

WS50 Android Wearable Mobile Computer

SELLING GUIDE



February 18, 2022



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The Opportunity



The business challenge

Businesses need to connect traditionally disconnected task workers

- Disconnected workers erode operational efficiency, making it harder to compete in today's on-demand economy
- Disconnected workers are forced to take more steps and need more time to complete a task
 - How do workers know what their next task is?
 - How do workers communicate with each other or managers?
 - How do managers assign tasks to an employee?
 - How does a supervisor manage task status?



Warehousing



Manufacturing



MARKETS

Retail



Hospitality



Introducing

The WS50 Android Wearable Computer

Connecting disconnected task workers is easy with Zebra's WS50...the world's smallest Android enterprise-class wearable mobile computer with multiple mounting options



The Opportunity

The WS50's game-changing, all-in-one platform addresses the key barriers that prevent companies from equipping their task workers with a mobile computer

Traditional Barrier		WS50 Benefit
\$	Cost	All-in-one solution reduces capital costs: there's no need to purchase a separate ring scanner and mobile computer
		Large screen mobile computers can be overkill for task-based applications; the WS50 is right-sized for task management, communications and scan- intensive workflows
Management		 All-in-one solution reduces the management burden and operational costs Fewer devices Fewer batteries Fewer service contracts
	Worker Training	The WS50's right-sized screen size and Android platform are ideal for simplified task-based applications and communication

Positioning



What sets the WS50 apart from the rest?



All-in-one ring scanner and mobile computer Maximum flexibility with three modular mounting options Smallest Android enterprise-class wearable computer

Industry standard Android OS

Task management, PTT voice and enterprise-class data capture Best-in-class 2-inch super bright AMOLED touch display Easy centralized management with leading EMMs Powerful Zebra-only Mobility DNA tools

In a class of its own

The WS50 introduces a new product category and shouldn't be compared to other products on the market today



It's not a smart watch

The WS50 wrist mount model is worn on the wrist in a similar manner as a consumer smartwatch. But the similarities end there. The WS50 offers Android 11 (not Android Wear), enterprise-class rugged specs, enterprise manageability and accessories and enterprise productivity tools like a camera, built-in voice/PTT and modular wearing options



It's not a ring scanner

The WS50 is not a peripheral ring scanner, even though it can be worn on the fingers for aggressive data capture. Unlike peripheral ring scanners, the WS50 does not require a host mobile computer, reducing the number of devices a worker carries to tackle their daily tasks



It's not a traditional mobile computer

The WS50 has a 2-inch display intended for simplified task-based workflows and communications



Bottom Line...

There's no other enterprise grade device in the market that resembles the WS50. The WS50 is a standalone device that runs Android applications and communicates directly with a backend server over Wi-Fi. It's purposely designed to tackle enterprise workflows with a high-performance imager scanner or camera, speaker and microphone.

Positioning the WS50 and large-screen mobile computer

Not sure if your customer needs the WS50 or a large-screen device like the TC5X or TC2X Series? Understanding the key differences will help you position the right solution for the sale.

What is the WS50 intended for?
Scan-intensive workflows with limited user interface (UI) – Converged Scan models are ideal for loading trucks, sorting boxes and item put-away, where workers scan frequently and only need limited on-screen instructions Task management and communication – With the Wrist Core model, supervisors can communicate with workers via PTT or push messages and tasks. Users interact with a simple, menu-driven UI optimized for the 2-inch display Rugged industrial use cases – The WS50 supports -10° C to +50° C operation (not freezer) and is designed to survive in aggressive warehouse and manufacturing environments

Target Markets and Applications

Target Markets and Applications



Warehousing

Manufacturing



Retail



Hospitality

Models

Converged (Two-finger or back-of-hand mount)

Wrist Core, Converged (Wrist, two-finger or back-of-hand mount)



Converged (Two-finger or back-of-hand mount)



Wrist Core, Converged (Wrist, two-finger or back-of-hand mount)



Wrist Core, Converged (Wrist, two-finger or back-of-hand mount)

Applications

Sorting Put away Picking Loading/unloading Task management

Sorting Put away Picking Loading/unloading Task management Equipment maintenance

Sorting Loading/unloading

Pricing/markdowns Back of store operations **Task management**

Food service: restaurant servers; room service Housekeeping **Janitorial service**

Customer Engagement Questions



Customer Engagement Questions: 1 of 2

- What's the impact of disconnected task workers on your operations?
 - How do these workers know what their next task is?
 - How do these workers get assistance or communicate with other team members?
 - How do supervisors manage task status?
 - How do supervisors distribute tasks, especially urgent ones?
- Could your operations achieve a higher level of productivity and efficiency by connecting your disconnected staff?
- What has prevented you from providing disconnected worker with a mobile computer?
 - Cost? (Focus on WS50's low total cost of ownership)
 - High user training requirements (Focus on WS50's simple 2-inch display and applications that are optimized to provide quick information for specific task)
 - High management and support requirements for a multi-device solution (Focus on the WS50's all-in-one solution; reduces devices, batteries, service contracts)

Customer Engagement Questions: 2 of 2

- What type(s) of workers are you trying to connect with a mobile device? If workers require frequent barcode scanning, position the converged ring mount or back-of-hand. If workers just need communication and task management, position the wrist core.
- Would you like to deploy a wearable scanning solution but are concerned about the number of devices to manage?
- Do devices need to support back-to-back shifts? Would you like a user-swappable battery, so that devices never need to be taken out of service to charge in between shifts?
- Would you like a solution that will grow with your business needs? Focus on the WS50's industry standard Android platform and its ability to support future technologies and features
- Would workers benefit from voice/push-to-talk applications?
- Are you currently using an Enterprise Mobility Management (EMM) system; would you like to be able to manage your wearable solution with a single pane of glass?

Competitive Analysis



Fight Sheets

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Pro Glove MARK Display

Key weaknesses

Key strengths

Fight Sheet

- "Dumb" Bluetooth ring scanner: requires a separate host computer (more devices to purchase, wear and manage)
- Inferior 1.5 inch display: smaller, lower resolution, monochrome
- Non-touch display; one-way interaction, less intuitive user experience
- Limited mounting options: worn on the back of the hand only
- Battery is NOT removable: device must be taken out of service to charge
- No voice support: worker must carry a separate device for PTT/voice applications
- No camera option
- Lower IP54 sealing: not dust-proof and can't withstand jetting water (e.g. hose down)

None identified



Honeywell 8680i

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Fight Sheet

Key	
weaknesses	

Key strengths

No onboard voice support

high center of gravity)

• Inferior 1 inch display: smaller, lower resolution

- No camera option
- Lower IP54 sealing: not dust-proof and can't withstand jetting water (e.g. hose down)

Non-touch display; one-way interaction, less intuitive user experience

Limited mounting options: worn on the back of the hand or fingers only

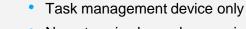
• Lacks platform approach: proprietary computing platform (not future proof); not compatible with Honeywell's Mobility Edge platform

Large and heavy with inferior ergonomics (battery is top mounted, resulting in a

None identified



Unitech BD100 Smart Badge



- No enterprise barcode scanning any barcode scanning is performed via 5 MP camera
- Less powerful Windows computing platform (slower, less efficient processor)
- Inferior 1.5 inch display: smaller, lower resolution
- Limited mounting options: worn on the wrist or lanyard only
- Smaller battery and NOT removable: device must be taken out of service to charge
- No voice support; worker must carry a separate device for PTT/voice applications
- Lower resolution camera
- Lacks drop and tumble specifications
- Lacks software ecosystem

None identified



Key

weaknesses

Key strengths

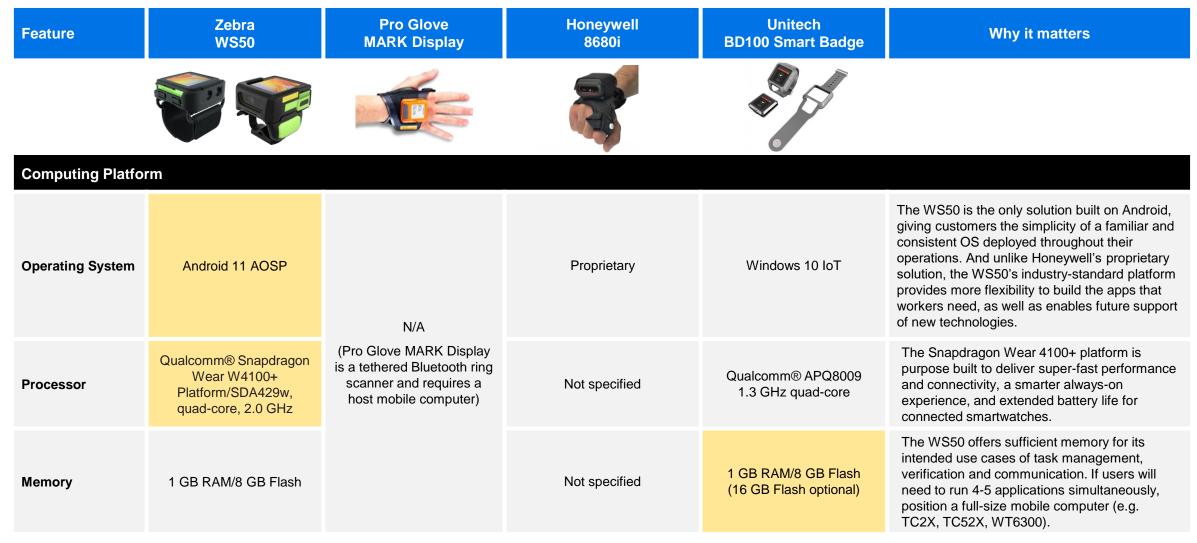
Fight Sheet

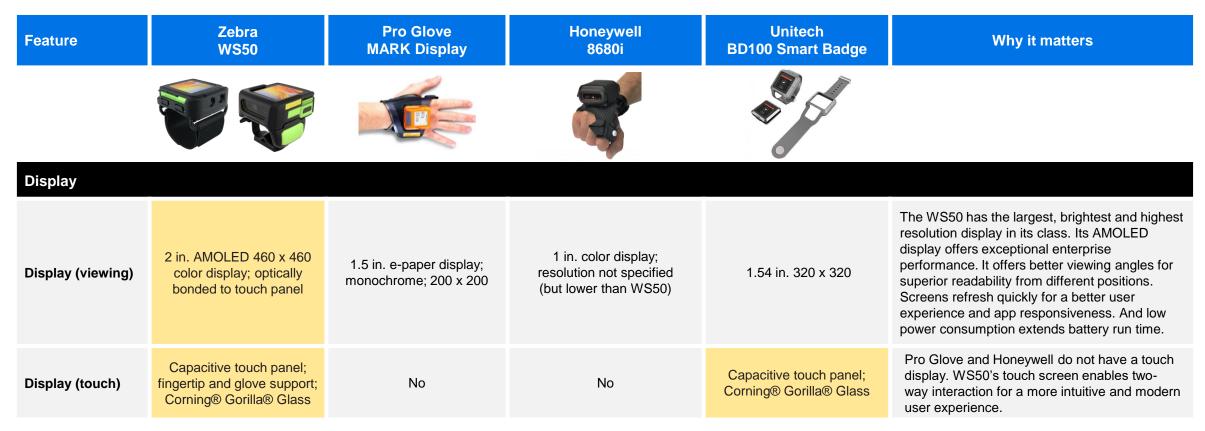
Feature to Feature Comparisons

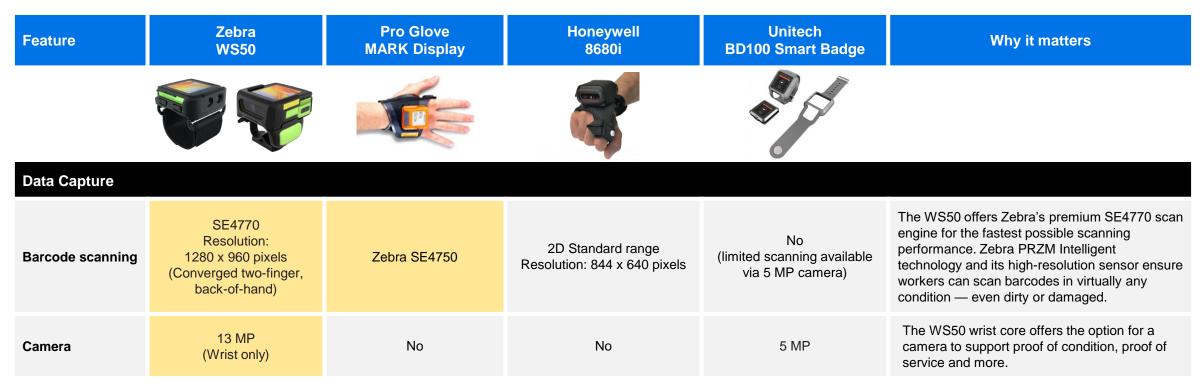
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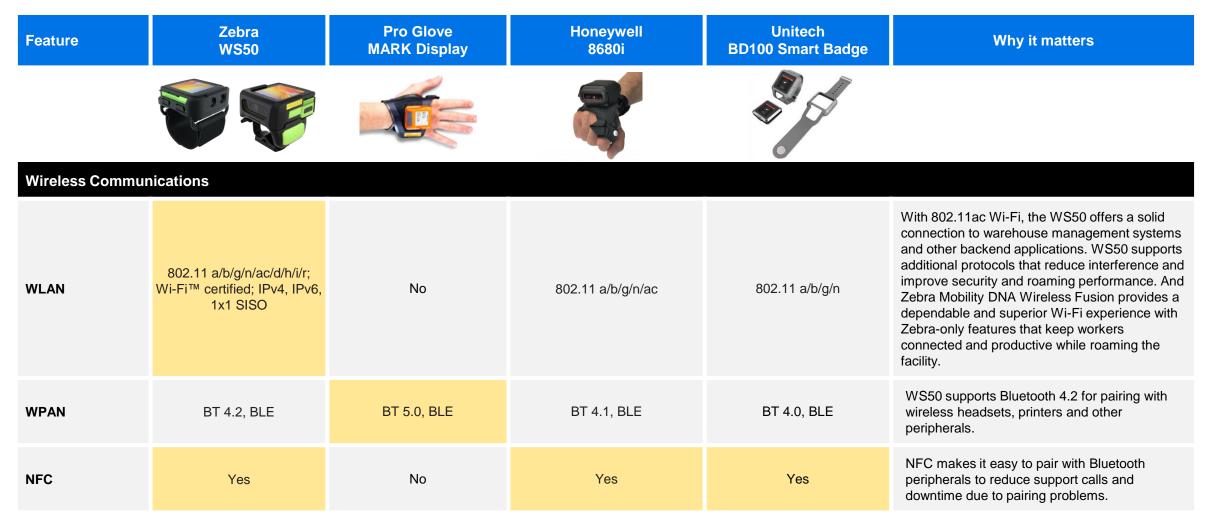












Sales Tools and Resources



Internal Zebra Tools	Partner Tools	External Tools
Product beauty/application photography	Product beauty/application photography	Spec Sheet
Selling guide presentation	Selling guide presentation	Customer presentation
Battlecard	Battlecard	Product page on Zebra.com
Product descriptions	Product descriptions	Customer top 5 reasons to buy
Partner top 5 reasons to sell	Partner top 5 reasons to sell	Infographic
ISV top 5 reasons to develop	ISV top 5 reasons to develop	
Infographic	Infographic	
The Source product page	Partner Gateway Microsite	
LMS training modules	LMS training modules	
Solution Center updates		



Marketing Reference Material

The Source (for internal Zebra only): https://zebra.showpad.biz/

Partner Gateway: https://partnerportal.zebra.com

WS50 Product Home: <u>www.zebra.com/ws50</u>

Services: <u>www.zebra.com/zebraonecare</u>

Learning Portal: https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio_training.aspx

Solutions Pathway: <u>https://solutionspathway.zebra.com</u>

Developer Tools: <u>https://developer.zebra.com</u>

Mobility DNA: www.zebra.com/mobilitydna

Support: <u>www.zebra.com/support</u>



Thank You!

For more information, please visit <u>www.zebra.com/ws50</u>

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