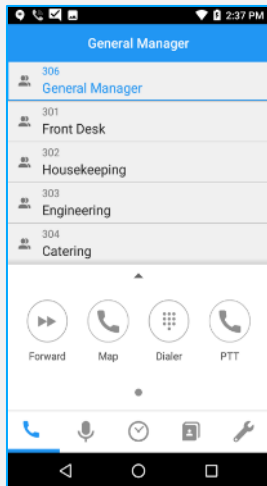
For more information about the Mobility DNA Value Tier Kit, click [here](#)

EMC Healthcare – Workforce Connect

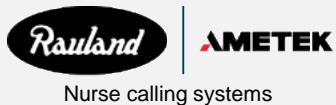
Enterprise collaboration solution

- Simplifies and optimizes operations
- Increases employee motivation
- Enhances customer engagement

Enterprise Voice Workforce Connect Voice



- Desk Phone Replacement
- PBX Integration with all premium features
- *Incoming call receipt by healthcare worker*
- *Voice Commands*
- *Shared device support*

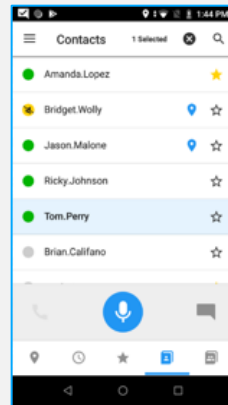


Nurse calling systems



PBX systems

Push-to-Talk (PTT) Workforce Connect PTT Pro



- Two-way radio replacement
- *One-to-One, One-to-Group, Site-to-Site*
- *Based on ESChat*

• Interworking Gateway

- 2-way radio, consumer phone interop.
- Call/Kiosk help button
- Message of the day

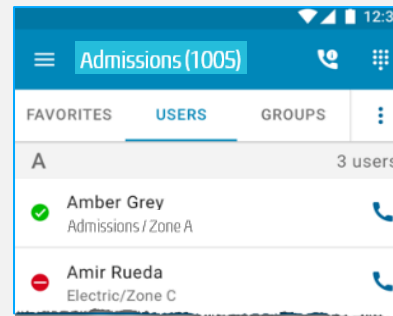


• Voice Commands as Interface

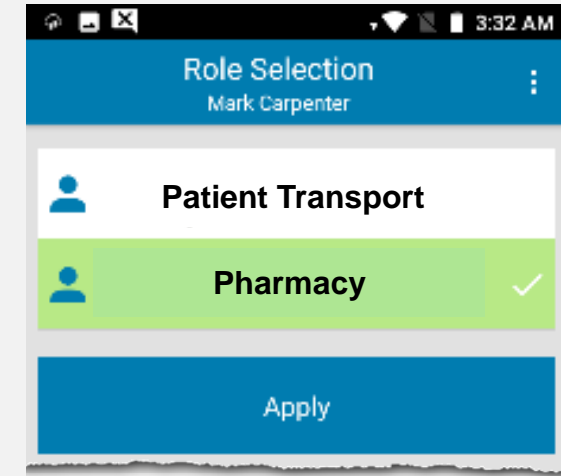
- "Talk" <<User>>
- "Text" <<User>>

• AP Friendly Name

- AP Abstraction for intuitive location



Profile Manager



- Active Directory (ADFS) integration
- *Automates on-boarding, SSO*
- *Enables role-based task management*
- *Supports shared devices*



Unified Contact List, Seamless User Experience, Comprehensive Analytics, Reporting and Dashboard



Competitive Information



Where do cell phones fall short for business?



LIFECYCLE

Lifecycle is often just a year, complicating device support when devices need repair or replacing

VALUE ADD BUSINESS SOFTWARE TOOLS

No software value-add tools to simplify device use and device management

MANAGEMENT

Harder to stage, deploy manage and secure

FEW CONFIGURATIONS AND OPTIONS

You'll pay for features you don't need

ACCESSORIES

Accessories are built for consumers, not with healthcare in mind

BATTERIES

Batteries may not be removable, requiring the device to be removed from service to charge

TC21-HC/TC26-HC Healthcare Competitive Positioning

How do we win against the competition

- Sell the portfolio – Value Tier to Premium based on use cases
- Lowest price TC21-HC will be lower than competition lowest price config
- Disinfectant Ready - 34 approved disinfectants & 4 years experience
- Better Durability – Higher Drop and Tumble Ratings
- Better Wi-Fi (Fusion) with fast roaming and fewer disconnects
- LifeGuard Security – Competitors have no known OS update or security patch policy
- Integrated imaged-based scanning software at no charge
- Zebra Platform – All 3 healthcare products across different price ranges and capabilities share the same Zebra Android SD660 Platform & OS updates
- Healthcare accessories - Enterprise Ready, 20-slot battery chargers, disinfectant-ready hand strap and more
- Mobility DNA – Professional & Enterprise Licenses + WFC, PTT Pro
- Partners and ISV Solutions





TC21-HC/TC26-HC Service & Support



Zebra OneCare™ SV



**COVERAGE
FROM DAY ONE**

Keep your TC21-HC/TC26-HC up and running... and avoid unexpected repair costs

This affordable service plan includes:

- **Support Services**

- Two or three years of protection
- Priority access 8x5 local time live-agent technical support and 24x7 access to self-service tools
- Access to software/firmware updates and LifeGuard™ for Android™ security updates
- Automatic application of engineering changes during depot repair
- Device Diagnostic Tool provides accurate real-time device status information to help with telephone triage with Zebra's Support Center.
- Access to VisibilityIQ™ OneCare™ – cloud-based visibility into your contracts, repair data, tech support cases and more.
- Value-add SV service options, include: VisibilityIQ Foresight, Preferred Flat Rate Repair (FRR) covering damage, Battery Maintenance or Battery Refresh, and Expedited Logistics

COVERAGE FROM DAY ONE

Keep your TC21-HC/TC26-HC up and running... and avoid unexpected repair costs

This affordable service plan includes:

- **Repair Services**

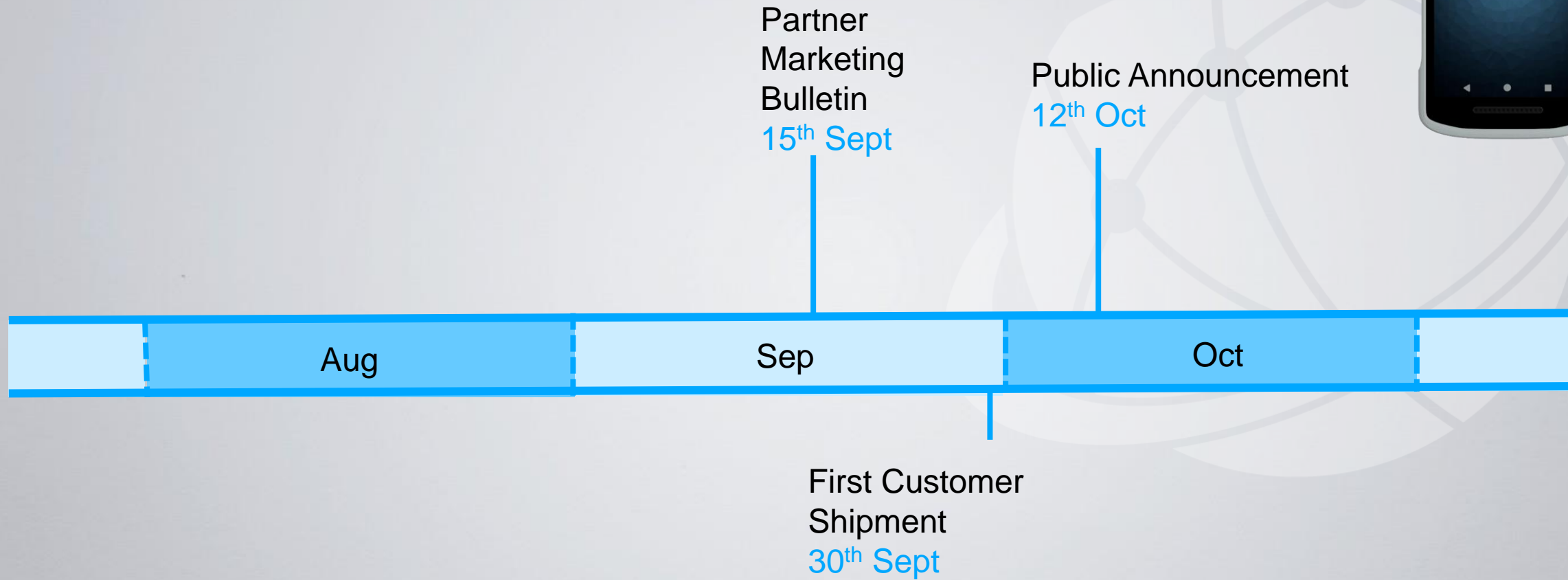
- Covers device functional failure and normal wear and tear
- Five-day depot priority repair turnaround time
- Free ground shipping back from the Repair Center
- Accidental Damage Coverage
 - Protects up to 10% or 20% of TC2X devices against accidental damage upfront at a preferred price. The coordinated part number eliminates the challenges of multiple POs or paying for each damage repair separately – offering true enterprise level support for Zebra value tier devices.
 - The new packaged service offers customers, or partners on their behalf, to submit RMAs through Zebra's Repair Order Portal.
- Address business-critical needs, by optimizing your customer's support plan with additional flexible options where available - Commissioning Service Option, Battery Maintenance Option, Battery Refresh Option and Expedited Logistic Options.

...all for a fraction of the cost of a single typical repair

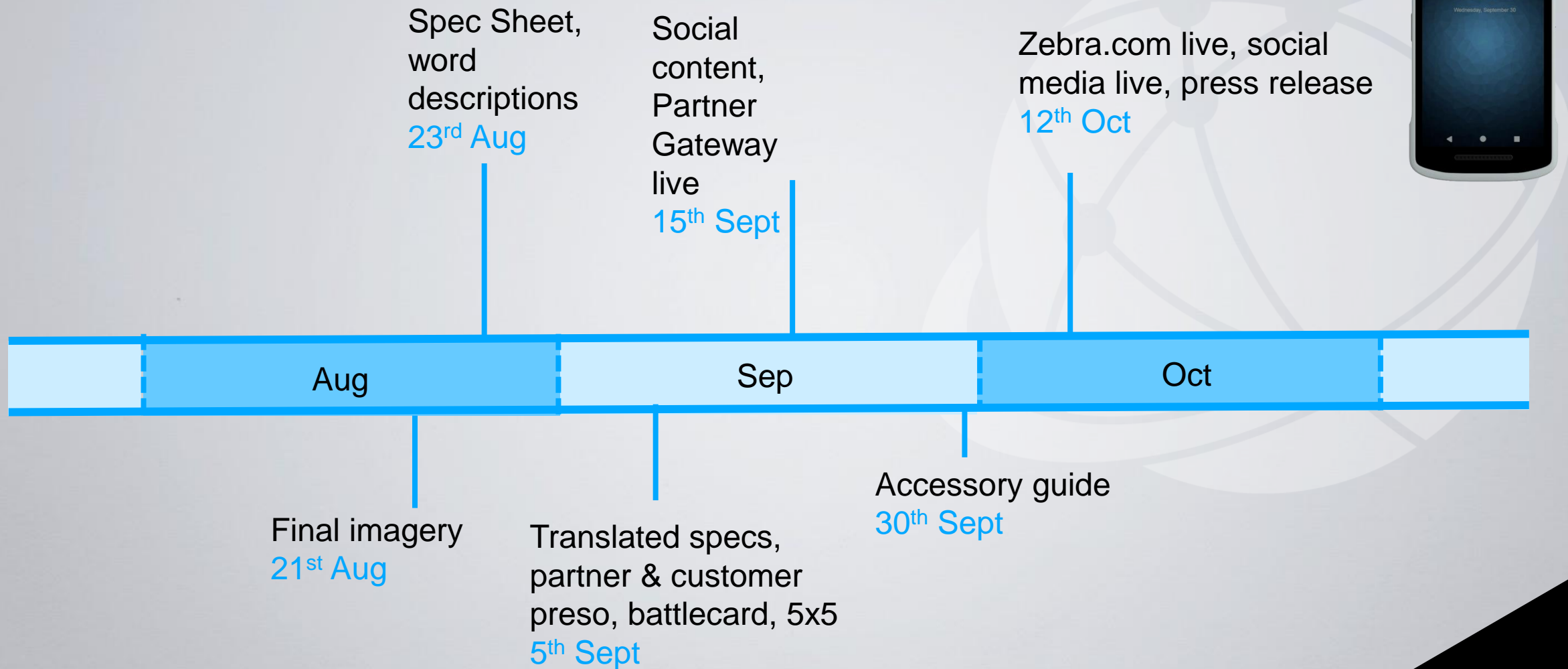


Marketing Resource

TC21-HC/TC26-HC Key Dates



TC21-HC/TC26-HC Marketing Resources



ZEBRA GOLD

The exclusive Partner Incentive Programme from Zebra

- How do I get started with **ZEBRA GOLD**?

1

Go to the Zebra Partner Portal
[https://partnerportal.zebra.com/
PartnerPortal/index.aspx](https://partnerportal.zebra.com/PartnerPortal/index.aspx)

2

Under Connecting Tools find
the Sales Enablement section,
click on the **ZEBRA GOLD** link
<https://gold.zebra.com>

3

Review and accept the **ZEBRA
GOLD** terms and conditions

- What's new on **ZEBRA GOLD**?

1

Latest eligible products, services and
supplies now available on the site.

2

New accelerators across the hardware
Portfolio – visit the **ZEBRA GOLD** site
to see what you need to focus on!

3

Visit the site and complete the latest
ZEBRA GOLD quizzes – test your
Zebra knowledge and boost your GOLD
balance!

Thank You

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Lorna Hopkin, Product Marketing Manager

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