



WT6300



WT6000



TC52/TC52x



TC21



EC30

# SALES MADE SIMPLE

## Positioning for Zebra's Wearable Computers

### WT6300, WT6000 AND WT41NO PURPOSE-BUILT INDUSTRIAL WEARABLE COMPUTERS VS THE TC52X, TC52, TC21 AND EC30 WRIST-MOUNTABLE MOBILE COMPUTERS

The WT6300 joins Zebra's purpose-built Industrial Wearable Computer family, offering unique features to maximize productivity in full-time wearable computing use cases — including freezer operation, an optional physical keypad and hot swap batteries. In addition, for use cases that require a flexible, multi-modal device that operates in both handheld and hands-free modes, Zebra's TC52x, TC52, TC21 and EC30 rugged handheld mobile computers can transform into wearable computers with wrist-mount accessories.

With so many choices, how can you identify the right solution for your customers? The information on the following pages will make it easy to determine which solution to sell when, to what type of customer and which features to focus on to help close the sale.



**ZEBRA**  
CAPTURE  
YOUR EDGE

# CUSTOMER PROFILES

## PURPOSE-BUILT WEARABLE COMPUTERS

## WRIST-MOUNTED HANDHELD MOBILE COMPUTERS



**WT41N0**



**WT6000**



**WT6300**



**TC52/TC52x**



**TC21**



**EC30**

**MIGRATION OPPORTUNITY ONLY: UPSELL TO WT6300**

**ONLY SELL TO EXISTING WT6000 CUSTOMERS**

**UPGRADE EXISTING WT6000 CUSTOMERS**

**NEW CUSTOMERS USING: COMPETITIVE OR NO ENTERPRISE WEARABLE COMPUTERS**

**EXISTING TC52/52X, TC21 AND EC30 CUSTOMERS**  
**NEW CUSTOMERS THAT NEED A HANDHELD MOBILE COMPUTER FOR MULTIPLE USE CASES**

**Customer profile:**

Existing or new customers need part-time picking to meet new buy-online-pickup-in-store (BOPIS) or buy-online-pickup-at-curb (BOPAC) needs

Dedicated device for picking is not required, more cost-effective to use one multi-purpose device to handle many applications

Willing to purchase wrist mounts and Zebra Bluetooth ring scanners (RS6000 or RS5100) to convert existing devices to hands-free wearables on an as needed basis

Does not require corded ring scanners

**Customer profile:**

Currently using WT41N0 wearable computers and needs additional devices. WT6300 advantages:

- Smaller: 22% decrease in surface area
- 37% lighter
- Latest Android OS (Android 10), with upgrade path to 11
- Versatile data entry via the optional physical keypad or display touch screen
- Larger, advanced display: glove optimized; higher resolution, works when wet
- Freezer rated (-22° F/-30° C vs. -4° F/-20° C)
- Best-in-class mounting system for superior fit and comfort
- 120% more processing power: 2.2 GHz octa-core vs 1 GHz dual core
- Memory: 3x RAM and 16x Flash
- Superior WLAN connectivity: 802.11ac, WorryFree WiFi and 2x2 MU-MIMO
- More rugged: 2x the tumble specification and IP65 vs IP54
- Standard battery: 39% increased capacity
- Bluetooth 5.0 vs 2.1

**Customer profile:**

Currently using WT6000 wearable computers and is satisfied with features and performance:

- No new use cases that require the WT6300 advanced features
- Does not need or want to migrate from the older Android 5.1 or 7.1 to Android 10, with an upgrade path to Android 11
- Does not feel pressure to adapt their operations to meet the demands of ecommerce
- Is not ready to migrate to the next generation platform
- Zebra OneCare support contract with LifeGuard provides the continued security updates required for their version of Android, ensuring security for their current legacy WT6000 devices

**Customer profile:**

Has business needs the WT6300 can address:

- Latest Android OS (Android 10), with upgrade path to 11
- 1.5x to 3x more RAM; 4x to 8x more Flash (configuration dependent)
- 120% more processing power: 2.2 GHz octa-core vs. 1 GHz quad-core
- Versatile data entry via the optional physical keypad or display touch screen
- Easy migration from key-based to touchscreen apps
- WLAN: 802.11mc for highly accurate indoor locationing
- Bluetooth 5.0 BLE vs Bluetooth 4.0: 4x the range, 2x the speed, all for less power

**Customer profile:**

Needs a dedicated purpose-built wearable device to support picking and other operations. Highlight WT6300 class-leading strengths:

- Purpose-built for wearability; a best-in-class mounting system for unmatched comfort
- One of the lightest devices in its class
- Fastest processing speed and most standard memory
- Latest Android OS (Android 10), with upgrade path to 11
- Versatile data entry via the optional physical keypad or display touch screen
- Easy migration from key-based to touchscreen app
- Advanced touchscreen detects and automatically accommodates gloves and works when wet
- Freezer ready (-22° F/-30° C)
- Disinfectant-ready (isopropyl alcohol or soap and water)
- 2x2 MU-MIMO for better WiFi
- Extended battery for longer run time and freezer operation
- Hot swappable battery; battery metrics
- Zebra's Mobility DNA built-in software tools and utilities

- Most rugged handheld option, primarily for indoor use
- 5-inch Full HD display (TC52x) for access to maximum screen real estate for apps (TC52: 5-inch HD display)
- Display can be used with a bare or gloved finger or a stylus, and works when wet
- TC52x: advanced scan engine for the fastest, easiest data capture; best imager in the handheld wrist mount category
- Maximum processing power to run more demanding or multiple applications
- The highest quality voice in its class
- High capacity battery with Warm Swap mode
- Latest Android OS (Android 10), with upgrade path to 11
- Most widely used Zebra handheld mobile computer as a wrist mount

- Rugged; indoor use
- Choice of two scan engine options to meet different scanning requirements
- Slim 'mobile phone' style form factor to easily slip in a pocket, making it easy for associates to carry
- Plenty of processing power and memory to simultaneously run multiple applications
- Large 5-inch color HD display with dual-touch operation (bare finger and light gloves)
- Superior voice quality and functionality (requires purchase of Enterprise DNA license for Fusion, plus Workforce Connect options)
- Latest Android OS (Android 10), with upgrade path to 11

- Durable, for indoor use
- Smallest and lightest form factor; ultra-portable and easiest handheld option to carry
- Primarily a voice device, utilized as a walkie-talkie for push-to-talk communications or as a PBX handset to handle incoming customer calls
- 3-inch color display with dual-touch operation (bare finger and light gloves)
- Basic data applications ideal for occasional on-screen and touch interaction (due to small screen size)
- Existing applications designed for large screen devices may need to be adapted due to the smaller screen size
- Integrated scanner for light 1D/2D scanning
- Plenty of processing power and memory to simultaneously run multiple applications

# Qualifying questions help determine which product is right for each sales opportunity

## Upgrade WT41N0 customers



The WT41N0 is a legacy device with an aging OS. Would you like to migrate to a modern Android OS and drive productivity improvements via the enhanced features of the WT6300?

**YES** Sell the benefits of upgrading to the WT6300

A 'yes' answer to one or more of the following questions can help you hone in on the features to focus on when selling to WT41N0 existing customers:

- Is worker comfort a top priority? Would you like to migrate to a smaller and lighter device?
- Do you need the flexibility to enter data via a physical keypad or touchscreen?
- Do your workers wear gloves?
- Do you have a freezer environment?
- Would you like to adopt Android but are concerned about app migration?
- Would you like to have more power and memory to improve application performance?
- Would you like to give every worker 'wired quality' no-drop WiFi connectivity?
- Would you like a more rugged device to improve reliability?
- Would you like a more advanced version of Bluetooth to improve peripheral performance?

## Upgrade WT6000 customers



You need to purchase additional WT6000 devices, but the next generation WT6300 is now available. Would you like to hear about the feature improvements and how they can help workers improve efficiency and productivity?

**YES** Upsell to the WT6300

A 'yes' answer to one or more of the following questions can help you pinpoint which features to highlight to upsell current WT6000 customers to the WT6300:

- Would you like to get a more future-proofed device that offers all the benefits of the latest mobile OS (Android 10), with a pathway to upgrade to Android 11?
- Would you like to have more power and memory to improve application performance?
- Would you like to give every worker 'wired quality' no-drop WiFi connectivity?
- Would you like a more advanced version of Bluetooth to improve peripheral performance?
- Do you want to leverage your existing investment in WT6000 charging cradles, batteries and accessories, which are all compatible with the WT6300?

## When to sell a purpose-built wearable vs. handheld mobile computer/wearable solution



Do you have workers that are dedicated to picking orders and managing inventory?

Do you need the versatility to enter data on a physical keypad or touchscreen?

Do you need a maximum rugged design?

Do you need the flexibility to use corded and cordless accessories?

Do you want to provide maximum comfort to maximize productivity?

Do you have a freezer environment?

**YES** Sell the WT6300

A 'yes' answer to one or more of the questions above can help you pinpoint which features to highlight key competitive differentiators: purpose-built design; optional keypad, ultra-rugged specifications, a freezer rating and support for corded and cordless accessories, including ring scanners, headsets and more. And since the WT6300 is purpose-built for wearability, it offers a low center of gravity that reduces muscle effort by up to 50%, minimizing worker fatigue.<sup>1</sup>

TC52/TC52x

EC30



Is picking just one of the many tasks workers need to perform throughout their shift?





























































Are you looking for one device that can do it all — one platform for wrist mount and handheld use cases from the front of store to the delivery route, all sharing the same batteries and accessories?




Do you prefer cordless over corded accessories?

**YES** Sell a Zebra handheld-based wearable solution

If picking and inventory management is a small part of the job, and workers are already using a Zebra TC52/52x, TC21 or EC30, sell the appropriate wrist mount and Zebra Bluetooth RS6000 or RS5100 scanner.

Customers can connect any cordless Bluetooth accessory, from Zebra cordless ring scanners to cordless headsets. (Note that corded accessories, such as Zebra ring scanners, are not supported. If your customer requires corded accessories, sell the WT6300.)

	Purpose-Built Wearable Computers						Wrist-Mounted Handheld Mobile Computers					
ZEBRA WEARABLE SOLUTIONS	WT41N0		WT6000		WT6300		TC52/52x		TC21		EC30	
												
<b>Cost</b>	\$\$\$\$		\$\$\$\$		\$\$\$\$		\$\$\$		\$\$		\$	
<b>Durability</b>		Rugged		Ultra-rugged		Ultra-rugged		Rugged		Durable		Durable
<b>Display (size, wet, glove support)</b>		2.8 in.		3.2 in., works when wet and with gloves		3.2 in., works when wet and with gloves		TC52: 5.0 in. HD TC52x: 5.0 in. FHD (Both) works when wet and with gloves		5.0 in. HD, light gloves		3.0 in., light gloves
<b>Physical Keypad</b>		Yes		Yes: optional		Yes: optional		No: on-screen virtual keyboard		No: on-screen virtual keyboard		No: on-screen virtual keyboard
<b>Battery Capacity</b>		2400 mAh; 4800 mAh; removable		3350 mAh; 5000 mAh freezer-rated; removable; hot swap		3350 mAh; 5000 mAh freezer-rated; removable; hot swap		4150 mAh; removable; warm swap		3300 mAh; 5400 mAh; removable		1200 mAh; non-removable
<b>Battery Metrics</b>		PowerPrecision		PowerPrecision+		PowerPrecision+		PowerPrecision+		PowerPrecision		PowerPrecision+
<b>Lowest Operating Temperature</b>		Cooler support -4° F/-20° C With freezer pouch: -22° F/-30° C		Freezer support -22° F/-30° C		Freezer support -22° F/-30° C		Cooler support -4° F/-20° C		14° F/-10° C		32° F/0° C
<b>Processor</b>		Dual-core 1 GHz		Quad-core 1 GHz		Octa-core 2.2 GHz		TC52: Octa-core 2.2 GHz TC52x: Octa-core 2.45 GHz		Octa-core 1.8 GHz		Octa-core 2.2 GHz
<b>Memory</b>		1 GB RAM/ 2 GB Flash		1 GB RAM/ 4 GB Flash; 2 GB RAM/ 8 GB Flash		3 GB RAM/ 32 GB Flash		TC52: 4 GB RAM/32 GB Flash TC52x: 4 GB RAM/32 GB UFS Flash		3 GB RAM/ 32 GB Flash 4 GB RAM/ 64 GB Flash		4 GB RAM/ 32 GB Flash
<b>Zebra Ring Scanner Support</b>		Cordless; corded		Cordless; corded		Cordless; corded		Cordless		Cordless		Cordless

<b>LEGEND</b>			
	Standard	Premium	

1 Zebra internal productivity studies for picking workflows



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