

Zebra 
DevCon 2023
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Mobile Trends and Transformation



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Android Enterprise Partnerships



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Android Enterprise - PACE



Google



9 services with +1B users each

Android has had **sustained investment in enterprise**



Lollipop

Work profile for BYOD

Fully managed device

Managed Google Play



Marshmallow

APIs for dedicated devices

Runtime permissions



Nougat

Work profile password

File-based encryption

Always-on VPN

Turn off work mode



Oreo

Zero-touch enrollment

Employee privacy disclosures



Pie

Shared device / multi-user

Lock-task mode for multiple apps

In-app profile switching



Android 10

10

Personal / work calendar sync

Manual system updates

Enterprise WiFi provisioning



Android 11

11

Work profile + asset management

Improved work + personal profile separation

Connected work + personal apps



Android 12

12

Enterprise ID

Privacy and admin-granted permissions

Simplify work challenge



Android 13

13

Wi-Fi and Bluetooth events in security logs

Stay Private on Work Wi-Fi

Lost mode



Android 14

14

Coming soon!

Android Enterprise

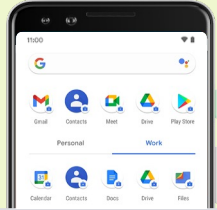
Secure and consistent mobile management for every worker, every use case

Management

solutions for every use case



BYOD / Personally enabled



Work profile

Work-only



Fully managed device

App distribution

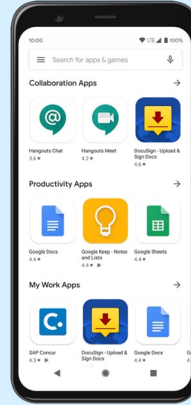
securely configure and deploy apps



Securely distribute apps from Google Play Store

Host and publish internal apps

Manage and configure apps with no user intervention



Security

multiple layers of device and data protection



Security & Policy Management

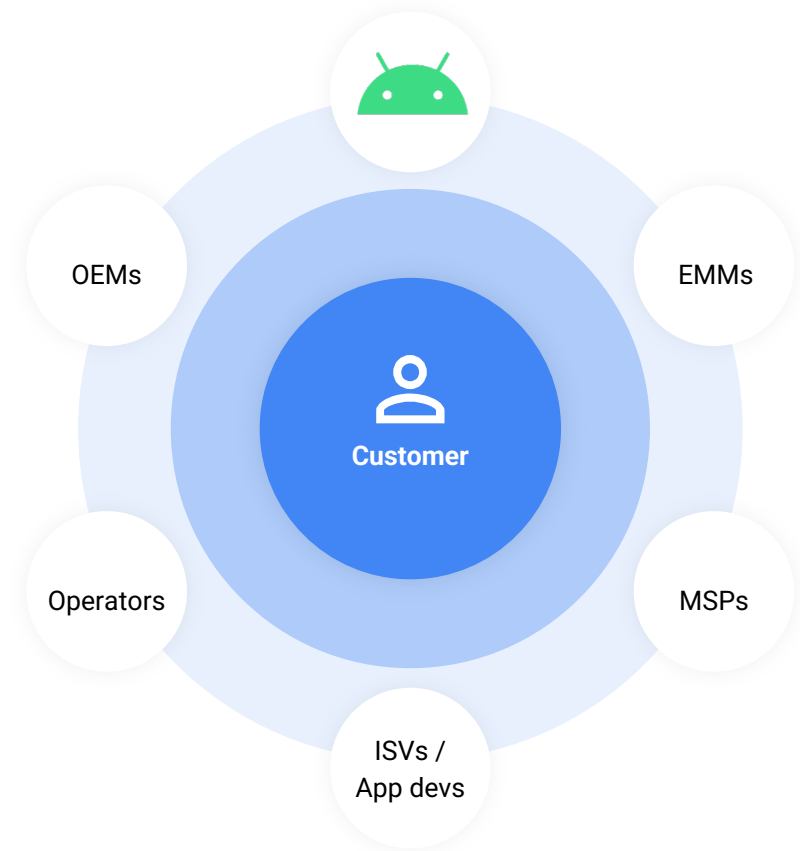
Google Play Protect

OS Platform

Hardware



Partners are key pillars of the Android Enterprise ecosystem





Google strategic partnership with Zebra



- Zebra has been engaged with Google on Enterprise Android since February 2012
- Numerous Joint Customer / Conference Engagements
- Google Participation in Zebra Product Launches
- Zebra-to-Google Pipeline Of Enterprise Features For Future Android Releases
- Collaboration on Major Android Paradigm Shifts (AoSP->GMS, DA->DO, AFW->AE...)
- Zebra-Google Quarterly Business Reviews (QBRs)
- Zebra Promotion Google AR Core (19+ certified products)

Android Enterprise Recommended for rugged and dedicated devices



Select with confidence



Deploy with consistency



Stay current with updates



Zebra has 38 devices on this AER program!

There's no doubt that
organizations are
going digital

Digital transformation is occurring across industries

Manufacturing

Using AI and “digital twin” technology to create more efficient processes and improve reliability

Retail

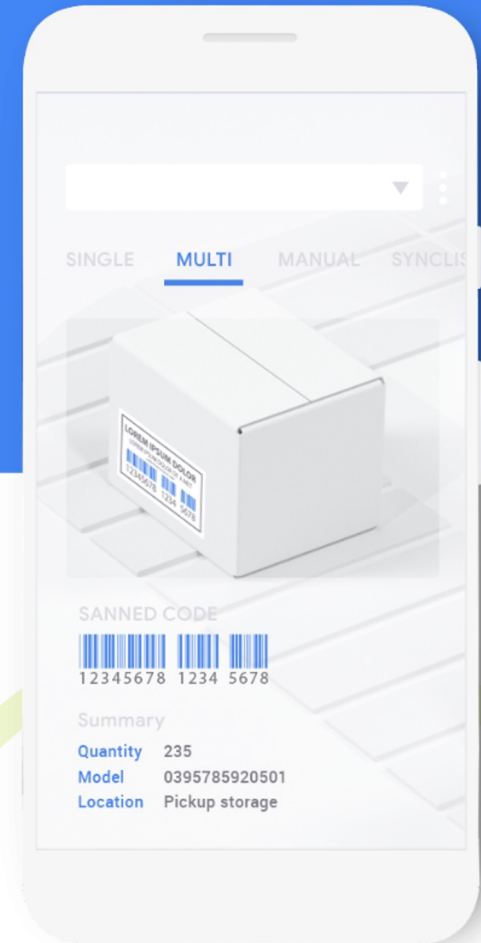
Ensure that associates can execute decisions in real time and deliver more customized experience to customers

Financial Services

Allow branch bankers to deliver more customized, shoulder-to-shoulder experience to customers

Mobile is often a missing piece to these digital transformation efforts

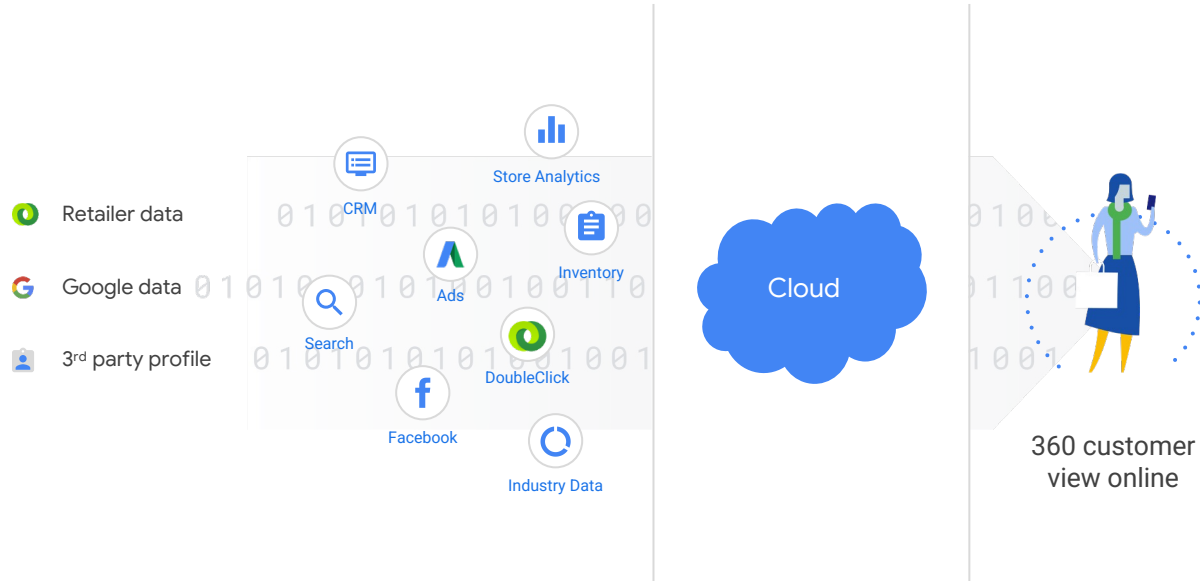
Mobile is how data becomes **actionable by people.**



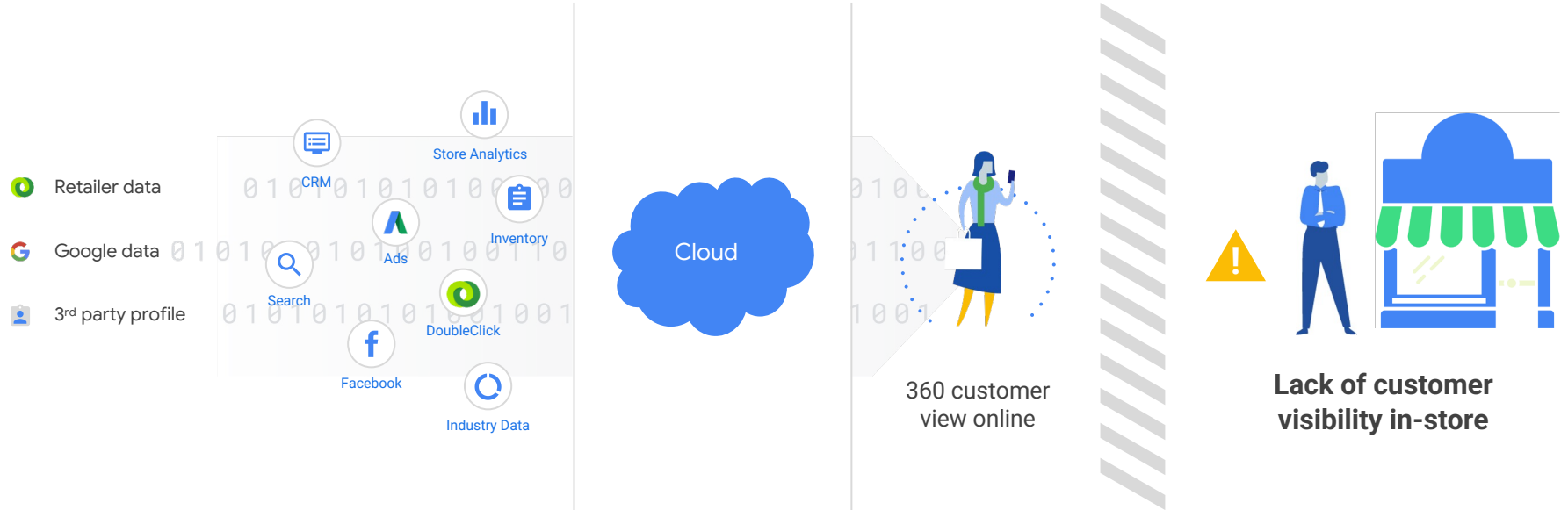
android

Retail as an example:

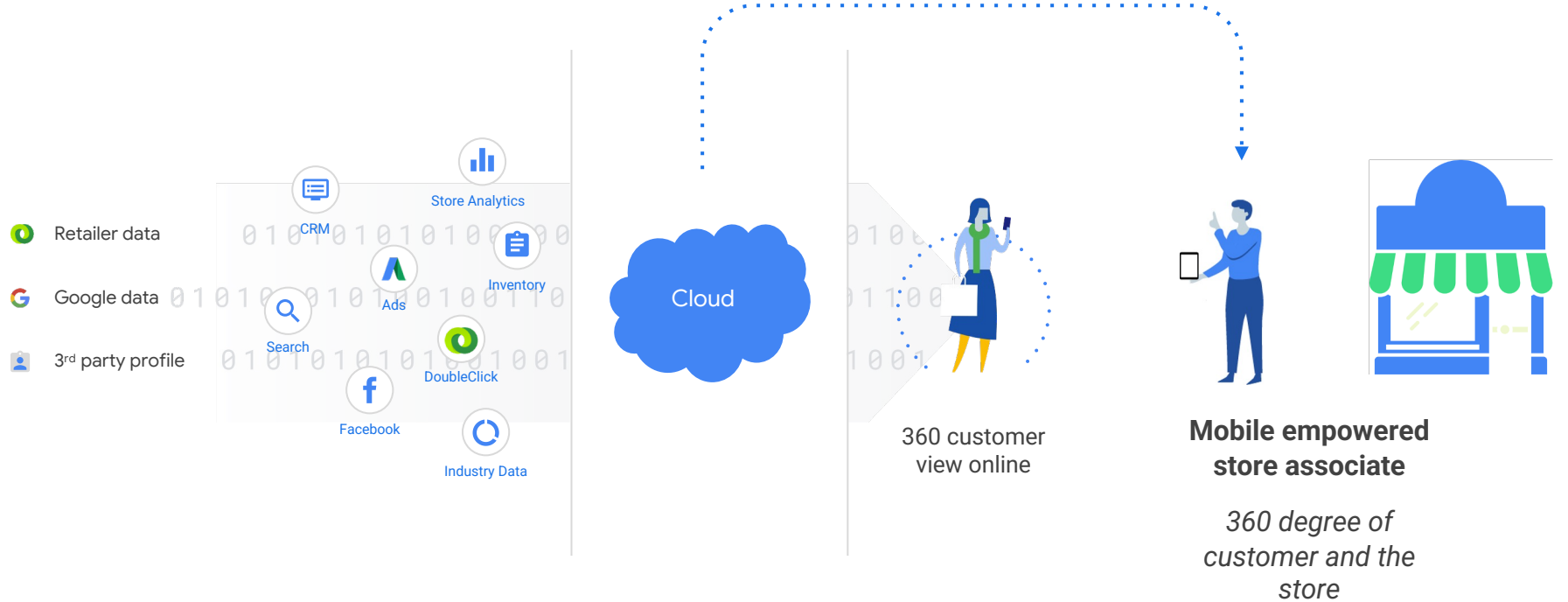
Retailers have a holistic view of the customer online



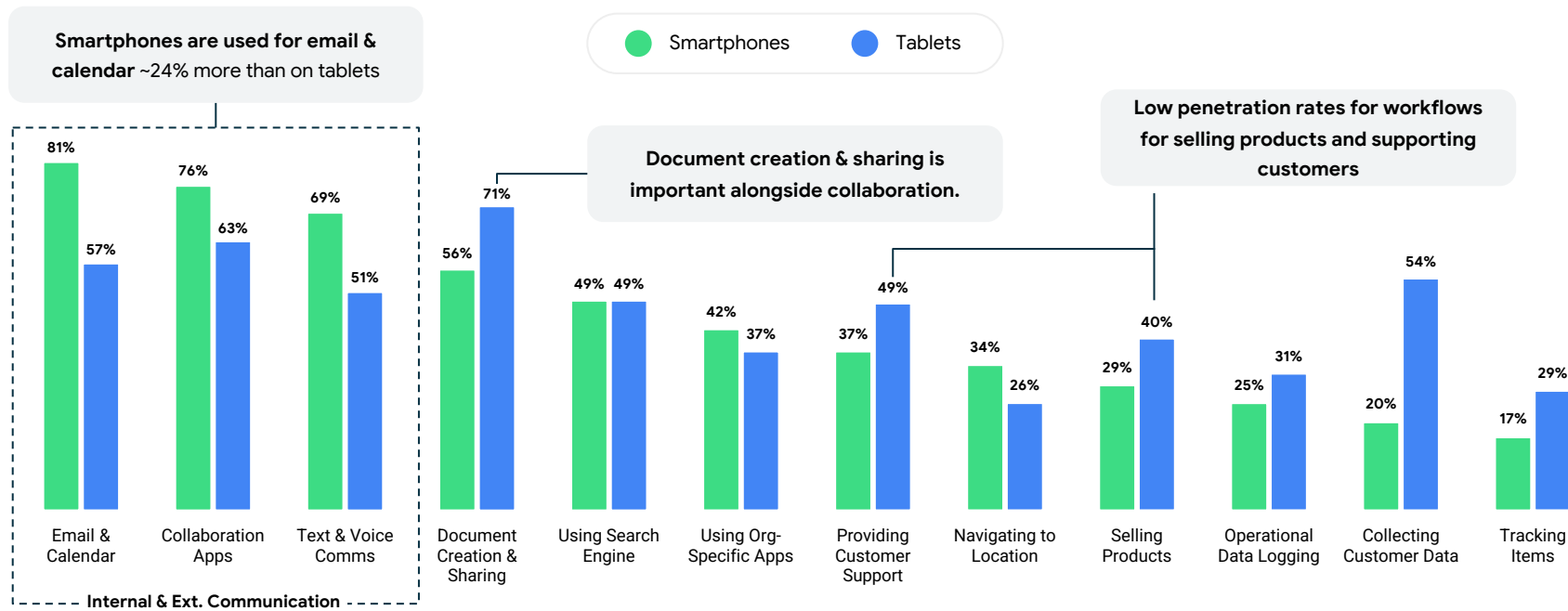
But the digital customer view breaks in store

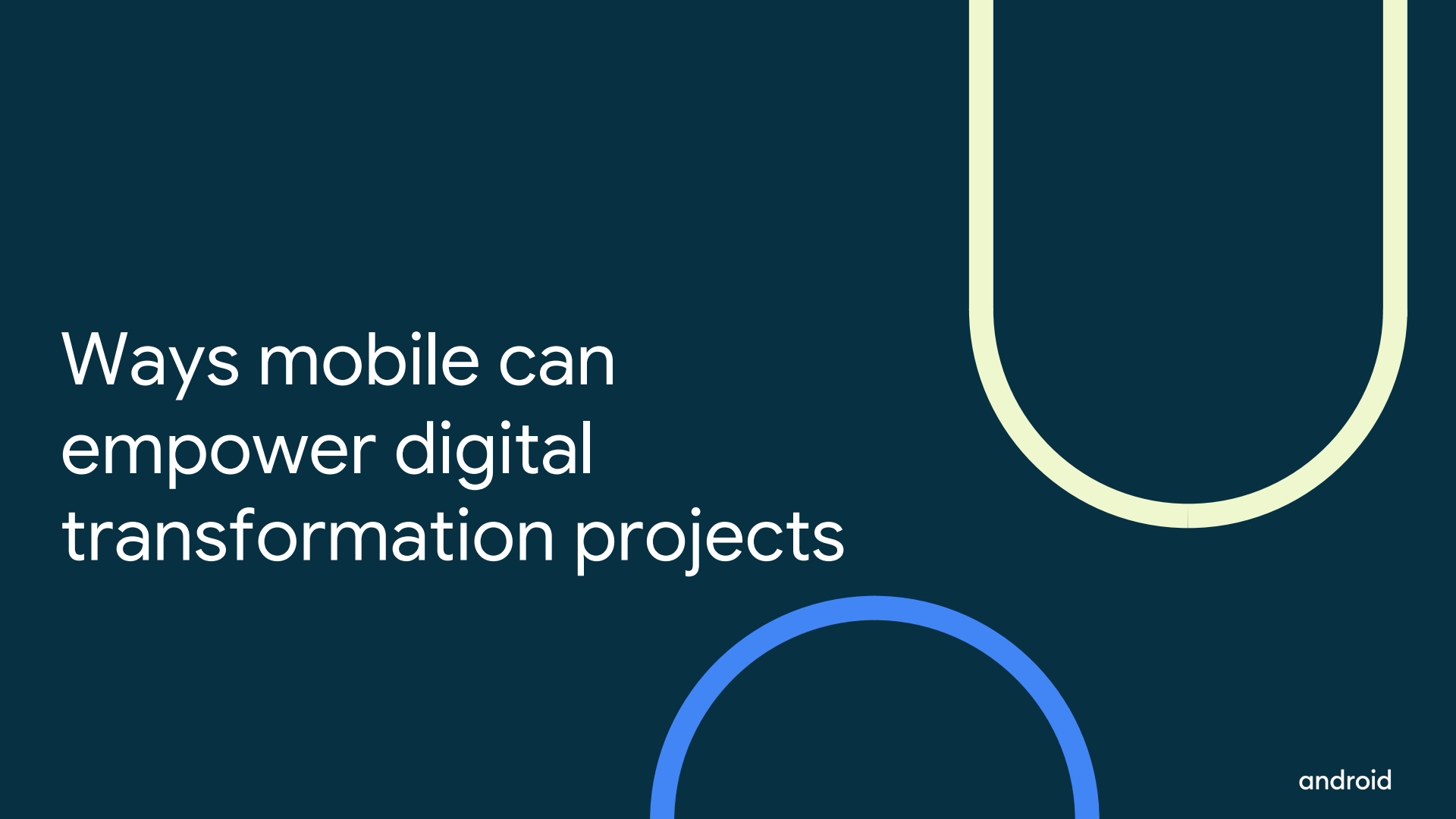


Mobile ties the physical world to the digital



The maturity of mobile within organizations is lacking even within industries where we would expect maturity





Ways mobile can empower digital transformation projects

Technology influences frontline workers



40% of employees say their employers don't provide them the right tools to do their jobs.

3X

A frontline worker who doesn't think their employer offers them the right tools and technology, is 3x more likely to say that they aren't getting equitable treatment with other workers.

Mobile productivity




Maximize productivity with familiar tools

- Android puts Google's productivity tools at your teams' fingertips and works seamlessly with top enterprise apps
- Easily integrate Salesforce, Microsoft 365, Slack, and more



Improve the employee experience with **Android work profile**

Android work profile, separates personal and corporate apps, set up and manage devices remotely and provide employee well-being and productivity tools.

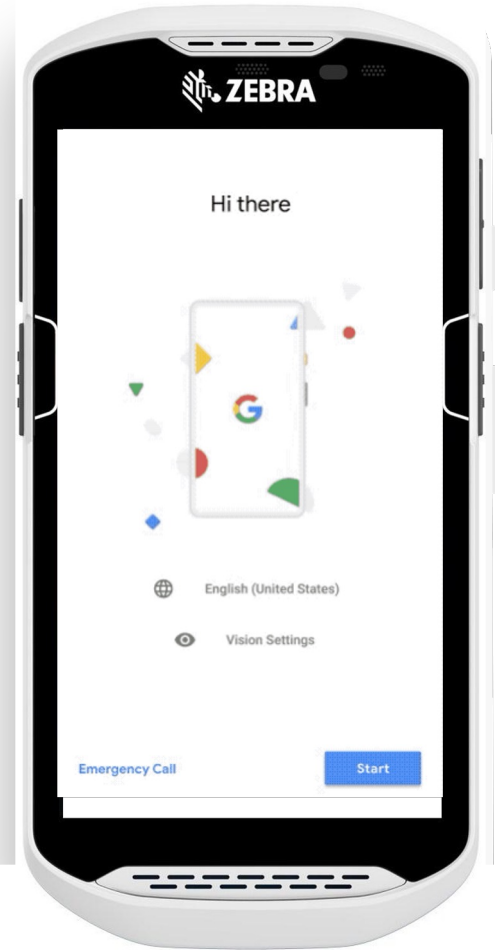
-  Prevent data breaches and improve employee privacy
-  Optimize device management and deployment
-  Improve productivity and work-life balance



Android Zero Touch enrollment

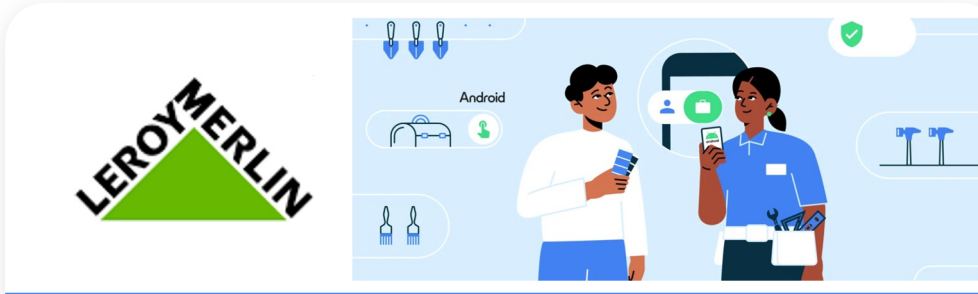
Simplified enrollment at scale

Instant device deployment for your
entire fleet — even across multiple
brands



android

Mobility at Leroy Merlin



- Deployed 15,000 white-collar devices to associates across Spain in 10 weeks with Zero Touch
- Used Work Profile to allow associates to use store-provided device for personal use as well
- Device per user - +1h/day increased productivity via dedicated devices & Google Workspace tools
- Upgrade from old OS - better compatibility with EMM & Apps, plus improved security

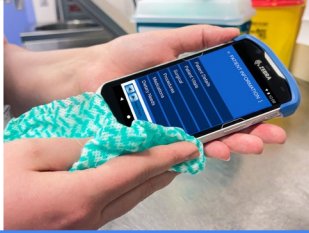
+2k Zebra devices across many use cases & modes:

- COPE in Logistics
- Fully Managed in Warehouse & pick-up
- Dedicated in price check & store delivery



android

How data analysis using mobile improves industries



Elisabeth-TweeSteden Hospital

Digitalize Patient Care: Healthcare staff can now

- have instant access to records and update them
- Get instant view of current data
- See the patient's signs and know medications.

Zebra's devices are user-friendly, with high scanning quality. They can also scan patient wristbands to verify ID, such as when drawing blood. Records are more consistent, and the quality of information is better.



Portuguese Electricity Producer Deploys Zebra Touch Computers And Tablets to Improve Operational Efficiency

Digitalize processes for its mobile maintenance, repair and network development teams (both direct and subcontracted), so that data captured in the field could be uploaded to its SAP systems in real time

Blurring of form factors

“Mobile” doesn’t mean “ phone”

Devices for the frontline



android

Android is more than phones for enterprises



Handhelds at a range of **price points** for managers and knowledge workers



Rugged devices that withstand physical demands of a frontline shift



Tablets for both employee and consumer workflows



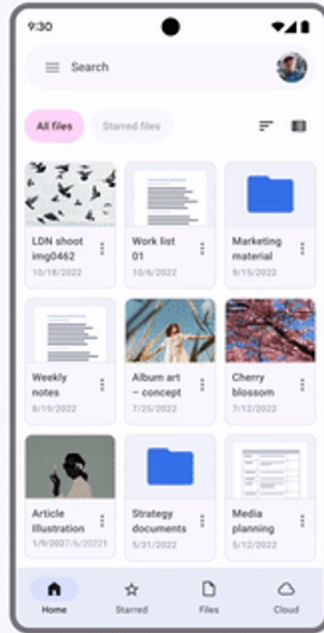
Specialized devices for harsh environments (refrigerated warehouse, etc.)



Kiosks and even desktops To provide interactive, large screen displays to empower digital workflows

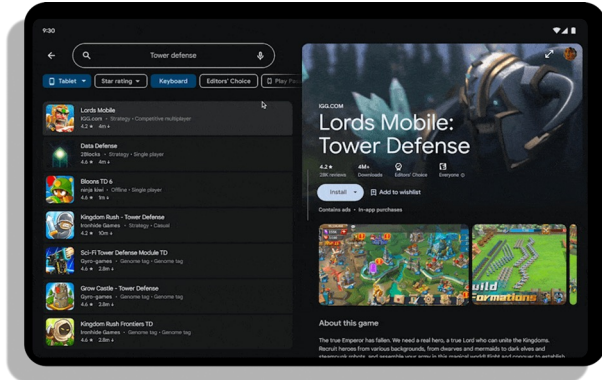


Android developers should provide a continuity of experience



What Android is doing to enable large screen experiences

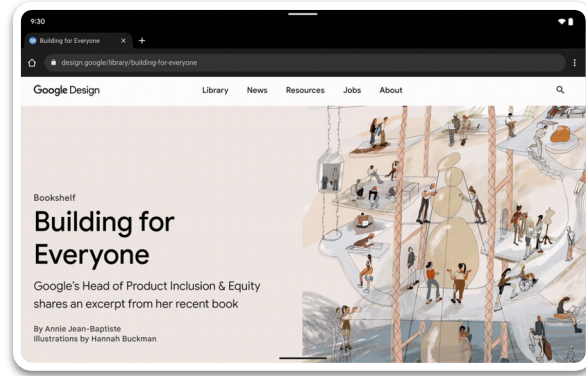
Over 270M devices in market



Updated Play Store for Tablets

Updated layouts and UI, with new Editor's Choice, welcome banners for 1P hardware, and search dual-pane split screen

Reviews will be curated from users with similar devices



Android 14

Continued improvements from Android 12L in multi-tasking and Foldables get more capable dual display features.



Jetpack Compose

Tools to simplify and accelerate UI development on Android, especially for adaptive and large screen experiences

Analyzing data to
improve worker
performance

Improving indoor location for digital workflows



Approximate Route



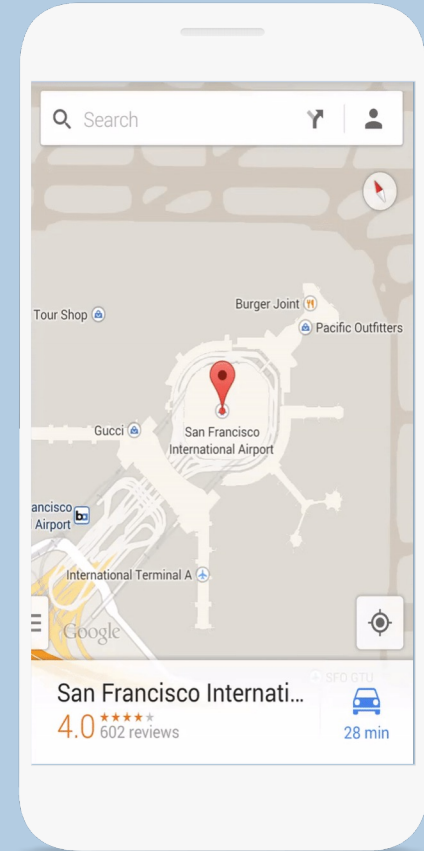
Indoor Mapping & Floor Plans with Google Maps



Improve patient flow and reduce wait times, by providing patients with accurate directions to their appointments.

Improve patient safety by providing real-time information about the location of emergency exits and other important facilities.

Make it easier for patients to find their way around the hospital and get the care they need.



Flexible Input Options across Devices with Android



Stylus

Note taking and signatures



Voice

Hands-free input



Touch

Intuitive device interaction



Keyboard & Mouse

Boost productivity w/ full keyboard and mouse



Dedicated Buttons

Programmable buttons to accelerate user journeys



Biometrics

Streamlining payments



Cameras

Capture information from the physical world



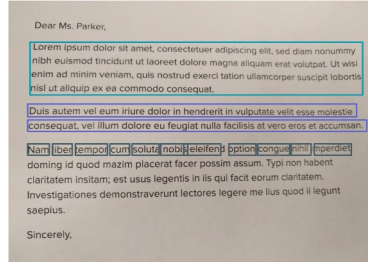
Sensors

Specialist sensors for monitoring various conditions

Using mobile + AI to digitize analog data



Meter reading



Paper forms



Barcode scanning



Text to speech



Speech to text

Empowering the hybrid workforce with Desktop Experiences

Enable hybrid working with a single device to provide mobile efficiency and stationary productivity.

- Access to modern and legacy applications with the power of remote desktop services and VDI solutions.
- Dock your device to benefit from a larger screen and a wider range of input devices.
- One device for all of your working environments.



What's next

An open platform, devices and AI-powered tools designed for more flexibility



Faster and deeper
technology
integrations



Designed to fit every
use-case for at many
price-points



Generative AI tools,
APIs & Google
Assistant



Designed with
sustainability
in mind

Android Enterprise 14 themes



**Advanced
security &
compliance**



**Dynamic
management &
granular controls**

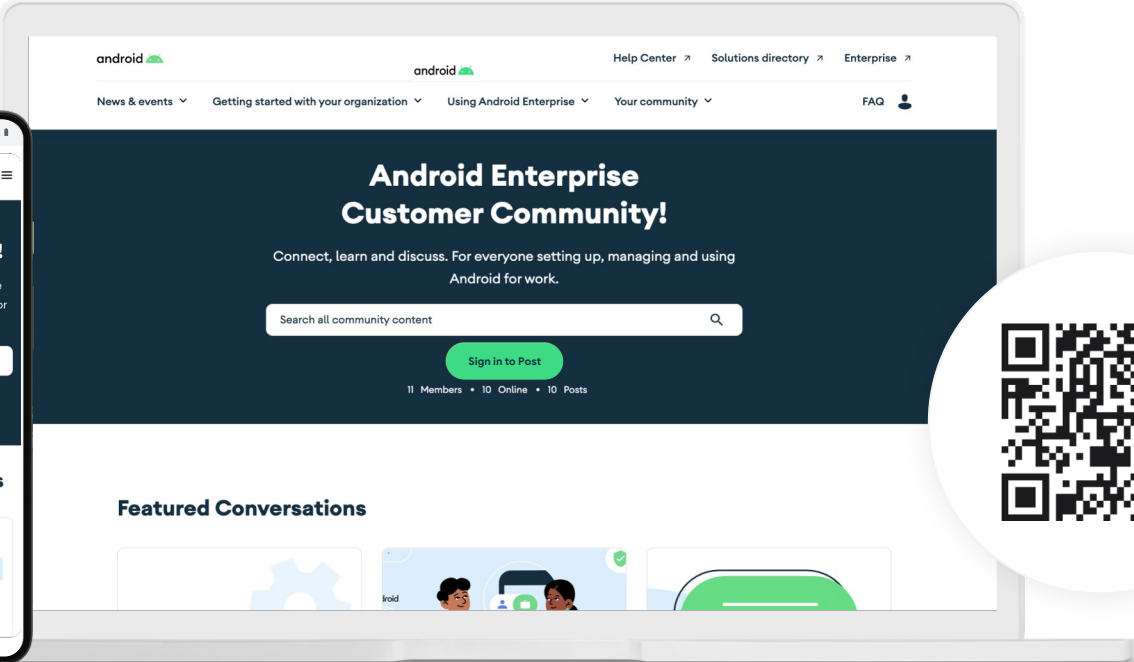
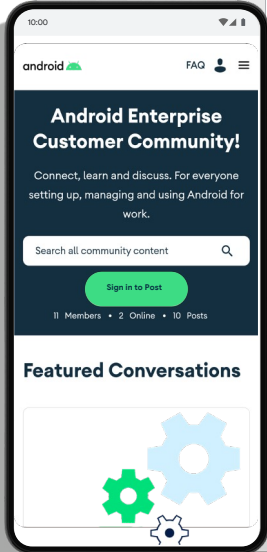


**Elevate employee
experiences**

Introducing...

The next evolution of our community!

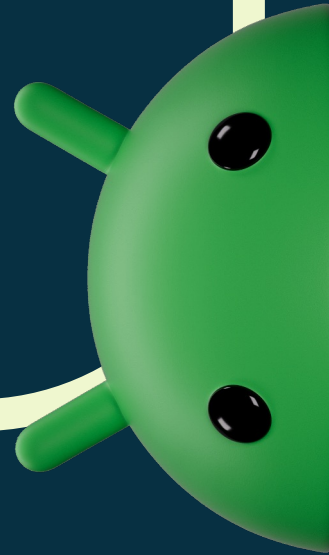
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Takeaways

- **Mobile tools are more equipped today than ever to make workers productive**
- **Employees who don't have access to digital tools risk leaving your workforce**
- **Android's diverse form factors and management tools can serve nearly any use case while making deployment fast and simple.**

Thank You



android

The logo graphic consists of three overlapping, flowing lines in purple, green, and yellow, forming a shape reminiscent of a stylized infinity symbol or a continuous loop.

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