

### 1. The Failure of Consumer-Grade Devices

Many retailers have learned the hard way that choosing consumer-grade devices over rugged mobile computers is a costly mistake in retail operations, and here's why...



**Excessive Failure Rates**

Failure and replacement rates for consumer-grade devices in retail can be as high as 100% per year.<sup>1</sup>



**Costly Damage and Repairs**

Consumer devices are scrapped and replaced more often due to costly damage and repairs.<sup>1</sup>



**2- to 3-Year Life Cycles**

The typical life cycle of a consumer-grade device in retail environments is just 2-3 years.<sup>1</sup>



**Lower ROI**

Those first three problems result in much lower ROI on consumer-grade devices.<sup>1</sup>

### 2. The Rise of Curbside Customer Service

Recent trends toward curbside service is driving a major shift for retailers and their customers. Here's what's changing:

- Consumers are becoming increasingly familiar with the convenience of curbside service from grocery stores and restaurants, and they're now looking for it from retailers.
- Many shoppers are now making buying decisions based on the availability of touchless curbside service.
- Fast and accurate order fulfillment is essential to capitalizing on these trends, and mobile computing is the key technology to enabling it.



### 3. The Importance of Mobile Device Management



- Without clear, complete, and accessible information from the mobile devices in use at the edge of retail operations, retailers can be blindsided by problems.
- A lack of mobile device visibility can quickly lead to lost devices, preventable performance issues, lack of proper maintenance and firmware updates, and disruptions to retail workflows.
- New software applications are making it easy to track, monitor, and manage all mobile devices distributed across an entire organization and multiple locations.
- Accurate and reliable information from mobile devices can be turned into action that improves retail efficiency and profitability.
- Retailers can use mobile device information to ensure that devices are healthy, updated, in use, and optimized for maximum performance.
- Retailers can track the location, usage, and health of every mobile computer, barcode scanner, and printer—including configuration, network communication, firmware updates, battery health, repairs, and support cases.
- Zebra's Visibility IQ provides all of these insights and sharper device visibility, so you can instantly know all your mobile computing device metrics from a single pane of glass.
- Device management data is delivered in an easily understandable and actionable format, including visual dashboards and detailed reports.

### 4. The Windows to Android Migration

- Now that Windows Embedded Handheld and CE have reached their end of life, retailers are switching to Android in huge numbers.
- Android's easy-to-use and familiar touch interface simplifies and streamlines workflows, minimizes training requirements, and makes apps as easy to use as tapping on a screen.
- Android also makes OS migration much easier with its open-source platform and solutions such as BlueFetch, which help convert enterprise apps to Android.
- Android is also powerfully secure with Zebra's Mobility Extensions (MX), which give businesses complete control over every device, app, connection, and user.
- With Zebra Android devices, you can also get up to 10 years of guaranteed OS support and security updates—far beyond Microsoft's dramatically reduced OS support periods.



### 5. The Power of Zebra Android Mobile Computers

Mainstreet and Zebra are teaming up to help retailers implement the latest mobility strategies and optimize their workflows and customer service with industry-leading rugged Android mobile solutions, 5G connectivity, and mobile device management. Our recommended technologies include a form factor for every application:



#### TC7X Mobile Computers

Cutting-edge and rugged enterprise Android mobile computing that offers ultra-fast computing power, world-class data capture, and 4G/5G support.



#### TC5X Mobile Computers

The rugged smartphone that delivers everything retail workers need, including unmatched processing power, scanning performance, and the fastest 4G/5G wireless connections.



#### TC2X Mobile Computers

All the features to increase sales and profitability fit right in the palm of your hand—all-touch or keyboard form factor with barcode scanning, push-to-talk, snap-on power pack, and more.



#### ET5x Enterprise Tablets

The surprisingly rugged, thin, and lightweight tablet that provides enterprise-class durability, data capture, and high-speed connectivity.



#### EC30 Enterprise Companion

The ultra-portable, wearable, and pocket-sized device designed for mobile push-to-talk, voice, secure messaging, and 1D/2D barcode scanning.



#### Zebra Mobile Printers

On-demand and mobile barcode label and receipt printing wrapped in a lightweight and wearable device.

Discover the Best Hardware and Services for Today's Retail Mobility Strategies  
**Contact Mainstreet to learn more about our retail mobility solutions.**

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