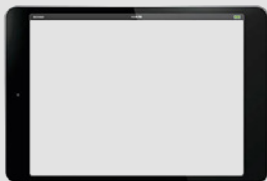



Tablet TCO Unveiled

Take the headache out of your tablet device management by ensuring you select a fit for purpose solution, from the outset.

CONSUMER TABLETS		RETAIL READY TABLETS
	V	
⊗ Additional protective jacket required	Additional	✓ Protective mechanical design included
⊗ Additional 3rd party docking station required		✓ Integrated docking station + expansion hub options
⊗ Additional barcode reader required		✓ Intergrated 2D barcode reader
⊗ Additional physical device security required		✓ Integrated Kensington, electronic & pin enabled security
⊗ Limited warranty options		✓ 5 year warranty options
⊗ Anti-glare option delivered by a screen cover		✓ Anti-glare treatment applied during manufacturing
⊗ Multiple disparate 3rd party components		✓ A single solution ecosystem
⊗ Additional connectivity has to be delivered by a 3rd party hub		✓ Additional connectivity integrated within the docking station
⊗ 3rd party peripheral providers required		✓ Integrated peripheral options available
⊗ Only ready to be used for a single role		✓ Ready to use in multiple roles
⊗ Consumer warranty options		✓ Business ready warranty options
⊗ Consumer support channels		✓ First hand enterprise product support

PRODUCT LIFE CYCLE COMPARISON

	Year 1 (launch)	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
CONSUMER TABLETS	LIFE CYCLE 1	LIFE CYCLE 2	LIFE CYCLE 3	LIFE CYCLE 4			
NINJA HYBRID	LIFE CYCLE 1						

Your business has to manage and purchase 4.5 generations of consumer tablets, in comparison to the single extended life cycle of the Ninja Hybrid.

To conclude the key considerations are:

- Environmental Impact
- Unforeseen additional costs to your business
- Reduction in your operational efficiency