



# Zebra ET51/ET56 vs. Samsung Galaxy Tab Active Pro

A Better Enterprise Solution

January 2020



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# Samsung Galaxy Tab Active Pro

## At a glance

- Released in October 2019 ROW; early Q1 2020 US
- Initial entry into 10 inch rugged, enterprise markets
  - Qualcomm SD670 (1.7 GHz)
  - 4 GB RAM/64 GB Flash
  - Android 9.0 (Pie)
- Samsung Knox Security
- Samsung relies on third-party accessories
  - Only provided by third-party (and not available yet in retail)
  - OtterBox frames
  - KOAMTAC scanners and charging stations
  - SCANDIT software
  - Targus cases



# Specification Summary



**Zebra ET51/ET56  
+ Rugged frame**

Drop spec 1.8m  
to concrete

**Samsung Galaxy  
Tab Active Pro**

Drop spec 1.2m  
to plywood

	ET51 / ET56	Samsung Galaxy Tab Active Pro*
<b>Processor</b>	QC SD/SDM660 1.95 GHz Octo-core	QC SD/SDM670 1.7 GHz Octa-core
<b>Operating System</b>	Android 8.0 (Oreo) + 2	<b>Android 9.0 (Pie) + TBD</b>
<b>Memory (Standard)</b>	4GB RAM / 32GB Flash	4GB RAM / <b>64GB Flash</b>
<b>Display Size</b>	10.1"	10.1"
<b>Brightness (Nits)</b>	540	550
<b>Resolution</b>	<b>2560 x 1600</b>	1920 x 1200
<b>Main Battery</b>	<b>9660 mAh / 3.85V / 37.1Wh Li-Polymer (removable)</b>	7600 mAh / 3.8V / 28.9Wh ** Li-Polymer (removable)
<b>Ecosystem</b>	<b>Enterprise scanning options, expansion backs, docking options, single and multi-slot charger</b>	Cover, stylus. SCANDIT for camera only barcode reading
<b>Drop Spec</b>	<b>Tablet only - 1.0m (3.3 ft) (to concrete)</b>	Tablet only – Not specified
	<b>With frame - 1.8m (6.0 ft) (to concrete)</b>	With boot - 1.2m (4.0 ft) (to plywood)
<b>Operating Temperature</b>	-20 °C / 50 °C	Not specified
<b>Dimension (h * w * d)</b>	269.2 x 180.3 x 12.7 10.6 x 7.1 x 0.5	<b>243.6 x 170.2 x 9.9 mm 9.59 x 6.70 x 0.39 in</b>
<b>Weight</b>	726g / 1.6 lbs	<b>653g / 1.4 lbs</b>
<b>Competitive Differentiation</b>	<ul style="list-style-type: none"> <li>• Enterprise durability, performance, lifecycle</li> <li>• Zebra OneCare options</li> <li>• Zebra LifeGuard / Mobility DNA / WiFi security</li> <li>• Stronger ecosystem, accessories and partners</li> </ul>	

\*all information is based on currently available, public data.

\*\*all indications are that Samsung implements a 3.8V battery, providing 28.9Wh

# How Do You Make the Best Enterprise Tablet?

Enterprise tablets all feature the same basic design elements. The best devices offer the best performance in each area.



## Display and Touchscreen

Higher resolution display, more real estate, brighter and more outdoor viewable.



# Display and Touchscreen

Higher resolution display, more real estate, brighter and more outdoor viewable

Zebra advantages:

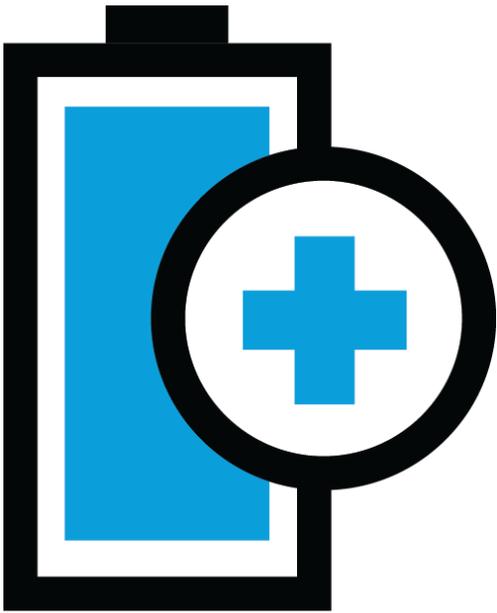
- Works in all environments (wet and/or gloved)
- Outstanding resolution:  
**2560 x 1600** vs. 1920 x 1200 pixels
- Bonded Touch Display with Corning® Gorilla® Glass
  - Doesn't require re-calibration
  - Doesn't require screen protectors
  - More durable vs. available tempered glass screen protectors

Better suited display and touch panel for enterprise use cases



# Power Management

ET51/ET56 drives higher resolution display for a full shift.



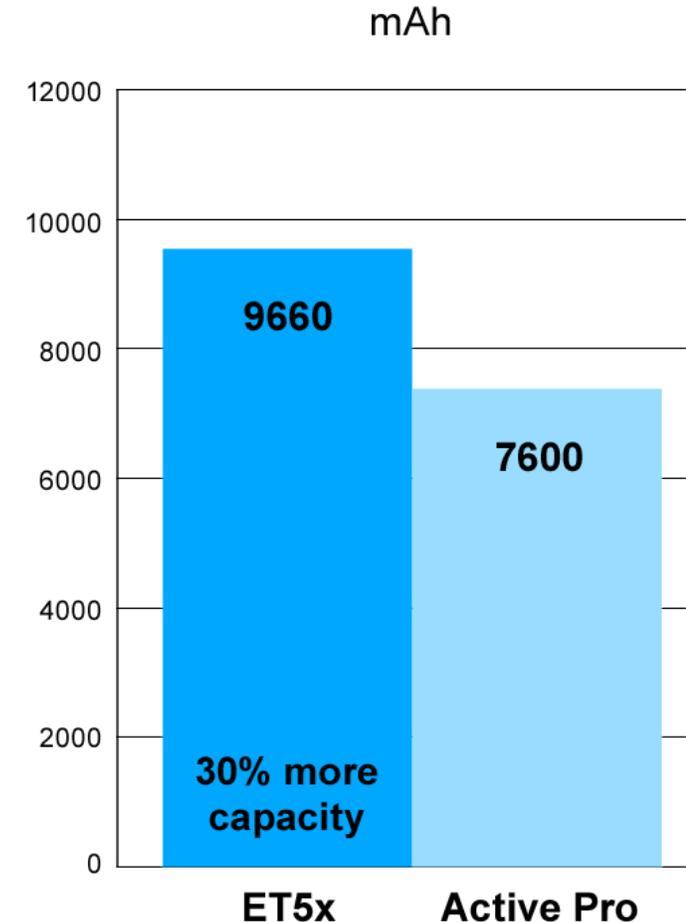
# Power Management

ET51/ET56 drives higher resolution display for a full shift

## Zebra power advantages:

- Larger internal battery: **9660** mAh (37.2 Wh) vs. **7600** mAh
- Zebra auxiliary PowerPack available with hot swap feature
  - Zebra auxiliary battery is **3400** mAh (24.4 Wh) – hot swappable
- Zebra has a complete charging and docking system environment
  - Zebra validated and system tested accessories
  - Samsung offers third-party

Zebra ET5's are designed to go well beyond a shift, even under the toughest use cases



# Zebra ET51/ET56 Batteries Integrated into PowerPrecision+

Prevent downtime and increase productivity due to battery power loss

Zebra PowerPrecision+:

- View battery health instantly and easily
- Prevent aging batteries from reducing worker productivity
- Spot and remove unhealthy batteries before they impact business
- Increases productivity, mobile device uptime, ROI
- Lower battery costs and less batteries to purchase/manage

Zebra PowerPrecision+ makes Zebra's ET51/ET56 Android tablets more secure and easier to manage— and your workers more productive. It's a great selling point because **Samsung has no equivalent.**

# Charging Accessories

Zebra's best-in-class charging solutions will lower customer's TCO

Zebra charging advantages:

- Zebra built and validated
- Single slot, charge only dock
- Single slot, with communications and display ports
- 4 slot cradle shared for tablets with or without rugged frame
- Adaptive cups available for all Zebra products/same cradle
- All Zebra docks and cradles accommodate expansion backs with auxiliary PowerPack battery
- Samsung Active Pro offering will most likely be third-party

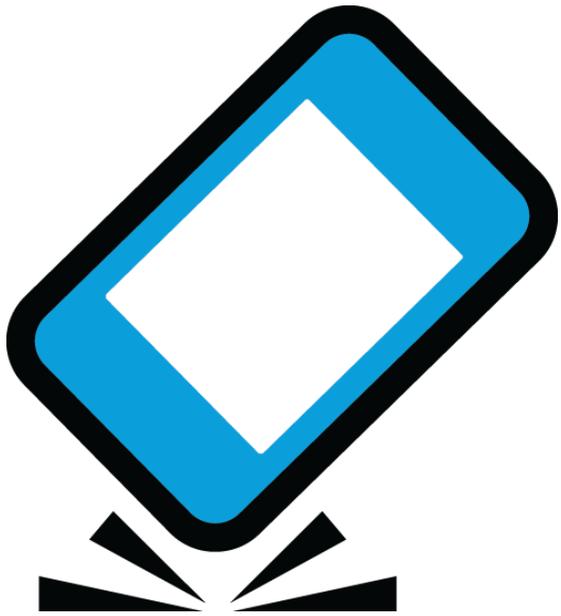


Zebra charging solutions are completely integrated, cost-efficient and Zebra supplied

**No third parties**

## Durability

ET51/ET56 is more durable resulting in a lower TCO over the life of the tablet.



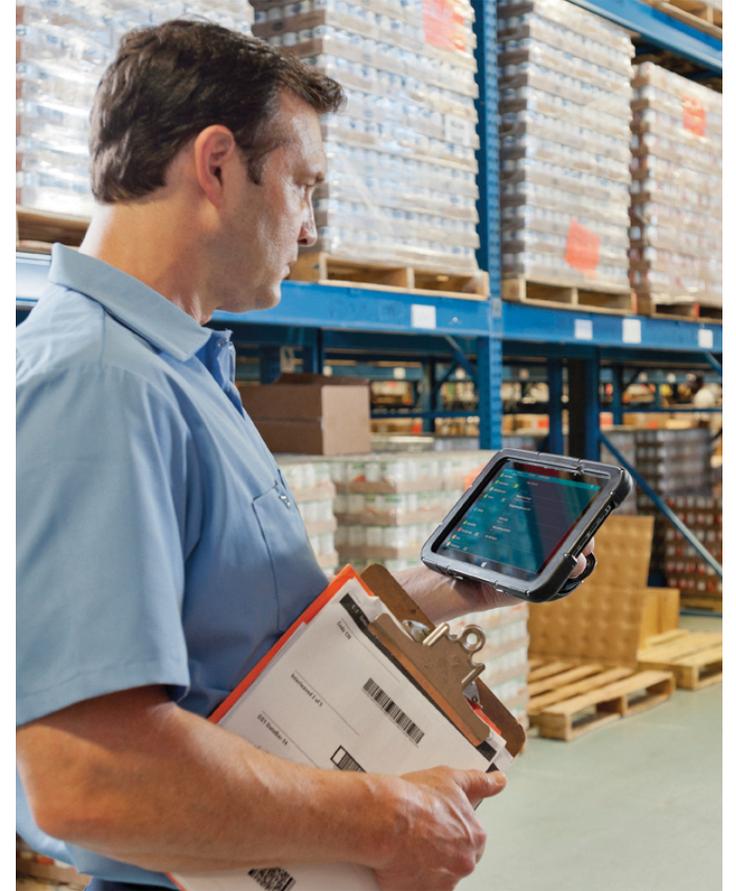
# Durability

ET51/ET56 is more durable resulting in a lower TCO over the life of the tablet

## Zebra advantages:

- Wide temperature range (-20C to 50C)
- Withstands 1.0m (3.3') drop to concrete with no frame or boot
  - 1.8m (6.0') drop to concrete with rugged frame
  - Samsung 1.2m (3.9') drop specs are to plywood
- No published data for Tab Active Pro drop spec without its removable boot
  - User may forget to reinstall boot
- Rugged frame is an integral part of Zebra ecosystem
- Samsung relies on mostly IP65 third-party accessories
  - Minimizes value of tablet's IP68 rating in the accessory ecosystem
- ET51/ET56 display is recessed from front of device for protection

Samsung and third-party accessories provide “good enough” designs which might work at first but will fail faster in the field



# Expansion Back Accessories

Best-in-class scan engine saves time and increases productivity

Zebra Expansion Back advantages:

- SE4750 best-in-class scan engine
  - Used across Zebra handheld portfolio to support a wide variety of enterprise use cases
- Left and right triggers for ambidextrous use case
- Fully integrated back attaches to tablet; provides slot for optional 2nd, hot swappable battery that trickle charges main battery
- Rotating hand strap for best available hand positions
- Better ergonomics through:
  - Easy trigger access
  - Easier to carry and balanced for use over shift duration

Zebra expansion solutions are completely integrated, cost-efficient and Zebra supplied

**No third parties**



# Accessory Ecosystem

Customize the device to  
your specific use case



# Accessory Ecosystem

Customize the device to your specific use case

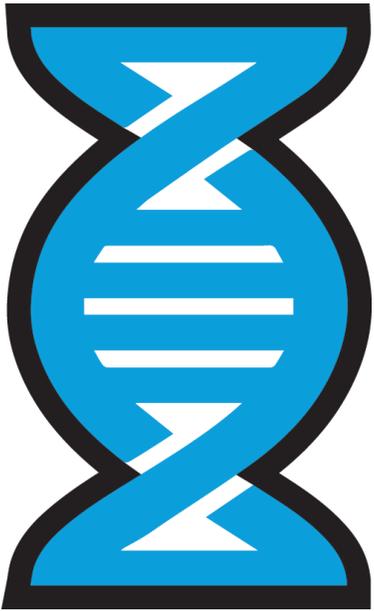
Zebra has an ecosystem of validated, cost-efficient accessories creating a one stop shop for all of the customer's tablet needs

Samsung does not invest in the ecosystem in the same way as Zebra



# Mobility DNA

Designed specifically for  
Zebra mobile devices.



# Mobility DNA

Mobility DNA provides customers with enterprise-grade capabilities for a simplified, integrated and more secure solution.

[Click here](#) to find out more about Mobility DNA

ZEBRA PARTNERCONNECT



ZEBRA PARTNERCONNECT



ZEBRA PARTNERCONNECT



SOURCE



# Android in the Enterprise

## Enterprise OS:

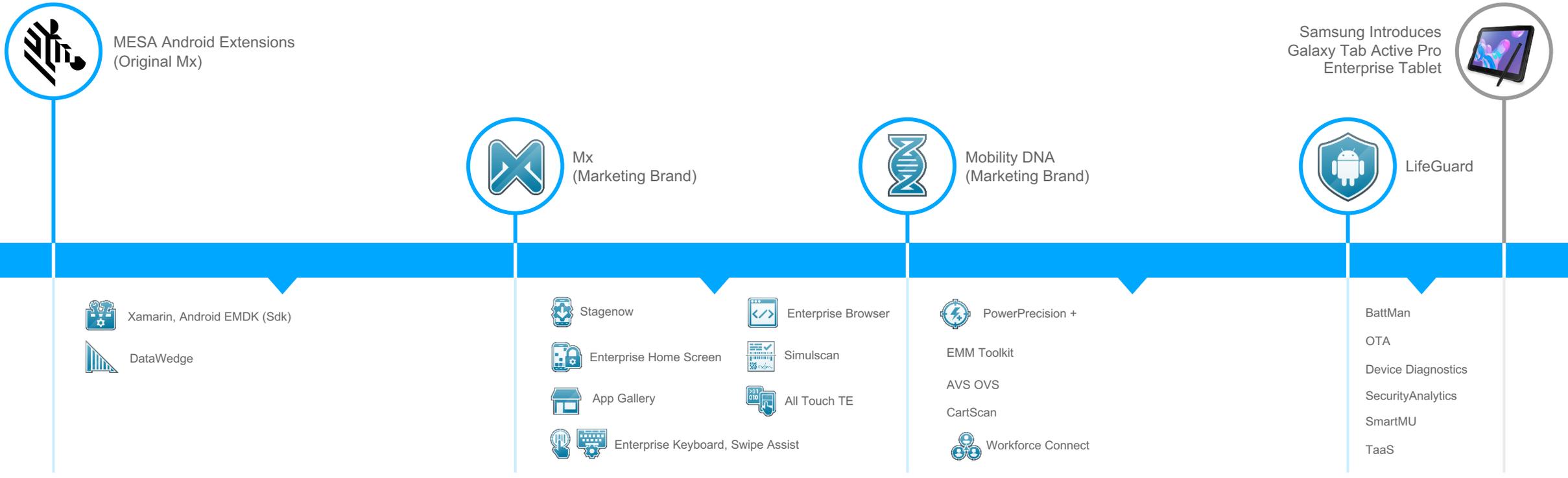
- Only Zebra offers AOSP and Mx extensions

## Broader portfolio:

- In-place good, better, best (3, 4, 5 S/S)

## Android experience:

- Enterprise Android leader since 2011



Zebra built out the Android ecosystem along with the portfolio



# Mobility DNA Tools

**13 free tools** – nine pre-loaded and ready to use, right out of the box.

Zebra creates a complete integration with the enterprise

## Management Tools



## Productivity Tools



## Development Tools



Blue text = free  
Black text = pre-loaded

# Zebra OneCare Services

Keep your ET51/ET56 devices operating at peak performance

## Zebra expansion back advantages:

- Normal wear and tear plus accidental breakage repair coverage
- Covers internal and external device components, plus select accessories that ship with the ET51/ET56
- Includes telephone and software support
- Upgrade to OneCare Select to add next-business-day dispatch of replacement devices

Upgrade to the ultimate in post-deployment support with multi-year coverage from day one



## Benefits:

- Maximize device uptime
- Unparalleled “from the manufacturer” expertise
- Outstanding value – eliminates unexpected repair costs
- Frees IT to focus on more strategic initiatives



## Key Zebra Differentiators

# Zebra ET51/ET56 is More Than Just an Enterprise Tablet

## Zebra is the proven trusted advisor

- Promote Zebra as a trusted advisor
  - We have a proven track record, making all the right decisions and investments
- Emphasize longer lifecycle/lower Total Cost of Ownership (TCO)
  - with LifeGuard; the Enterprise Service Lifecycle Management solution

Company			Ecosystem		Product	
<b>Leadership</b> <ul style="list-style-type: none"> <li>• Market share</li> <li>• Install base</li> </ul>	<b>Trusted Advisor</b> <ul style="list-style-type: none"> <li>• Proven reliability</li> </ul>	<b>Android Experience</b> <ul style="list-style-type: none"> <li>• Enterprise Android leader</li> </ul>	<b>Better Accessories</b> <ul style="list-style-type: none"> <li>• Zebra owned and supported</li> <li>• Single source</li> </ul>	<b>Longer Lifecycle</b> <ul style="list-style-type: none"> <li>• Proven LifeGuard</li> </ul>	<b>Better Accessories</b> <ul style="list-style-type: none"> <li>• Support Oreo 8.1</li> <li>• Continues for 3 desserts / updates</li> </ul>	<b>Durability</b> <ul style="list-style-type: none"> <li>• Better drop specs</li> <li>• Longer battery life</li> <li>• Robust charge solutions</li> </ul>
<b>Partners</b> <ul style="list-style-type: none"> <li>• Unrivaled network</li> <li>• Solutions</li> <li>• Customer service</li> </ul>	<b>Business Health</b> <ul style="list-style-type: none"> <li>• Stability</li> <li>• Leadership</li> <li>• Direction</li> </ul>	<b>Broader Portfolio</b> <ul style="list-style-type: none"> <li>• In-place Good, Better, Best (3, 4, 5 S/S)</li> </ul>	<b>Mature Tool and Utilities</b> <ul style="list-style-type: none"> <li>• Refining Android Mobility DNA</li> </ul>	<b>Workflow Enablement</b> <ul style="list-style-type: none"> <li>• Mobility DNA business apps.</li> </ul>	<b>Stability</b> <ul style="list-style-type: none"> <li>• Zebra OneCare</li> <li>• Lifeguard</li> <li>• Mobility DNA</li> </ul>	<b>Enterprise Accessories</b> <ul style="list-style-type: none"> <li>• Complete offering from Zebra</li> <li>• Third-party alliances</li> </ul>

# Zebra Makes the Best Enterprise Tablet

ET51/ET56 Enterprise Tablets are the far better, lower TCO solution

Zebra advantages:

- Better suited display and touch panel for enterprise use cases
- Larger batteries and greater capacity have longer battery life and more charge cycles
- ET51/ET56 can drive a better, higher resolution display for a full shift
- PowerPrecision+ prevents downtime and increase productivity due to loss of battery power
- Charging solutions and docks are completely integrated, cost-efficient and Zebra supplied
- No third parties
- ET51/ET56 is more durable resulting in a lower TCO over the life of the tablet
- Best-in-class scan engine saves time and increases productivity

Zebra boasts an ecosystem of validated, cost-efficient devices creating a one stop shop for all the customer's needs

# Find More Information

Zebra tablet resources are available and constantly updated

## **The Source and Partner Gateway**

- Fight sheets and battle cards
- Recorded webinars
- Collateral
- Customer presentations

## **Competitive Intelligence Portal**

- In-depth and up-to-date competitor information
- (e.g. Companies > Competitors > Samsung)
- Product side-by-side comparison tool

# Contacts

## **Job Title**

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# Thank You



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