Zebra Mobility DNA
Your Built-in Advantage

Where others stop, Zebra keeps you fully covered with software capabilities for every kind of user, every use case and every Zebra mobile computer

Every Hardware Purchase is a Software Purchase in Disguise

Exceptional hardware is no longer enough

In today's reality, with advances in technology continuously accelerating, it's the software inside your enterprise mobile computers that determines whether they remain relevant, agile and high-performing with a strong ROI over their entire lifecycle. That's why all Zebra enterprise mobile computers come with a built-in advantage: Zebra Mobility DNA.

Designed from decades of R&D and thousands of use cases, Zebra Mobility DNA is a suite of software capabilities packed with applications, utilities and tools to give your teams dynamic abilities, so they can stay on time and on task, with superior ease of use. From operations to IT and developers, you'll benefit from an ongoing flow of software enrichments, upgrades, and future releases that enhance performance and add new capabilities.
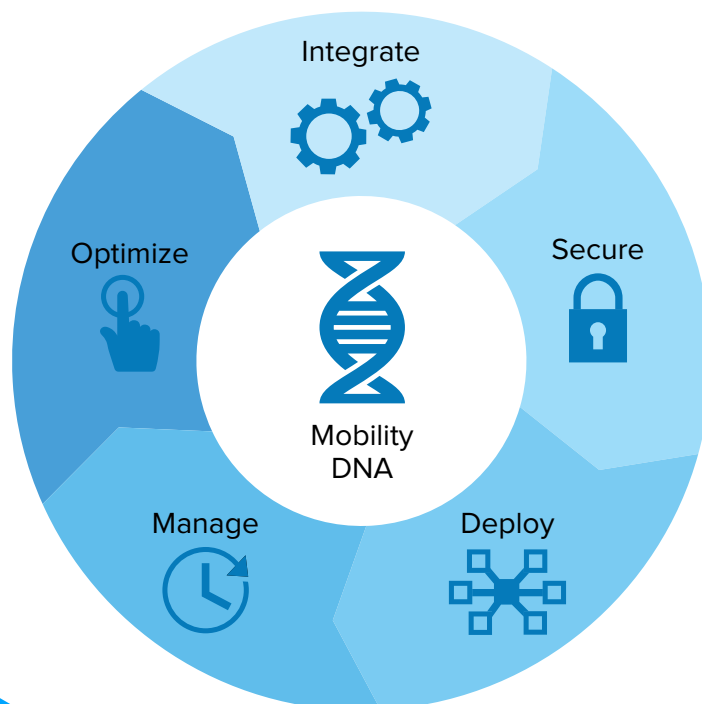
Make your investment last with wise, built-in software capabilities that help ensure ongoing functionality is continually raised to the latest, highest standards—with Zebra Mobility DNA.

Software is The Differentiator
Zebra Hardware plus Zebra Software

Your hardware interactions will change over time. Without the right software, your devices won't be able to adapt to your evolving business needs. With Zebra Mobility DNA, you're empowered from the start with built-in applications, utilities and tools that maximize your device performance from integration, security and deployment for easier management and optimization.

Hundreds of mobile computers to deploy and configure? You're in control. A cybersecurity threat to your devices? You're protected. A new set of tasks for your rugged tablet? You're powered. Your team will appreciate how Mobility DNA helps raise productivity, lower turnover and accelerate greater business outcomes by adding value at every stage of your devices' lifecycle.

Integrate

Optimize

Secure

Mobility DNA

Manage

Deploy

Integrate
Developers can effortlessly create and integrate mobile computer apps in less time with less risk

- Write it once; run it on multiple platforms
- Add advanced enterprise features
- Leverage Zebra APIs and sample code

Enterprise Mobility Development Tool Kit
Take full advantage of your device's capabilities

Enterprise Browser
Build feature-rich web applications

DataWedge
Easily integrate data captured with Zebra Android devices into your applications—without time-consuming, costly programming

Zebra Mobility DNA
Empowers Your Teams
Give your teams the tools they need to solve the challenges unique to their roles.

App Developers and Independent Software Vendors
Gain swift, smooth app integration, to prevent slow and error-filled development which can delay deployments.

IT Administrators
Access security and control, as well as simplified device management, to eliminate time-intensive configurations and vulnerabilities to security risks.

Operations Managers
Are able to locate, power and optimize devices to maximize uptime, avoiding the risks of device failures and costly troubleshooting.

Frontline Workers
Are given optimized devices and software tools for a user-friendly experience to reduce sluggish performance, and instead streamline tasks and increase productivity.

Secure
Maximize IT's ability to address new and emerging threats

- Get <10 years of timely updates
- Migrate to the new OS at your pace
- Monitor the security status of mobile computers in real time

Mobility Extensions (Mx)
Add extra layers of features and services crucial to protecting business data and network access

LifeGuard™ for Android™
Gain easy access to fleetwide metrics, including battery state of health

Enterprise Home Screen
Specify apps users can access, disable device features and automatically launch apps

GMS Restricted Mode
Turn off the Google Mobile Services you don't want

Deploy
Rapidly stage and easily configure small to large batches of mobile computers

- Configure with almost no learning curve
- Automate staging with a scan or NFC tap
- Bundle all settings and remotely stage

StageNow
Capture any barcode in virtually any condition the first time

Zebra Zero-Touch
Pre-configure the devices you purchase; out of the box, they'll provision themselves for faster deployment

Manage
Help IT reduce the complexity of managing and maintaining mobile computers

- Centrally manage devices in multiple locations
- Resolve software and OS issues faster
- Assess utilization of mobile computers

Device Diagnostics Tool
Test major systems to eliminate unnecessary repair-depot trips

Device Tracker
Easily track and find lost or missing Zebra mobile devices

WorryFree Wi-Fi (Analyzer)
Capture and analyze wireless data and voice to improve connectivity performance

RxLogger
Capture system and application logs to identify problems and avoid sending no-failure-found devices for repair

OEM Config (Mx)
Software application providing a unified interface for all Zebra value-added APIs via the customer's EMM

LifeGuard-Analytics
See which security updates are available, which devices are eligible and more

Optimize
Enable workers to do more by improving the performance and UX of their mobile computers

- Ensure reliable and consistent connectivity
- Find lost devices even if powered down
- Unify teams, communication, and workflows

WorryFree Wi-Fi (Fusion)
Ensure a dependable and superior Wi-Fi experience

Device Central
Manage Bluetooth® accessories

All-Touch Terminal Emulation
Convert legacy, green screens into an all-touch, modern UX

Enterprise Keyboard
Enable fast, accurate alphanumeric entry

SimulScan
Effortlessly capture the right barcodes (up to 100 barcodes at the same time)

Workforce Connect
Close the gaps between teams, data and information

DataWedge
Easily create custom profiles enabling faster data capture needs across workflows

TekTerm
Migrate CE windows mobile applications to Android

Enterprise Home Screen
Create a single-purpose device to ensure mobile computers are utilized for work

Enterprise Browser
Offer workers an intuitive and graphic-based experience that minimizes errors and guesswork

Terminal Emulation Lite
Give users a modern touch interface with either automatic, predictive reformatting or a customized UX

Push-to-Talk Express
Instantly enable PTT communication over your existing Wi-Fi network

Zebra DNA
Your Built-in Advantage

Zebra DNA is a suite of built-in software applications, utilities and tools that deliver the unmatched experiences your team gets over the lifetime of every Zebra device—from mobile computers to scanners, printers, RFID readers and more.

That Zebra DNA advantage powers your Zebra hardware investment with capabilities that draw on decades of learning to deliver a full lifecycle of exceptional experiences for every kind of user.

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