APPFORUM 2015
THE DEVELOPERS EVENT
Mobility DNA

Eilbron Meghdies
Product Manager
THE REALITY OF MOBILITY

The productivity and profitability of a company relies on the functionality of its mobile solution.
WHERE DOES DIFFERENTIATION COME FROM?

Differentiation increasingly comes from beyond a hardware solution.
IN ADDITION TO PURPOSE-BUILT, MOBILE DEVICES, WE OFFER EVERYTHING NEEDED TO SIMPLIFY MOBILITY FOR ANDROID.
Mobility DNA: What’s Inside?

MOBILITY DNA

Applications
Lower risk and expense with purpose built ready-to-use enterprise applications. Trust these vetted industry-specific applications to help you optimize productivity and operations.

- WorkForce Connect Voice
- WorkForce Connect PTT (Push-to-Talk)
- AppGallery

Utilities
Using our robust set of utilities, companies gain tighter security, enhanced productivity, and an enriched experience. Which collectively keeps workers – and business – moving forward.

- SimulScan
- All-Touch Terminal Emulation
- Enterprise Home Screen
- Swipe Assist

Management Tools
Staging and managing devices is the work of IT managers. We make the management experience easy and efficient.

- Stage Now
- Enterprise Mobility Management

Development Tools
Building and delivering applications is the backbone of Zebra ISV’s. Our goal is to enable developers to easily access device value adds regardless of development tools or preferences.

- EMDK for Android
- EMDK for Xamarin
- Enterprise Browser
- iFactr Virtualization
- RhoMobile

BRINGING ANDROID SUPERIOR SECURITY, MANAGEABILITY, DATA CAPTURE, AND CONNECTIVITY
WHERE DOES MOBILITY DNA FIT IN

Pyramid of Mobility Solution

- APPLICATIONS
- UTILITIES
- TOOLS – DEVELOPMENT & MANAGEMENT
- Mx FOR ANDROID
- HARDWARE

MOBILITY DNA
BRINGING ANDROID SUPERIOR SECURITY, MANAGEABILITY, DATA CAPTURE, AND CONNECTIVITY

<table>
<thead>
<tr>
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<th>Additional features that let you reap the advantages of Android without compromising security</th>
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<tr>
<td>Security</td>
<td>Complete control for staging and managing devices AND applications resident on the devices</td>
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<td>Manageability</td>
<td>Support for enterprise-grade data capture, from industrial bar code scanning to signature capture, NFC and beyond</td>
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<td>Data Capture</td>
<td>Enterprise-grade Wi-Fi grade Fusion wireless radio that provides highly dependable wireless connections</td>
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Mobility Extensions (Mx) is an extension to android that adds enterprise features not available in standard Android. Those features bring greater security, manageability, data capture, and connectivity functionality to Zebra Technologies’ Android mobile computers.

- Ships on all Zebra Android mobile computers. License Free
- Not a proprietary version of Android
Who is Mobility DNA for?

Developer
Dev tools and value add functionality exposed for developers
EMDK, Enterprise Browser, RMS, and more…

Admin
Secure, lockdown, configure, deploy and manage tools & devices
StageNow, Enterprise Home Screen, MDMs

User
Utilities and applications to improve experience and productivity
Swipe Assist, Enterprise Keyboard, All-touch TE, WFC PTT Pro,

MX
Zebra Device
Mobility DNA

ENABLING ENTERPRISE MOBILITY

Mobility DNA is a comprehensive suite of development and management tools, and applications and utilities that provide customers with enterprise grade capabilities. Designed specifically for Zebra Mobile Computers, these software tools, utilities, and applications help you connect every strand of your enterprise mobility platform, for a simplified, integrated and more secure solution.

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- AppGallery
- WorkForce Connect
- Push-to-Talk
- WorkForce Connect Voice

### TRANSPORTATION & LOGISTICS
- ![Transportation & Logistics Image](image1)

### MANUFACTURING
- ![Manufacturing Image](image2)

### RETAIL
- ![Retail Image](image3)

### HEALTHCARE
- ![Healthcare Image](image4)
EMDK FOR ANDROID

- EXTEND THE GOOGLE ANDROID SDK PROVIDING DEVELOPERS API ACCESS TO ENTERPRISE GRADE CAPABILITIES NOT AVAILABLE IN STANDARD ANDROID
- COMPLEMENTARY SET OF ANDROID DEVELOPER TOOLS (ADT) THAT SIMPLIFY LINE OF BUSINESS APPLICATION DEVELOPMENT
- DESIGNED FOR USE WITH GOOGLE’S ANDROID SDK AND TOOLS (ADT)

The EMDK for Android provides developers with a comprehensive set of tools to easily create powerful line of business applications for enterprise mobile computing devices.

The EMDK for Android includes class libraries, sample applications with source code, as well as all of the associated documentation to help your applications take full advantage of what our devices have to offer. It also includes an exclusive Profile Manager Technology within the your IDE, providing a GUI based development tool. This allows you to write fewer lines of code resulting in reduced development time, effort and errors.

New Features
- Scanning API – Set and modify barcode symbologies / options as well as get barcode data via a API
- UI Mgr Profile - Enable / Disable Enterprise Reset and Clipboard via Profile Manager
- USB Mgr Profile – Enable / Disable USB module, ADB, and device storage via Profile Manager
- Touch Control Profile – Ability to set the display’s touch panel sensitivity via Profile Manager
- Application Mgr Profile – Enable / Disable Apps, listing, and Settings info via Profile Manager
- Wireless Profile – Ability to Enable / Disable Bluetooth module via Profile Manager

Target Markets: • All Industries/Markets
Target User: • Developer
Supported Platforms: • Android
Supported Devices
- MC32 – OS Update image v00002 or higher (Jellybean)
- MC40 – OS Update image v0.08.0530 or higher (Jellybean)
- MC67 – OS Update image v0.28.14 or higher (Jellybean)
- TC55 – OS Update image v0.74.00 or higher (Jellybean)
- TC55 – KitKat
- TC70 – OS Update image v1.24.14 or higher (KitKat)
- TC75 – KitKat

API’s
- Barcode API, MSR API
- Document Capture API
- Profile Mgt API, Data Capture Intent, Battery Intent

Differentiation
- Access to enterprise features

Licensing: • Free

For More Information: • LaunchPad • EMDK on Zebra.com

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EMDK FOR XAMARIN (ANDROID)

- **EXTEND XAMARIN APP DEVELOPMENT TO SEAMLESSLY INTEGRATE WITH ZEBRA’S ENTERPRISE ANDROID FUNCTIONALITY**
- **DESIGNED FOR USE WITH MICROSOFT VISUAL STUDIO OR XAMARIN STUDIO**

The EMDK for Xamarin provides developers with a comprehensive set of tools to easily create powerful line of business applications for Android enterprise mobile computing devices while retaining their C# skills and tools. The EMDK for Xamarin includes class libraries, sample applications with source code, as well as all of the associated documentation to help your applications take full advantage of what our devices have to offer.

One unique feature to EMDK for Xamarin is to control device behavior and configuration through the use of profiles. The EMDK Profile Manager lets you create profiles right from your IDE using a GUI interface for selecting the features and settings that your application wishes to use. Then in your application you would simply apply the profile when needed. This results in a simple approach and minimal lines of code required to accomplish tasks resulting in reduced development time, effort and errors.

**New Features**
- Supports Visual Studio 2013 and greater
- Supports Xamarin Studio 4.10 and greater (Windows and Mac)
- Installs as an IDE Plug-in for Visual Studio & Xamarin Studio
- Online Documentation
- Sample Code
  - Built-in Barcode API Sample
  - Online Data Capture Profile Sample
  - Online Wi-Fi Profile Sample
- Symbol.XamarinEMDK APIs
  - EMDKManager, ProfileManager, VersionManager
  - Symbol.XamarinEMDK.Barcode

**Target Markets:** All Industries/Markets

**Target User:** Developer

**Supported Platforms:** Android (KitKat only)

**Supported Devices**
- MC40 – KitKat
- TC55 – KitKat
- TC70 – KitKat
- TC75 – KitKat

**API’s**
- Barcode API, MSR API
- Document Capture API
- Profile Mgt API, Data Capture Intent, Battery Intent

**For More Information:**
- LaunchPad
- EMDK on Zebra.com
ENTERPRISE BROWSER

- EXTEND WEB APPS TO POWERFUL ENTERPRISE APPS WITH API ACCESS TO DEVICE FEATURES AND CAPABILITIES FOR SIMPLIFIED APP DEVELOPMENT
- TAKE POCKETBROWSER AND RE-DEVELOP RUNTIME APPS TO ANDROID
- OUT OF BOX SAP ITS SUPPORT

Whether you want to migrate legacy web-based PocketBrowser applications to newer Zebra mobile computers or create new applications with today's highly-graphical and intuitive user interfaces, Enterprise Browser makes it easy.

Easily create cross-platform enterprise mobile applications
- With common Application Programming Interfaces (APIs) across all enterprise mobile devices, you can easily create a single application that can run on different devices and different operating systems for a true write once, run anywhere experience.

Unparalleled access to mobile device capabilities
- Maximize the value of your Zebra mobile computers by integrating virtually all device features into your web-based applications, including bar code scanning, signature capture, printing, RFID and much more.

Built on standards ‘no proprietary technologies
- Open source standard technologies, such as HTML5, CSS and JavaScript enable the easy creation of beautiful applications using standard web skills, providing access to the world's largest developer community.

50% of customers using Zebra mobile computers use Browser Based applications today. And over one third – 35% - are using PocketBrowser and/or RhoElements Shared Runtime.

All those customers will need Enterprise Browser to migrate their existing legacy apps to new Zebra mobile computers and easily build new web-based apps that can take advantage of all the features on Zebra mobile computers.
RHOMOBILE SUITE

• BUILD CROSS PLATFORM ENTERPRISE APPS WITH MODERN APPROACHES
• OPEN-SOURCE FRAMEWORK FOR NATIVE APPLICATIONS DEVELOPMENT
• ENTERPRISE SYNCHRONIZATION FOR OFFLINE PRODUCTIVITY

Full Cross Platform Support
• Support for both Zebra as well as non-Zebra devices
• Including enterprise as well as consumer platforms (Windows Mobile, WinCE, WP8, Android, iOS, Desktop Windows XP/7)
• Consistent Application Behavior On Different Devices
• Automatically Scale Screen Size And Application Functionality

Deploy Hybrid and/or Native Applications
• Complete support for both inside & outside the 4 walls HTML5 applications
• MVC (Model-View-Controller) Pattern framework and ORM (Object Relational Database) data model for complex business logic w/ compilation

Leverage Enterprise Class Device Capabilities
• Best in class integration capabilities via JavaScript and/or Ruby

Consumer Style Look and Feel
• Build applications and make them look the way you want them to

Enterprise Security Compliant
• Application encryption to protect ISV/Partner IP

Target Markets: • All Markets/Industries
Target User: • Developer

Supported Products & Platforms:
• IOS, Android, Windows EHH, Windows CE, Desktop Windows XP/XPe/7
• Reference the Release Notes on Launchpad for a complete list of devices and OS

Enterprise Equivalent: • Worklight

Differentiation
• Is based on Rhodes open source
• Support MVC/ORM
• Synchronization server

Licensing:
• Free to Download and Develop
• Three subscriber model pricing available – Free, Silver, Gold

For More Information:
• PartnerCentral
• RhoMobile.com
• Launchpad

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COMPARE FOR YOURSELF
iFactr Virtualization

• **VIRTUALIZE YOUR .NET APPS FOR ANDROID USE**
• **ENHANCED USER EXPERIENCE WITH ANDROID REDESIGN**

Application Virtualization
• Supports .NET Compact Framework applications
• The application is virtualized, not the device or operating system
• Dramatically improved performance that takes advantage of modern hardware
• Ideal for large applications or portfolios of applications

Modernize the User Experience
• Take advantage of modern device capabilities and user experiences
• Provide a bridge to the future, to allow for a natural path forward for the app

Support Old, New, and Whatever Comes Next
• From a single code base, maintain support for legacy CE/WM devices
• Simultaneously support next-gen modern operating systems like Android
• Be prepared for future changes with the ability to support other operating systems

Target Markets: • All Markets/Industries
Target User: • Business Executive
• IT Executive
• Developer

Supported Products & Platforms:
• Android, iOS
• Windows 10 Coming Soon

Enterprise Equivalent:
• Alternative to App Rewrite

Differentiation
• Faster, Less Cost, and Lower Risk than a Rewrite
• Provides a bridge to a rewrite

Licensing: • Runtime Pre-Licensed on Modern Zebra Devices
• Non-Zebra Hardware requires a per-device runtime license

For More Information: • www.Ifactr.com
Mobility DNA

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ZEBRA CONFIDENTIAL PROPRIETARY - INTERNAL USE ONLY
STAGENOW
THE EASY WAY TO STAGE ANDROID MOBILE COMPUTERS

• NEXT-GENERATION OUT-OF-THE-BOX STAGING SOLUTION FOR ANDROID
• GET YOUR DEVICES ONTO YOUR NETWORK, PROVISIONED, SECURED, AND READY FOR PRODUCTION

When customers deploy our Android mobile devices in their enterprise, the first step is staging: preparing the devices for use.

Simple wizard-driven management tool
• StageNow was thoughtfully designed to make device staging as easy as possible — with a minimal learning curve.

Automate staging with the scan of a single barcode or tap of an NFC tag
• Support for two modalities allows you to utilize the features in your Zebra mobile computers to maximize staging simplicity.

Comprehensive functionality
• Ideal for complex and privileged enterprise device settings - from connecting to a secure Wi-Fi network, setting the device language and inputs, installing certificates, line of business applications or even updating the operating system.

Features:
• OS Update
• Reboot Device
• Wipe Device
• Stage WiFi and GPRS
• Security (White list, Encrypt SD card and Disable Bluetooth, USB, Camera, GPS, NFC)
• Enroll in an MDM
• Silent Install / Uninstall / Launch of applications
• Language & Input
• Screen & Lock Time-Out
• Date & Time
• Optional Staging via USB

Licensing:
• Free

Target Markets: • All Industries/Markets
Target User • Device Administrators, Partners
Supported Devices • All EMC devices running Android KitKat and Jellybean
Consumer Equivalent: • Manual process, limited features
Enterprise Equivalent: • SOTI Stage
Differentiation • Feature set capabilities • Ease of use

For More Information:
• PartnerCentral
• StageNow on Zebra.com
• Presentation
Enterprise Mobility Management

EASILY ENROLL, CONFIGURE AND REMOTELY MANAGE ZEBRA DEVICES

• USE A TRUSTED MOBILE DEVICE MANAGEMENT SOLUTION END TO END MOBILITY MANAGEMENT
• CUSTOMIZABLE ADMINISTRATOR CONSOLE FOR GREATEST ASSET VISIBILITY

Target Markets:
• All Industries/Markets
Target User:
• Device Administrators
Supported Platforms/Devices:
• Android, Windows, iOS, Zebra Link OS Printers
Consumer Equivalent:
• Supports Consumer devices
Enterprise Equivalent:
• Supports Enterprise devices
Differentiation:
• SOTI & AirWatch are certified on Zebra Devices & have privileged APIs built into their Application.
• Rapid Deployment client on Zebra devices
Licensing:
• On Prem, SaaS, Cloud
For More Information:
• PartnerCentral
• The Source

Why you need to know about EMM:
• Accelerate the time to close a sale
• Gain Account Control - Sell a complete Zebra solution consisting of hardware, software and services.
• Secure new Revenue Opportunities

Why a customer will value EMM:
• Full visibility of mobile assets
• A platform to implement PCI compliance
• Ease of troubleshooting
• Assurance of device uptime

3 Security & Content Mgmt:
- File Management / Versioning / SSO
- Content Filter & Secure browser
- Containerization & Cert Mgmt

4 Device Management:
- Asset Tracking & Reporting
- User & Location-based policies
- OTA OS & Patch Updates

2 App Management:
- Deploy/Update/Configure
- Silent Install & Un-install
- Whitelist/Blacklist

5 Troubleshooting:
- Device Diagnostics
- Help Desk & Remote Control
- Remote Lock & Wipe

1 Deployment:
- Out-of-Box Staging / Self Enrollment
- Provisioning & Device Inventory
- Set security & user policies

6 Decommissioning:
- Compliance Tracking
- Backup Data
- Locate Device & Un-enroll
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SIMULSCAN DOCUMENT CAPTURE

THE NEXT GENERATION DATA CAPTURE SOLUTION

• BUSINESS-CRITICAL INFORMATION PROCESSING
• SIMULTANEOUSLY CAPTURE ANY INFORMATION ON ANY FORM - MULTI-BARCODE, ALPHANUMERIC CHARACTERS AND CHECK BOXES
• ONE SINGLE STEP TO CAPTURE COMPLEX INFORMATION

SimulScan provides an end-to-end data capture solution for extracting critical data from documents. This powerful solution enables enterprises to take process automation to the next level, achieving substantial increases in worker efficiency, processing accuracy and cycle times.

Workers can capture the contents of an entire form in a single scan, including barcodes, text fields, phone numbers, images, signatures, and even check boxes. Business applications are fully populated—instantly and accurately.
All-touch Terminal Emulation

A MODERN, MORE PRODUCTIVE USER EXPERIENCE

• AUTOMATICALLY CONVERTS EXISTING “GREEN SCREEN” TE APPS INTO AN INTUITIVE ALL TOUCH EXPERIENCE
• SCREEN REFORMATTING TOOL FOR ADDITIONAL DESIGN AND CUSTOMIZATION
• ZEBRA TECHNOLOGIES EXCLUSIVE

The All-touch Terminal Emulation client, powered by Wavelink Velocity, is the most comprehensive solution for accessing, maintaining connections to, and redesigning host resident applications (Telnet applications).

Key Features

• Creating All-touch TE with built-in configurable soft keypad
• Key-based devices supported
• Support for Android OS devices already in the field, with the purchase of a license
• Multiple session & Session Persistence (feature requires a server)

Before

After

Target Markets:
- Transportation & Logistics, Manufacturing, Warehouse & Distribution

Target User:
- Industrial mobility mobile computer workers who rely on productive terminal emulation operation

Supported Platforms:
- Jelly Bean and KitKat Android operating systems (all versions)

Supported Devices:
- MC32, MC40, MC67, TC55, TC70, TC75, MC92, ET1

Differentiation:
- Automatic Reformatting
- All touch interactions
- Customization tool

Features:
- All-touch with built-in & configurable soft keypad
- Key-based devices supported
- Multiple session & Session Persistence (feature requires a server)
- Works with both Capacitive and Resistive screens

Licensing:
- Support for Android OS devices already in the field, with the purchase of a license

For More Information:
- PartnerCentral
- TE on Zebra.com
- Presentation

Powered By:
Enterprise Home Screen

HOME SCREEN LOCK DOWN FOR GREATER SECURITY

- LOCK DOWN DEVICE USERS TO HOME SCREEN AND SPECIFIED APPLICATIONS
- MASS DEPLOYABLE SETTINGS
- INCREASE DEVICE SECURITY

Enterprise Home Screen (EHS) is a replacement application launcher for Zebra Android devices. Designed for Administrators, EHS can add Enterprise Security to your Zebra Android device by locking down the home screen and controlling the applications that will be available to the end user.

Allows for Kiosk Mode and full screen lockdown

Highly customizable via XML

Built on MX. Forwards compatible. Settings work on all products

For More Information:
- www.zebra.com/EHS
- www.PartnerCentral.Zebra.com
- www.Zebra.com/EnterpriseSupport
Swipe Assist

THE CONVENIENT WAY TO CAPTURE DATA ON ALL TOUCH ANDROID DEVICES

- PERFORM DATA CAPTURE ACTIVITIES WITH A SIMPLE SWIPE
- LET YOUR USERS CAPTURE BAR CODES, DOCUMENTS AND PHOTOS WITH THE TOUCH OF A FINGERTIP

Empower the mobile workforce with utilities that improve performance while using a Zebra mobile computer. Swipe Assist is a utility software tool that improves the ways that workers interact with Zebra mobile devices, allowing them to increase their productivity. A simple swipe gesture on the device activates a panel that allows users to easily perform data capture activities like scanning, picture taking, and other essential tasks.

- **Swipe Assist enabled** – Tab added to screen
- **Active Scanner** – Swipe the tab to open the scanner panel
- **Translucent Panel** – Enables the user to see the active app and scan by clicking anywhere on the panel
- **User Customization** – Tab location customization

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**Target Markets:**
- All Industries/Markets

**Target User:**
- Customers who:
  - Require a fast, easy and reliable data capture option for Zebra mobile devices;
  - Need quick data capture ability without engaging a user’s full attention;
  - Need a solution that allows foolproof data capture actions regardless of how a device is held or operated.

**Supported Devices:**
- Zebra Android KitKat Devices

**Consumer / Enterprise Equivalent:**
- None

**Differentiation:**
- Simplicity

**Licensing:**
- Free Scan widget; Enterprise licensing for Simulscan and Camera widget

**For More Information:**
- PartnerCentral
- SwipeAssist on Zebra.com
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**TRANSPORTATION & LOGISTICS** | **MANUFACTURING** | **RETAIL** | **HEALTHCARE**
APPGALLERY
NEW APPLICATIONS AT THE TIP OF YOUR FINGER

• ENTERPRISE APP MARKETPLACE
• CUSTOMERS: FIND, EVALUATE AND DEPLOY APPS
• PARTNERS/DEVELOPERS: MARKET AND DISTRIBUTE ENTERPRISE APPS

AppGallery provides customers with an easy way to find, evaluate, deploy and update apps that maximize productivity, accuracy, and business efficiency. AppGallery provides partners and developers with a simple way to market and distribute their applications, maximizing visibility, revenue and delivery.

BENEFITS
• The simplicity of a single marketplace for all enterprise apps — a first for Zebra mobile computers
• Reduce the time required to locate, deploy and update mobile apps on Zebra mobile devices
• Simplify app procurement
• Reduce end-user support calls associated with app installation, version issues and app updates
• Reduce IT support costs
• Improve IT productivity
• Protect worker productivity by ensuring that users always have the most updated app versions running on their Zebra mobile devices
• Faster return on investment for Zebra mobile devices through faster deployment of apps
WORKFORCE CONNECT PTT Pro with Enterprise Messaging

ENABLING PUSHING TO TALK AND ENTERPRISE MESSAGING

- POWERFUL PUSH TO TALK AND MESSAGING FEATURES TO ZEBRA MOBILE DEVICES, IOS AND SELECTED ANDROID PHONES
- PROVIDES ALL THE CAPABILITIES NEEDED FOR PTT AND MESSAGING COMMUNICATIONS

Platform Delivery:
- Software as a Service and Global capability including various languages and country support
- High availability platform for maximum up time
- Encrypted Secure Communications (AES 256)

Main Features:
- Private and Group PTT Voice Communications including ad-hoc group management
- Private and Group Text/Image Messaging including ad-hoc group management, pre-configured messaging, and archiving of messages
- Presence availability of each user
- Network Agnostic capability : WiFi and Cellular Networks

Business Tools
- PC Dispatch Client
  - Communicate with Mobile Workforce from your desktop or laptop
  - Determine Location for enhanced response and customer service
- Land Mobile Radio Integration
- Web Administration Portal
  - User and Group Management
  - Client Application and Feature Configuration
  - Bulk Import and Customer Administration Contacts
  - Active Directory Configuration and Deployment
  - LMR Setup and Configuration

Target Markets: • All Industries/Markets
Target User: • Enterprise organizations that wish to increase their communications efficiency by consolidating their PTT and messaging applications
Availability: • Global
Offerings: • PTT Pro with Enterprise Messaging
Supported Devices: • Android only: MC40, TC55, MC67, TC70, TC75
Supported Platforms: • Android, Non-GMS, GMS, Apple iOS & Windows 7&8
Differentiation: • Works on multiple Platforms
  • Current and Historical Mapping for mobile workers
  • Cloud based
  • Administrative Web Portal
  • LMR Integration

Features:
- Instant PTT one-to-one and group communications
- Network Agnostic – Wi-Fi and Cellular
- Enterprise Messaging sent individually or groups
- Supports image attachment

Licensing: • PTT Pro : Service Model
  • Application Distribution: Zebra App Gallery, Google Play and Apple App Store
Paid Features:
- Cloud Service Private/ Group/ Ad Hoc PTT; Includes Text Msg.; Presence
  • Historical Tracking Mode

For More Information:
  • PartnerCentral
  • WFC on zebra.com
WORKFORCE CONNECT Voice
CONNECTING YOUR WORKFORCE-POWER OF ONE

• INTEGRATED VOICE TELEPHONY UNDER A SINGLE MOBILE USER EXPERIENCE
• EASILY VOICE ENABLE MOBILE COMPUTERS
• HIGHLY CUSTOMIZABLE DESIGN AND INTERFACE

Workforce Connect Voice Client adds powerful voice features to Zebra mobile devices, allowing you to provide WFC enhanced client experience to standard and advanced PBX features. Customers can maximize productivity and minimize cycle times all on one device. Processes are simplified, training minimized since users can now perform all tasks on a single rugged unified device like a desk phone. Voice and data workflows are integrated, reducing the number of steps required to complete a task and allowing you to achieve operational excellence.

• Platform integrations include
  • Cisco CUCM 8.6/9.1/10.5 & CME 9.1/10.5
  • Avaya Aura 6.3 , Avaya IPO 9.0, Mitel 11 and Asterisk

• Rich Feature Set
  • Shared/Multi Line/Bridged Line Appearance up to 6 extensions
  • Flexible User Interface for indivual experiences
  • Configurable feature action buttons for home screen and in-call screen
  • Same User Interface for various PBX integrations
  • Corporate Directory accessed from PBX or other source

• Analytics
  • User feature usage captured on device
  • Data can be analyzed for efficiency of features displayed on the device

• WFC: THIRD PARTY APP INTEGRATION
  • Headless Client Mode
  • Background service to allow for 3rd party apps to manage calls
  • Remotely manage calls with API
  • Create custom UI screens for business application integration

Target Markets: • All Industries/Markets
Target User: • Enterprise organizations that wish to deliver a unique experience for their users while supporting advanced voice feature set
Availability: • NA, UK, Australia
Offerings: • Voice Telephone with PBX Features
Supported Devices: • MC40, TC70, TC75
Supported Networks: • Wi-Fi (Voice Optimized)
Differentiation
• Advanced Feature set for Cisco and Avaya Aura
• Customized User Interface
• Allows in-call business application launching
• API library for LOB application integration
• Multiple PBX integration available
• Co-exists with WFC PTT PRO application

Features:
• Emulation of Cisco 9971
• Emulation of Avaya 9611
• Easy client configuration
• Seamless PBX integration for Zebra Android Devices

Licensing:
• Perpetual License with Software Support

Paid Features:
• UI Configuration and PBX integration

For More Information:
• PartnerCentral
• WFC on Zebra.com
THANK YOU