



ZEBRA

# TC8300

## TOUCH COMPUTER

### Selling Guide

FEBRUARY 28, 2019





# AGENDA

Customer Engagement  
Questions

Positioning and Upgrade  
Opportunity

Competition: Product  
Fight Sheets

Competition: Feature-to-  
Feature Comparisons

Selling Against Honeywell

Sales Tools and  
Resources



# Customer Engagement Questions

# Customer Engagement Questions: 1 of 3

- Do you want to increase productivity in order to keep up with...
  - Higher inventory/order volumes
  - Greater complexity
  - Shorter fulfillment times?
- Did you know that hidden motions in everyday processes can impact worker productivity and throughput in your warehouse and operations?
- How would your business benefit if you could gain one hour of productivity per worker per day?
- Do you want to significantly reduce training and onboarding time?
- Would you like to be able to offer your workers more modern and intuitive touch-based applications without having to reconfigure your backend systems?
- For how long are you planning on keeping your devices in service? Are you looking for OS security and a mobile computer with a long lifecycle?

## Customer Engagement Questions: 2 of 3

- Do workers complain that their current rugged mobile computers are too heavy — or suffer from repetitive strain injuries?
- In what type of environmental conditions will the devices be used? Do workers spend much of their time on the loading dock or warehouse floor where the devices encounter moisture, dust and are dropped/banged repeatedly?
- Do you have multiple types of devices deployed today in order to accommodate your scanning ranges and symbologies?
- Do you need to scan barcodes at close as well as long range?
- How well does your current barcode scanner deal with damaged or smudged barcodes?
- Do you need to capture direct part marks? Are you currently deploying different devices to capture barcodes (shipping/receiving) and direct part marks (parts tracking, WIP)?
- Would you like to give your workers the convenience of hands-free proximity scanning?

## Customer Engagement Questions: 3 of 3

- Do workers experience “dead spots” in your facility – places where they have trouble connecting to the wireless network? Would you appreciate the latest WiFi advancements for superior WiFi connections and diagnostics?
- Is battery life a factor? Do batteries need to last multiple shifts?
- Would you like to give IT an easy way to identify aging batteries and remove them before they impact productivity?
- Would you like to work with the leader in Android for the enterprise? Would you appreciate having a trusted advisor to help streamline your deployment and ensure you get maximum long-term value from your Android investment?
- Would you like to work with a single manufacturer who can provide additional form factors on a common Android platform, such as rugged vehicle mount computers, tablets and printers?

A close-up, high-angle shot of a handheld device's control panel. The panel is dark with a screen at the top. Below the screen are several touch-sensitive buttons: a triangle pointing left, a circle, a square, and a large oval. Two circular sensors are visible on the left and right sides of the panel. The device is held in a hand, and the background is dark with a bright blue diagonal stripe in the bottom right corner.

## Positioning and Upgrade Opportunity

# Zebra portfolio: product positioning and key features

PREMIUM

PERFORMANCE

MID-RANGE

VALUE



MC2100



MC3200



WAP4



MC3300



XT15



MC9200



TC8000



MC9300



TC8300

BLUE = NEW FEATURES

	MC2100	MC3200	WAP4	MC3300	XT15	MC9200	TC8000	MC9300	TC8300
<b>CPU and memory</b>	PXA320 @ 624 MHz	1 GHz OMAP4 dual core; 1 GB/4 GB (premium) 800 MHz OMAP4 dual core; 512 MB/2 GB (standard)	ARM CORTEX A8 @ 1 GHz 512 MB/4 GB	1.8 GHz hex core 64 bit 2 GB/16 GB 4 GB/16 GB 4 GB/32 GB	OMAP3 @ 800 GHz 512 MB/1 GB	OMAP4 @ 1GHz dual core 512 MB/2 GB 1 GB/2 GB	QCOM 8060 @ 1.7GHz dual core 1 GB/4 GB 1 GB/8 GB 2 GB/16 GB	SD660 @ 2.2 GHz octa-core 4 GB/32 GB	<b>SD660 @ 2.2 GHz octa-core</b> 4 GB/32 GB 8 GB/128 GB
<b>Display</b>	2.8 in.	3.0 in.	3.7 in.	4 in.	3.7 in.	3.7 in.	4 in.	4.3 in.	4 in.
<b>Data Capture/ Camera</b>	1D/2D Imager	1D Laser, 1D/2D Imager	1D, 1D LRS, 2D Imager 8 MP rear	1D & 2D, ERI 13 MP rear (Brick)	1D, 1D LRS, 2D, 2D ERI 3MP	1D, 1D LRS, 2D, 2D ERI, DPM	1D, 2D, 2D ERI 8MP rear	1D, 2D, 2D ERI, DPM 5MP front/13MP rear	1D, 2D, 2D ERI, <b>DPM</b> <b>13 MP rear color camera</b>
<b>WLAN – 802.11</b>	802.11b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n/ac/d/h/i/k/r/w	802.11 a/b/g/n	802.11a/b/g/n/d/h/i/k/r	802.11 a/b/g/n/d/h/l	802.11a/b/g/n/ac/d/h/i/r/k/w, Wi-Fi Certified, IPv4, IPv6, 2x2 MU-MIMO	<b>802.11a/b/g/n/ac/d/h/i/r/k/w</b> <b>2x2 MU-MIMO</b>
<b>Environment</b>	Durable IP54; 4 ft./1.2 m drop 500 1.6 ft./0.5 m tumbles	Durable IP54; 4 ft./1.2 m drop 500 1.6 ft./0.5 m tumbles	Rugged IP65; 5 ft./1.5 m drop	Rugged IP54; 5 ft./1.5 m drop 1,000 3.2 ft./1 m tumbles	Rugged IP65/IP67 6.5 ft./2 m drop	Ultra Rugged IP64; 6 ft./1.8 m drop 2,000 3.2 ft./1 m tumbles	Ultra Rugged IP65; 6 ft./1.8 m drop 2,000 3.2 ft./1 m tumbles	Ultra Rugged IP65/67 6 ft./1.8 m drop 2,000 3.2 ft./1 m tumbles	Ultra Rugged: IP65; 6 ft./1.8 m drop to concrete across operating temp range 8 ft./2.4 m drop to concrete at room temp 2,000 3.2 ft./1 m tumbles
<b>Battery</b>	2400 mAh	2740/4800 mAh	2760/4400 mAh	2700/5200 mAh replaceable	5000 mAh	2400 mAh	6700 mAh	7000 mAh Standard 5000 mAh Freezer	<b>7000 mAh with</b> <b>hot swap battery backup</b>
<b>Other</b>	N/A	2.5mm Audio 3 form factors	LF/UHF/HF RFID, HSPA+	2.5mm Audio (brick) 4 form factors	Freezer, GPRS, Narrow Band, HF RFID	Condensation Resistant	Haptic, proximity scanning	Freezer, Non-Incendive, haptic	Haptic, proximity scanning
<b>Availability</b>	5 / 5 Sales / Support	5 / 5, Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support	5 / 5 Sales / Support

# Zebra Handheld Portfolio Positioning



## MC3300

## TC8300

## MC9300

Resetting the midrange

Revolutionary design and productivity improvement

The standard for rugged handheld

Rugged and lightweight

Rugged and ultra-ergonomic

Ultra-rugged; ergonomic

Warehouse & Distribution, Retail

Warehouse & Distribution, Manufacturing, Retail and Third Party Logistics

Warehouse & Distribution, Cold Storage, Manufacturing and Retail

CPU  
Qualcomm MSM8056 Platform @ 1.8 GHz

CPU  
Qualcomm SD660 Platform @ 2.2 GHz

CPU  
Qualcomm SD660 Platform @ 2.2 GHz

MEMORY  
2GB RAM/16GB, 4GB RAM/16GB, 4GB RAM/32GB

MEMORY  
4GB RAM/32GB and 8 GB/128 GB 3D TLC Flash  
(64GB flash configured to 32GB pSLC for longer life and high reliability)

MEMORY  
4GB RAM/32GB (64GB flash configured to 32GB pSLC for longer life & high reliability)

BATTERY  
2700/5200 mAh PowerPrecision+ battery with hot swap and USB C Fast Charge

BATTERY  
7000 mAh PowerPrecision+ battery with hot swap battery backup

BATTERY  
7000 mAh PowerPrecision+ battery in standard model;  
5000 mAh PowerPrecision+ battery in cold storage model

DISPLAY  
4.0 in. color display with Gorilla Glass

DISPLAY  
4.0 in. color display with Gorilla Glass

DISPLAY  
4.3 in. color HD display with Gorilla Glass

SCAN ENGINES  
1D SE965, 1D/2D SE4750, 1D/2D SE4850 ER

SCAN ENGINES  
1D SE965, 1D/2D SE4770 SR, 1D/2D SE4750 MR, 1D/2D SE4850 ER, SE4750DPM

SCAN ENGINES  
1D SE965, 1D/2D SE4750, 1D/2D SE4850 ER, SE4750DPM

OPERATING TEMP  
-4° F to +122° F / -20° C to +50° C

OPERATING TEMP  
-4° F to +122° F / -20° C to +50° C

OPERATING TEMP  
Standard: -4° F to +122° F / -20° C to +50° C  
Freezer: -22° F to +122° F / -30° C to +50° C

SEALING  
IP54

SEALING  
IP65

SEALING  
IP65 and IP67

DROP SPECIFICATION  
Multiple 5 ft./1.5 m drops to concrete over the entire operating temperature range

DROP SPECIFICATION  
Multiple 8 ft./2.4 m drops to concrete at room temperature per MIL STD 810G; Multiple 6 ft./1.8 m drops to concrete over the entire operating temperature range

DROP SPECIFICATION  
Multiple 8 ft./2.4 m drops per MIL STGD 810G at room temp.  
Multiple 6 ft./1.8 m drops to concrete across the entire operating temp. range

TUMBLE SPECIFICATION  
500 3.2 ft./1 m tumbles

TUMBLE SPECIFICATION  
2,000 3.2 ft./1 m tumbles

TUMBLE SPECIFICATION  
2,000 3.2 ft./1 m tumbles

FORM FACTORS  
Gun, straight shooter, 45° down angle, turret

FORM FACTORS  
Improved ergonomics via innovative scan angle

FORM FACTORS  
Gun

CAMERA  
13 MP color camera (bricks only)

CAMERA  
13 MP rear-facing color camera

CAMERA  
5 MP Front facing, 13 MP Rear Facing Camera (Optional; camera not available on Freezer model)

WIFI  
WLAN: 802.11 a/b/g/n/ac/d/h/i/r/k/w

WIFI  
WLAN: 802.11 a/b/g/n/ac/d/h/i/r/k/w; Wi-Fi Certified; IPv4; IPv6;  
2x2 MU-MIMO

WIFI  
WLAN: 802.11 a/b/g/n/ac/d/h/i/r/k/w; Wi-Fi Certified; IPv4; IPv6;  
2x2 MU-MIMO

OPTIONS  
Options: NFC, Proximity sensor, condensation resistant model, haptics

OPTIONS  
Options: NFC; haptics

COMMON PLATFORM  
Enterprise Lifecycle, Lifeguard Support, Mobility DNA Support

# Upgrade Opportunity: TC8300 vs. TC8000

The following chart highlights the new features and advancements in the TC8300.

Feature	TC8300	TC8000	Why it Matters
<b>Platform</b>			
<b>Operating System</b>	<p>Android O, planned support for P and Q</p> <p>One configuration with GMS, customer can control access to GMS selectively via Restricted Mode through StageNow</p>	<p>Android L</p> <p>GMS or AOSP configurations</p>	<p>Launches with the latest Android OS.</p> <p>Single SKU standard GMS configuration simplifies ordering and provides more device flexibility — receive devices with GMS enabled, disable and re-enable GMS services as needed.</p> <p>Support for two additional Android ‘dessert’ releases extends device lifecycle.</p>
<b>Processor</b>	<p>SD660 2.2 GHz, 64-bit, octa-core</p>	<p>1.7 GHz, dual-core</p>	<p>The TC8300 is built on Zebra’s ‘ultimate’ common platform which includes today’s most powerful processors for superior performance.</p>
<b>Memory: RAM/Flash</b>	<p>4GB/32GB 8GB/128GB</p> <p>Redundant pSLC Flash memory</p>	<p>Standard: 1GB/4GB Premium: 1GB/8GB Premium optional: 2GB/16GB</p>	<p>Customers get more memory standard with the TC8300 – providing a more future-proof platform that can support today and tomorrow’s apps. A 64 GB Flash chip is configured to two 32 GB pSLC for built-in redundancy and increased reliability and durability – delivering 10x longer Flash memory life.</p>

# Upgrade Opportunity: TC8300 vs. TC8000 (continued)

The following chart highlights the new features and advancements in the TC8300.

Feature	TC8300	TC8000	Why it Matters
<b>Platform</b>			
<b>Display</b>	4.0 in. Capacitive <b>Gorilla Glass 5</b>	4.0 in. Capacitive Gorilla Glass 3	The TC8300 offers the same form factor and display size as the TC8000 for easy migration to the latest TC8000 Series platform. The TC8300 adds Gorilla Glass 5, which increases drop and impact resistance.
<b>Battery</b>	<b>7000 mAh PowerPrecision+</b> Hot swap battery backup	6700 mAh PowerPrecision+ Hot swap battery backup	Larger battery keeps devices running longer, increasing productivity. The TC8300 offers the most battery power in its class — and can run for three consecutive shifts without a battery charge. PowerPrecision+ batteries provide a wealth of battery statistics and the new PowerPrecision Console enables customers to easily identify and remove aging batteries from mobile devices and battery pool.
<b>Sensors</b>	Light Motion (accelerometer, gyro) Proximity for hands-free scanning Magnetic sensor to detect when inserted in cart/desktop mount or holster	Light Motion (accelerometer, optional gyro) Digital compass (optional) Proximity for hands-free scanning Magnetic sensor to detect when inserted in cart/desktop mount or holster	The TC8300 supports similar sensors as the TC8000, most notably the industry's first proximity sensor that automatically triggers scanning when the device is worn on the hip/shoulder strap, placed in a cart, or in the desktop cradle.

# Upgrade Opportunity: TC8300 vs. TC8000 (continued)

The following chart highlights the new features and advancements in the TC8300.

Feature	TC8300	TC8000	Why it Matters
<b>Wireless Connectivity</b>			
<b>WLAN</b>	802.11a/b/g/n/ac/d/h/i/r/k/w Wi-Fi Certified Enterprise fast roaming 2x2 MU-MIMO	802.11a/b/g/n/d/h/i/k/r Wi-Fi Certified	The TC8300 supports the latest WiFi technology, including 802.11ac, for faster, more dependable WiFi connections throughout your customer's facility. MU-MIMO improves performance in environments where multiple users are trying to access a wireless network at the same time.
<b>Bluetooth</b>	V 5.0 with BR/EDR; Bluetooth Low Energy	V 4.0	Bluetooth 5.0 provides twice the speed and four times the range, increasing application flexibility and performance for Bluetooth peripherals, such as printers and headsets.
<b>NFC</b>	Yes	Yes	Both models support NFC for easy pairing with a mobile printer, headset and more; reduces support calls and downtime due to pairing problems.

# Upgrade Opportunity: TC8300 vs. TC8000 (continued)

The following chart highlights the new features and advancements in the TC8300.

Feature	TC8300	TC8000	Why it Matters
<b>Data Capture</b>			
<b>Scan Engine Options</b>	1D SE965 1D/2D SE4770 SR 1D/2D SE4750 MR <b>1D/2D SE4750DP with Diffuser (DPM)</b> 1D/2D SE4850 (ERI)	1D SE965 1D/2D SE4750 (SR or MR) 1D/2D SE4850 (ERI)	<p>The TC8300 DPM model reads direct part marks in addition to barcodes, ideal for track and trace and manufacturing applications.</p> <p>Superior light diffusion technology outshines the competition, enabling the capture of the most challenging direct part marks.</p> <p>There's no need to purchase a separate device for DPM applications, reducing the number of device types and simplifying support.</p>
<b>Camera</b>	13MP rear camera	8MP rear camera	<p>The TC8300's 13MP rear camera boosts application versatility and worker productivity; captures highly detailed photos/videos to document proof of condition, proof of compliance and new augmented reality applications.</p>

A close-up, high-angle shot of a handheld device's control panel. The device is dark grey or black. At the top, there is a small screen displaying several icons: a triangle pointing left, a circle, and a square. Below the screen are two circular buttons, one on the left and one on the right. In the center, there is a large, white-outlined oval button. The device is held in a hand, with the grip visible at the bottom. The background is dark, and there is a bright blue diagonal shape in the bottom right corner.

## Competition: Product Fight Sheets

## Fight Sheet

# Honeywell CN80/CK8x

### KEY WEAKNESSES

- Less innovative form factor/ergonomics – can't offer the same productivity gains and user comfort as the TC8300
- Less experience in Android
- Inferior software ecosystem compared with Mobility DNA
- Older Android OS (released with Nougat) and shorter security lifecycle for Android
- Fewer scan engine options: no 1D engine, no standard range
- Extended range scanner scans from 6 in. to 50 ft., vs. 3 in. to 70 ft. for the TC8300
- No proximity sensor for hands-free scanning
- No integrated handle – requires accessory (poor ergonomics, less durable)
- Shorter Flash memory life
- No MU-MIMO
- No camera for proof of condition applications
- Smaller capacity battery; harder to remove
- Inferior battery metrics

### KEY STRENGTHS

- Cellular option
- IP65 and IP67 sealing
- Cold storage model



## Fight Sheet

# Honeywell CK75

### KEY WEAKNESSES

- Less innovative form factor and heavier – can't offer the same productivity gains and user comfort as the TC8300
- Less experience in Android
- Inferior software ecosystem compared with Mobility DNA
- Older platform (not based on latest Qualcomm SD660)
- Smaller, less efficient processor; half the memory
- Older Android OS (released with Marshmallow) and shorter security lifecycle for Android
- Shorter Flash memory life
- No proximity sensor for hands-free scanning
- Smaller display
- No 802.11ac or MU-MIMO; older Bluetooth; no NFC
- Lower resolution rear camera
- Smaller capacity battery; no hot swap
- No NFC for easy tap-to-pair with peripherals
- Inferior DPM reading performance - no light diffusion

### KEY STRENGTHS

- Cold storage model
- Can upgrade from Windows to Android



## Fight Sheet

# Datalogic Falcon X4

### KEY WEAKNESSES

- Less innovative form factor and heavier – can't offer the same productivity gains and user comfort as the TC8300
- Less experience in Android
- Lacks software ecosystem
- Older platform (not based on latest Qualcomm SD660)
- Smaller, less efficient processor; quarter the memory
- Older Android OS (KitKat) and shorter security lifecycle for Android
- Less rugged drop spec; no tumble spec
- No DPM option
- Shorter Flash memory life
- No proximity sensor for hands-free scanning
- Smaller display
- No 802.11ac or MU-MIMO; older Bluetooth; no NFC
- No camera
- Smaller capacity battery; no battery metrics

### KEY STRENGTHS

- None identified



A close-up, high-angle shot of a handheld device's control panel. The device is dark grey or black. At the top, there is a small screen displaying several icons: a triangle pointing left, a circle, and a square. Below the screen are two circular buttons, one on the left and one on the right. In the center, there is a large, white-outlined oval button. The device is set against a dark background with a bright blue diagonal shape in the bottom right corner.

## Competition: Feature-to-Feature Comparison Charts

# Competitive Comparison

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra TC8300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8x	Why it matters
					
<b>Computing Platform</b>					
<b>OS</b>	Android 8.1 Oreo with Zebra's Restricted Mode for control over GMS and other services	Microsoft WEC7 Android 4.4 (KitKat)	Windows Embedded Handheld 6.5 Android 6.0 (Marshmallow)	Android 7.1 Nougat	The TC8300 supports the latest version of Android, giving customers a long-term mobility platform to address Microsoft's end of support. Only Zebra offers an easy way to deactivate and reactivate Google Mobile Services (GMS).
<b>Future OS support</b>	Planned support for P and Q	No	No	Planned support through Android R* (not confirmed by Qualcomm or Google)	With the TC8300, you get support for two additional Android 'dessert' releases to extend the device lifecycle.
<b>Processor</b>	SD660 @ 2.2 GHz Qualcomm® Snapdragon™ 660 octa-core	TI OMAP4 1 GHz	TI OMAP 1.5 GHz dual-core	SD660 @ 2.2 GHz Qualcomm® Snapdragon™ octa-core	Qualcomm's SD660 architecture, found on the TC8300 and Honeywell CN80, is one of today's most powerful processors for superior app performance.
<b>Memory</b>	4 GB RAM 32 GB Flash 8 GB RAM 128 GB Flash	1 GB RAM 8 GB Flash	2 GB RAM 16 GB Flash	3 or 4 GB RAM 32 GB Flash	The TC8300 offers the highest standard RAM in its class for better future proofing. A 64 GB Flash chip is configured to two 32 GB pSLC for built-in redundancy, increased reliability and durability.

# Competitive Comparison (continued)

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra TC8300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
<b>Physical Characteristics</b>					
<b>Form Factor</b>	Gun with innovative scan angle	Traditional gun	Traditional gun	Traditional brick	The TC8300's revolutionary design eliminates the constant tilting that traditional designs require to view the screen and enter data, increasing productivity by 14%* by reducing wrist motion by 55% and muscle effort by 15%.
<b>Dimensions</b>	233 mm x 76 mm x 64 mm	225 mm x 88 mm x 168 mm (pistol grip)	237 mm x 80 mm x 50 mm	204 mm x 78 mm x 33 mm	The TC8300 is designed for superior ergonomics and comfort. It's the lightest device in its class and significantly lighter than gun-style devices — giving workers the best of both worlds: a light weight and pistol-grip ergonomics for maximum comfort in scan-intensive jobs.
<b>Weight</b>	Base: 17.2 oz./490 g Package 1 and 2: 17.6 oz./500 g	23.6 oz./668 g (pistol grip)	20.6 oz./584 g	17.6 oz./500 g	
<b>Display</b>	4.0 in. WVGA	3.5 in. TFT	3.5 in. VGA	4.2 in. VGA	While the TC8300 does not have the largest display in this class, it is larger than other gun-style form factors. Its advanced multi-touch technology improves ease of use.

\* Results are dependent upon use case and scan frequency.

# Competitive Comparison (continued)

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra TC8300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
<b>Power</b>					
<b>Battery</b>	7000 mAh	5200 mAh	5200 mAh	5800 mAh	The TC8300 delivers the most battery power in its class to run for three consecutive shifts without a battery charge.
<b>Battery Swap</b>	Hot swappable	Hot swappable	No	No	Users can change the battery without powering the device down or closing applications.
<b>Battery Metrics</b>	PowerPrecision+ with PowerPrecision Console	No	No	Limited	Zebra offers the most comprehensive collection of real-time battery metrics for better battery management. With PowerPrecision Console (a free PC-based tool), it's easy to identify aging batteries before they impact productivity.

# Competitive Comparison (continued)

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra TC8300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
<b>Data Capture</b>					
<b>Scan Engine Options</b>	1D SE965 1D/2D SE4770 SR; 1D/2D SE4750 MR <b>SE4750DP with Diffuser (DPM)</b> <b>SE4850 ER – from 3 in. to 70 ft. (7.62 cm to 21.4 m)</b>	1D Imager 2D Standard Range Imager 2D Extra Long Range Imager	2D Near/far high-performance imager – from 6 in. to 50 ft. 2D imager DPM option	N6603ER imager EX20 near/far imager – from 6 in. to 50 ft.	Zebra’s SE4850 extended range scan engine offers an industry-leading range, capable of capturing barcodes as far as 70 feet (21.3 m) away. The SE4750DP provides industry-best performance on the most challenging direct part marks.
<b>Camera</b>	Rear: 13 MP	No	Rear: 5 MP	No	The TC8300 offers the highest resolution camera in this class, providing highly detailed photos/videos to document proof of condition, proof of compliance and more.

# Competitive Comparison (continued)

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra TC8300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
<b>Wireless</b>					
<b>WLAN</b>	802.11 a/b/g/n/ac/ d/h/i/k/r/w Enterprise fast roaming 2x2 MU-MIMO	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n/ac 802.11r 2x2 MIMO	The TC8300 supports latest WiFi technology for faster, more dependable WiFi connections. MU-MIMO improves performance in environments where multiple users are trying to access a wireless network at the same time.
<b>Bluetooth</b>	V 5.0 with BR/EDR; Bluetooth Low Energy (BLE)	V 2.1 with EDR (Windows) V 4.0 with BLE	V 4.0	V 5.0 with BR/EDR; Bluetooth Low Energy (BLE)	BT 5.0 provides twice the speed and four times the range, increasing application flexibility and performance for Bluetooth peripherals.
<b>NFC</b>	Yes (optional)	No	No	Yes	NFC benefits: <ul style="list-style-type: none"> <li>• Makes it easy to pair a ring scanner, mobile printer, headset</li> <li>• Reduces support calls and downtime due to pairing problems</li> <li>• Can be used for user login with an ID card</li> </ul>
<b>Cellular</b>	No	No	No	Yes	The TC8300 does not support cellular.


# Competitive Comparison (continued)

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra TC8300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
<b>Environmental</b>					
<b>Sealing</b>	IP65	IP65	IP65 and IP67	IP65 and IP67	While the TC8300 only has IP65 sealing, it is dust-proof and can handle jetting water.
<b>Drop Spec.</b>	6 ft./1.8m drops to concrete across operating temp. range; 8 ft./2.4m drops to concrete at room temp. per MIL-STD-810-G	6 ft./1.8 m to concrete	6 ft./1.8m across operating temp. range; 8 ft./3.0m at room temp. per MIL-STD-810-G	6 ft./1.8m across operating temp. range; 8 ft./3.0m at room temp. per MIL-STD-810-G	The TC8300 is on par with Honeywell's rugged mobile computers for drop and tumble specifications.
<b>Tumble Spec.</b>	2000 3.2 ft./1.0 m tumbles	No	2000 3.2 ft./1.0 m tumbles	2000 3.2 ft./1.0 m tumbles	
<b>Freezer Operation</b>	No	No	Yes (cold storage model)	Yes (cold storage model)	While the TC8300 Series does not offer a freezer model, a condensation-resistant model is available for coolers, offering a field-replaceable desiccant cartridge and reliable operation at -4° F/-20° C. If your customer requires a mobile computer for cold storage applications, position the MC9300.

# Competitive Comparison (continued)

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra TC8300	Datalogic FalconX4	Honeywell CK75	Honeywell CN80/CK8X	Why it matters
					
<b>Other</b>					
<b>Hands-free proximity scanning</b>	Yes	No	No	No	Only the TC8300 offers hands-free proximity scanning to boost productivity. Its proximity sensor automatically triggers scanning when the magnetic sensor detects that the TC8300 has been placed in a holster to be worn on the hip or a shoulder strap, or placed in a cart or desktop mount.
<b>Audio and voice</b>	Dual speakers, microphone, PTT voice (PTT Express pre-loaded and pre-licensed), BT headsets	Speaker, microphone, HD audio (Android models only)	Front and rear speakers, microphone, VoIP, BT headsets, adapter for wired headset	Speaker, dual microphone with noise cancellation, PTT support, BT headsets	Only the TC8300 offers PTT right out of the box, with PTT Express pre-loaded and pre-licensed — and a form factor that is ideal for PTT. Bluetooth Low Energy 5.0 improves performance and power efficiency when using a Bluetooth headset.
<b>Sensors</b>	Ambient light, accelerometer, gyro, proximity, magnetic	Not specified	Accelerometer	Ambient light, proximity, accelerometer, gyro, magnetometer, pressure	TC8300 supports 3-axis accelerometer and a ambient light sensor to automatically adjust display and keypad brightness.

A close-up, high-angle shot of a Zebra handheld device. The device is dark grey or black with a large screen at the top. Below the screen, there are several navigation buttons: a left-pointing triangle, a circle, a square, and a large oval. Two circular sensors are visible on the left and right sides of the device's frame. The background is dark, with a bright blue diagonal shape in the bottom right corner.

# Selling Against Honeywell

# Zebra is the undisputed leader in Android in the enterprise

...with the broadest enterprise-class Android portfolio



**Honeywell**

Zebra's Android enterprise-class rugged device family includes handheld, wearable and vehicle mount mobile computers and tablets, from all-touch to touch/keyboard combinations, durable to ultra-rugged and more, with enterprise class accessories that make our devices easier to use and manage.



Committed to Android in **2017**

**8% marketshare** for rugged Android devices

**Long holdout** for MS Windows, with a dual OS strategy with Windows 8.1 and Android



Committed to Android in **2011**

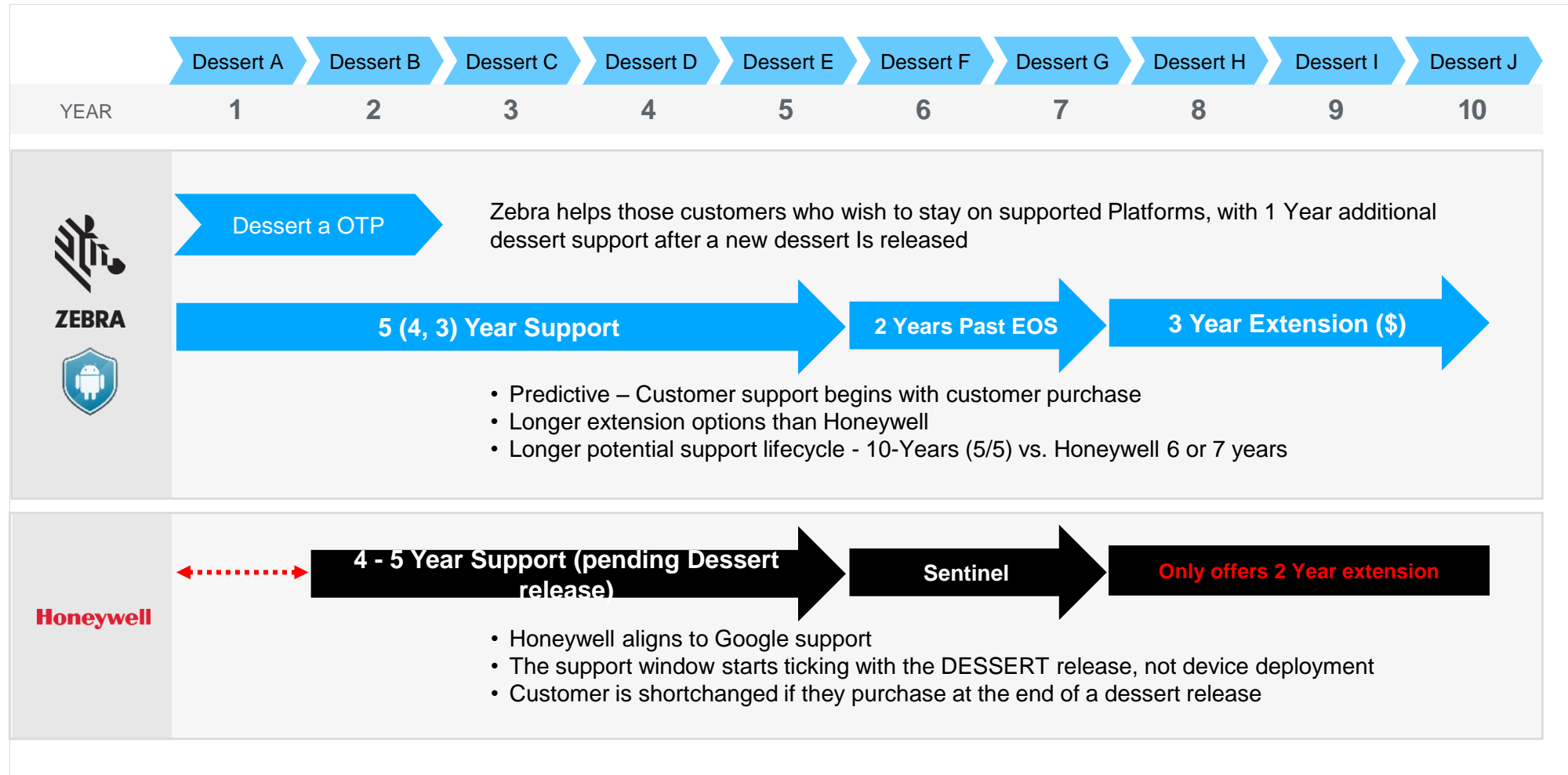
**64% marketshare** for rugged Android devices

**Has made a 7-year, major investment** in Android for the enterprise

**TAKEAWAY** Zebra is well ahead of Honeywell in terms of market share, deployments, and investment

# Zebra provides superior Android lifecycle support

Zebra lifecycle support is predictive (*support begins with purchase*), with longer extension options, and longer potential lifecycle  
**Zebra: 10-Years (5/5) vs. Honeywell: 6 or 7 years**



# Mobility DNA vs. Mobility Edge

## Point 1

Zebra built out the Android ecosystem and Mobility DNA starting in 2011 and has demonstrated commitment to Zebra DNA. There are currently **27 Mobility DNA apps**, and **65 total Zebra DNA applications** (Mobility, DataCapture and Print DNA).

Honeywell is late and following Mobility DNA... Mobility Edge launched in 2017, **has only a few solutions and promises of future solutions** — some provided by partners.

**Key Takeaway: Mobility Edge is eight years behind Mobility DNA – light years behind in terms of technology lifecycles.**

## Point 2

Zebra DNA is platform based — all Zebra product families support some or all of their DNA family of apps. Zebra Android mobile computers support a substantial number of Mobility DNA applications. Most Zebra printers support the majority of Print DNA applications. And most Zebra scanners support the majority of DataCapture DNA apps.

Only 3 of Honeywell's Android devices support their Mobility Edge offering; features and functions seem to be based on models.

**Key Takeaway: Honeywell lacks a platform approach – they are developing Mobility Edge in piecemeal fashion.**

# Software Ecosystem Comparison

Utility/Tool	Zebra TC8300 (Mobility DNA) vs. Honeywell CN80 (Mobility Edge)	Notes
<b>DataWedge</b>	Zebra Advantage	Zebra DataWedge has significantly many more features than the Honeywell Scan Wedge; for example DataWedge supports profiles and Honeywell does not.
<b>PowerPrecision+</b>	Zebra Advantage	Combined with PowerPrecision Console, PowerPrecision+ provides greater visibility and control of batteries in the battery pool. Zebra has a more complete solution in addition to working with TI to develop enhanced capabilities.
<b>PowerPrecision Console</b>	Zebra Advantage	Provides an intuitive dashboard on the state of health of all PowerPrecision+ batteries in Zebra mobile computers; sends messages to users to ensure that batteries are swapped before losing power and impacting operations.
<b>Device Diagnostics</b>	Zebra Advantage	Zebra RX logger is more complete and offers analytics.
<b>Enterprise Browser</b>	Zebra Advantage	Zebra Enterprise Browser has features like Document Object Model (DOM) Injection and Button Bar that are helping customers as they upgrade to SAP and/or transition to Android.

# Software Ecosystem Comparison (continued)

Utility/Tool	Zebra TC8300 (Mobility DNA) vs. Honeywell CN80 (Mobility Edge)	Notes
<b>Mobility Extensions (Mx)</b>	Zebra Advantage	Zebra Mx has many more extensions into the Android OS. Mx gives users complete control over which optional features they want to activate, and when. With Mx, users get robust enterprise-class security and manageability, enterprise data support and enterprise-class WiFi connections.
<b>Stage Now</b>	Zebra Advantage	Zebra's solution allows Enterprise Mobility Manager (EMM) integration and is more complete.
<b>Enterprise Mobility Management Tool Kit</b>	Zebra Advantage	Honeywell does not have an equivalent offering, requires HW to sign more EMM's for access to privileged functions introducing security vulnerabilities.
<b>SmartDex</b>	Zebra Advantage	Zebra has a large DEX library and is integrated into the EMDK as a developer tool.
<b>Voice Differentiation: Workforce Connect</b>	Zebra Advantage	Zebra offers a single Client for Voice/PTT/ messaging and content sharing.
<b>WLAN Diagnostics/WorryFree WiFi</b>	Zebra Advantage	Zebra offers device based network assessment/diagnostics – enables immediate on site assessment and issue resolution.

# Software Ecosystem Comparison (continued)

Utility/Tool	Zebra TC8300 (Mobility DNA) vs. Honeywell CN80 (Mobility Edge)	Notes
<b>Configurable GMS (GMS/Restricted)</b>	Zebra Advantage	Zebra offers an la carte feature selection; provides the best of both worlds: AOSP experience with the capability to add GMS features as business needs evolve, such as maps.
<b>Smart Lock (Facial Recognition)</b>	Parity	Both products support the Google standard for facial unlock; currently in test.
<b>Secure Boot</b>	Parity	Both products offer Secure and Verified Boot: prevents rooting of device: protects against Rootkits and Malware.
<b>Voice Wedge</b>	Parity	Both products offer voice entry for data input to application fields.
<b>Xamarin, Android</b>	Zebra Advantage	Honeywell has not released an SDK for Xamarin for CT60 or CN80 yet.
<b>EMDK</b>	Zebra Advantage	Zebra has a wide range of functionality for setting parameters on the device. Honeywell's SDK has limited functionality - just scanning - and limited printing at version 1.0.

# Key takeaways for a successful sales strategy

Sell a platform solution, not just a device

Rather than focusing on device specs, emphasize all the added value beyond the hardware...

Mobility DNA offers the industry's most mature and broadest set of solutions for unmatched productivity, simpler management and easier integration — competitive offerings are at least eight years behind the development of Mobility DNA

Long device lifecycle: LifeGuard provides security updates for up to eight years - an industry-best (*\*requires active Zebra OneCare contract*)

Zebra has committed to Android since 2011

Zebra is the undisputed leader in enterprise Android, with a 64% marketshare and 21 Android products

With our platform approach, software investments can be shared across different devices

With Android and advanced technology such as flawless scanning of even damaged barcodes, the need to train users is practically eliminated



## Sales Tools and Resources

# Sales Enablement Tools

Internal Zebra Tools	Partner Tools	External Tools
Product beauty photography	Product beauty photography	Spec Sheet
Application photography	Application photography	Customer Presentation
Selling Presentation	Selling Presentation	Product Page on Zebra.com
Battle Card	Battle Card	
FAQs	FAQs	
Product Descriptions: short, medium, long	Product Descriptions: short, medium, long	
Comparison Guide	Comparison Guide	
The Source Product Page	Co-Branded Asset Tool Kit	
LMS Training Modules	Partner Gateway Microsite	
Solution Center updates	LMS Training Modules	

# TC8300 Resources

## Marketing Reference Material

The Source (for internal Zebra only): <http://zebra.gosavo.com/>

Partner Gateway: <https://partnerportal.zebra.com>; [Modernizing the Warehouse with Android](#)

TC8300 Product Home: [www.zebra.com/tc8300](http://www.zebra.com/tc8300)

Services: [www.zebra.com/zebraonecare](http://www.zebra.com/zebraonecare)

Learning Portal: [https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio\\_training.aspx](https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio_training.aspx)

Solution Builder: <https://solutionbuilder.zebra.com>

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

Mobility DNA: [www.zebra.com/mobilitydna](http://www.zebra.com/mobilitydna)

Support: [www.zebra.com/support](http://www.zebra.com/support)

# Thank You



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