



ZEBRA
CAPTURE
YOUR EDGE

THE ET60/ET65: THE TOP 5 REASONS TO SELL

This sales tool presents the benefits you'll enjoy as a partner when you sell the ET60/ET65 Enterprise Tablets, along with links to training and customer-facing resources to assist in your sales efforts.



THE MOST VERSATILE RUGGED ANDROID BUSINESS TABLETS

When your customers need a rugged tablet, the ET60 and ET65 deliver more — more features, more power, more security, more ruggedness and more versatility. As Zebra's most versatile and rugged Android tablets, the ET60 and ET65 are built for the punishing conditions found in warehouses, manufacturing plants, ports, yards, freezers and the field. They are loaded with the latest technologies, including a next generation computing platform and wireless connectivity. And they can be used as a vehicle mount computer in forklifts, a desktop computer in the office, and a handheld tablet on the floor or field.

WHY SHOULD YOU SELL THE ET60/ET65?

TOP 5 RESELLER BENEFITS

1

An upgrade story that's easy to sell.

Zebra is the market leader for Android rugged tablets — and the ET60/ET65 represents our most rugged and versatile Android tablets yet. They offer a strong upgrade path for customers with aging competitive tablets, Zebra L10 Android tablets, as well as customers who are using ET51/ET56 Android tablets in rugged use cases like warehousing, field service and manufacturing. Customers can step into a new age of rugged mobility with a faster platform, latest wireless connectivity, more rugged specs and more features.

2

A rugged vehicle mount solution without compromise.

The ET60/ET65 is the perfect replacement for legacy vehicle mount computers. Customers get all the versatility of a tablet, without sacrificing any of the capabilities of a single-purpose vehicle mount device. Zebra's rugged vehicle dock holds the ET60/ET65 in place under heavy vibration, constant pounding and operation over ramps and bumps. An optional heated touchpanel (ET60 only) ensures clear visibility under heavy condensing conditions for uninterrupted workflows in freezers — a feature no other rugged tablet can offer today.

3

Support your customers' private 5G plans.

Businesses are increasingly looking toward private wireless technology (4G/5G/CBRS¹) instead of Wi-Fi or public cellular for factories, yards, ports, warehouses and energy sites. Why? These networks offer consistent outdoor performance and lower susceptibility to noise, latency and interference. Plus, private 5G networks can be set up anywhere coverage is needed. Whether your customer is actively deploying private 5G/CBRS or would like to embrace this technology in the future, the ET65 has them covered.

4

An expandable solution that's easy to customize.

You can tailor the ET60/ET65 to meet the needs of specific use cases to help close more deals and increase revenue. With the Z-Back ecosystem, modules can be fitted to the back of the tablet, such as a CAC reader², handstrap or kickstand. The ET60/ET65 tablets also feature Zebra's innovative eConnex™ connector, providing an opportunity for partners to create unique solutions — from ZigBee radios to RFID and payment solutions. And you can get to market faster by leveraging existing solutions for the Zebra TC product families.

5

Mobility DNA — your built-in sales advantage.

Mobility DNA enables you to leverage everything we've learned over the last 50 years about technology, users and use cases, to strengthen and differentiate your battlecard. No other competitor offers as broad of a software suite for enterprise tablets. That translates into more business, more revenue and a more compelling offer. With Mobility DNA, you're ready to support every stakeholder — from developers to IT, from operations to frontline workers — at every lifecycle stage of Zebra devices.

RESELLER RESOURCES

TARGET MARKETS

- Warehouse
- Ports and Yards
- Manufacturing
- Field Service
- Public Safety

SALES RESOURCES

[The Source \(for internal Zebra only\)](#)

Partner Gateway

- ET60/ET65 Datasheet
- ET60/ET65 Battlecard
- ET60/ET65 Selling Guide and Customer-facing Presentations
- Upgrade Flyers: L10 Android, ET51/ET56 Android, legacy vehicle mount computers
- ET60/ET65 Infographic
- Tablet positioning guide



For Internal Use by
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1. CBRS is available in the US only
2. CAC reader available 1H 2024



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