



Looking to Mobilize Your Workforce?

Things to Consider Before Bringing Tablets to Your Business

» Tablet devices have gained a lot of visibility with consumers over the past year, and now a wide range of organizations are actively looking at ways they can put a tablet solution to work. In this issue of Meet the Expert, Shawn Porter, Motorola Partner Development Specialist for PC Connection, shares his insight about what is going on in the tablet marketplace and tells us about Motorola's newest tablet—built specifically for business.



Q: Tablets have become very popular for consumers; what is driving organizations to consider investing in tablet solutions?

A: Businesses are always looking at ways to gain a competitive edge and increase productivity; that is what a tablet solution can do. Tablets make businesses mobile, they are lightweight, and they integrate features like GPS, cameras, and touchscreens. Tablets give the ability to collaborate faster and more effectively and enhance mobile-workers' productivity.

Q: From your vantage point, what types of organizations are considering tablets or have already purchased them?

A: Motorola is making a huge impact in retail, field services, route accountability, mobile applications, and K-12 classrooms. In a retail environment, tablets are being used at the point of sale. Sales associates can scan products, provide on-the-spot demonstrations, and process credit cards to complete a sale. Hospitals are using tablets for patient care. Medical professionals can use built-in scanners to quickly identify a patient and make sure that medications are correct. We even see tablets really taking off with auto dealers. Auto dealers are seeing their sales triple just by being able to show inventory, pick features of the vehicle, and then take customers right to the lot to see the car.

Q: Organizations need tablets that are designed for business. Can you explain why Motorola's new tablet is designed for a business environment?

A: The ET1 Enterprise Tablet is Motorola's first tablet specifically designed for the enterprise and for business use. It has a lot of great features that a consumer tablet does not have, such as multi-user login. Instead of investing in a tablet for every single employee, you can have one for each shift and allow multiple employees to log in. Businesses also look for tablets that are rugged. You don't want to drop it and have the screen crack; Motorola has taken care of that. There are also a lot of accessories available. ET1 offers mobile point of sale, a magnetic strip reader, and the ability to scan barcodes from out on the floor. Additionally, with Enterprise tablets, businesses are looking for a return on investment. ET1 delivers ROI in the form of increased productivity.

Q: What sets Motorola ET1 apart from other tablets?

A: The first unique characteristic is durability—ET1 is built for everyday use. It uses Gorilla Glass that is ultra strong, virtually impervious to damage, and flexible when dropped. Motorola has worked to meet military-spec standards with ET1. Another feature is multi-user login. As mentioned before, each user

can have a specific login and a preferred custom workspace. An additional concern for businesses is security. This tablet offers encryption on the internal drive as well as removable media—keeping the mobile device safe from hackers and complying with industry and government regulations. Finally, ET1 is one of the first tablets with a rechargeable battery power system that can be swapped out as needed. This allows users to work uninterrupted; other tablets have internal batteries that do not offer this functionality.

Q: Does Motorola offer software to help employees become more productive and allow businesses to build new tablet applications easily?

A: Motorola is well known for their ease of integration and their partnerships with software companies. In the past, you had to choose between Windows Mobile Device and Windows CE Device and determine what operating system to use. With the launch of our ET1 Enterprise Tablet, Motorola has created a new solution called RhoElements. RhoElements gives users a single application that looks, feels, and acts the same on all Motorola mobile computers regardless of platform. You no longer have to create and maintain separate applications for each operating system. Additionally, we offer "Service From the Start" support. This package is comprehensive coverage and true

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business-class support for your tablet. This is an all-inclusive service that covers normal wear and tear, internal and external components, and accidental breakage for the device, the accessories, and the operating system. Our goal with ET1 is to keep users up and running.

Q: When it comes to tablets, what do organizations need to consider before they bring tablets into their environment?

A: Businesses want to have a competitive edge, to be more productive, and to be more mobile. The first step that I recommend is to

contact the PC Connection sales team to have an evaluation of your needs and environment. You will find out where a tablet can help increase productivity and give you an edge. Motorola's ET1 tablet is a new class of tablet that is pure business inside and out. ET1 has the Android operating system; it delivers enterprise-class security, flexibility, and it is very easy to manage. Also, ET1 has the same sleek design you will find in a consumer tablet, but with the added durability that businesses need. These are all things to consider when choosing a tablet for your organization.

To learn more about Motorola products and the assessment services you need to get your mobile computing initiative off to a solid start, contact your Account Manager today.



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