Running a small business is hard work. Now there's a tool to make it easier.

It takes more than a smartphone to run your store.

- You need instant answers to customer questions.
- You need to find a specific item — fast.
- You need to know what to order right now to prevent out of stocks.
- And you need to keep the items your customers want on your shelves — not in the backroom.

Now, there's a tool that does it all – the TC20.

The TC20 is loaded with features to help you do business better, smarter and faster:

- A real barcode scanner that delivers real time savings.
- A walkie-talkie to reach whoever you need to get the job done.
- A unique PowerPack for constant battery power.
- Accessories that make it easier than ever to tackle tasks.
- Affordable service to keep your TC20 up, running and in your hands.
- ….And much more.

THE TC20. THE SMALL BUSINESS TOOL DONE RIGHT.

The TC20 Mobile Computer

THE RIGHT LOOKS.

THE RIGHT BUSINESS FEATURES.

THE RIGHT PRICE.

Only from Zebra — the leader in business mobility, bringing 45 years of innovation and the power of big business technology to your small business.

ZEBRA

Zebra's Touch Computer Portfolio Positioning

DETERMINING WHICH ZEBRA TOUCH COMPUTER IS RIGHT FOR YOUR CUSTOMER

The following charts will help you easily see the difference between Zebra's touch computers and understand the typical customer portfolio that is right for each product.

ZEBRA TOUCH COMPUTER PORTFOLIO

Specifications	TC2x 4.3" Display		TC5x 5" Display		TC7x 4.7" Display	
Cost	○	$	◑	$$	●	$$$
Durability	○	Durable — 4 ft. Drop	◑	Rugged — 6 ft. drop w/boot	●	Ultra-rugged — 8 ft. Drop
Battery	○	Internal battery (not user replaceable)	◑	User replaceable battery	●	User replaceable/ hot swappable battery
Camera	○	8MP rear camera	◑	13MP rear camera	●	Android: 13MP rear/1.3MP front Windows 10 IOT: 8MP rear
Operating System	○	Android GMS	◑	Android GMS/AOSP	●	Android GMS/AOSP/ Windows 10 IOT
Lifecycle	○	3 year Lifecycle +3 years support after end of sale	◑	4 year Lifecycle +4 years support after end of sale	●	5 year Lifecycle +5 years support after end of sale
VoIP Support	○	No VoIP support	●	VoIP capable	●	VoIP capable
Service/Support	○	Non-comprehensive support offering	●	Comprehensive support offering	●	Comprehensive support offering
PTT	○	Push-to-Talk capable	●	Push-to-Talk capable	●	Push-to-Talk capable
Wi-Fi	○	Standard-grade Wi-Fi	●	Enterprise-grade Wi-Fi	●	Enterprise-grade Wi-Fi
Scanning	◑	Light-medium duty scanning	◑	Medium duty scanning	●	Heavy duty scanning
Mobility DNA	◑	Limited support	●	Full support	●	Full support

LEGEND ○ Standard . . . . ● Premium

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Understanding the Value Tier Use Case

When to sell the TC20

- Target customer: small-medium business (SMB)
- Competition: low-end/consumer devices
- 3+3 Lifecycle acceptable
- Smaller screen real estate
- Limited durability requirements
- Limited Mobility DNA tools
- Limited peripherals needed

When to sell the TC5X/ TC7X

- Target customer enterprise
- Competition: standard enterprise competitors
- Improved lifecycle (4+4 or 5+5)
- Longer shifts/battery requirements
- Bigger screen required
- Premium enterprise Wi-Fi
- Stronger software differentiation
- Tougher environments

⟋⟍ ZEBRA