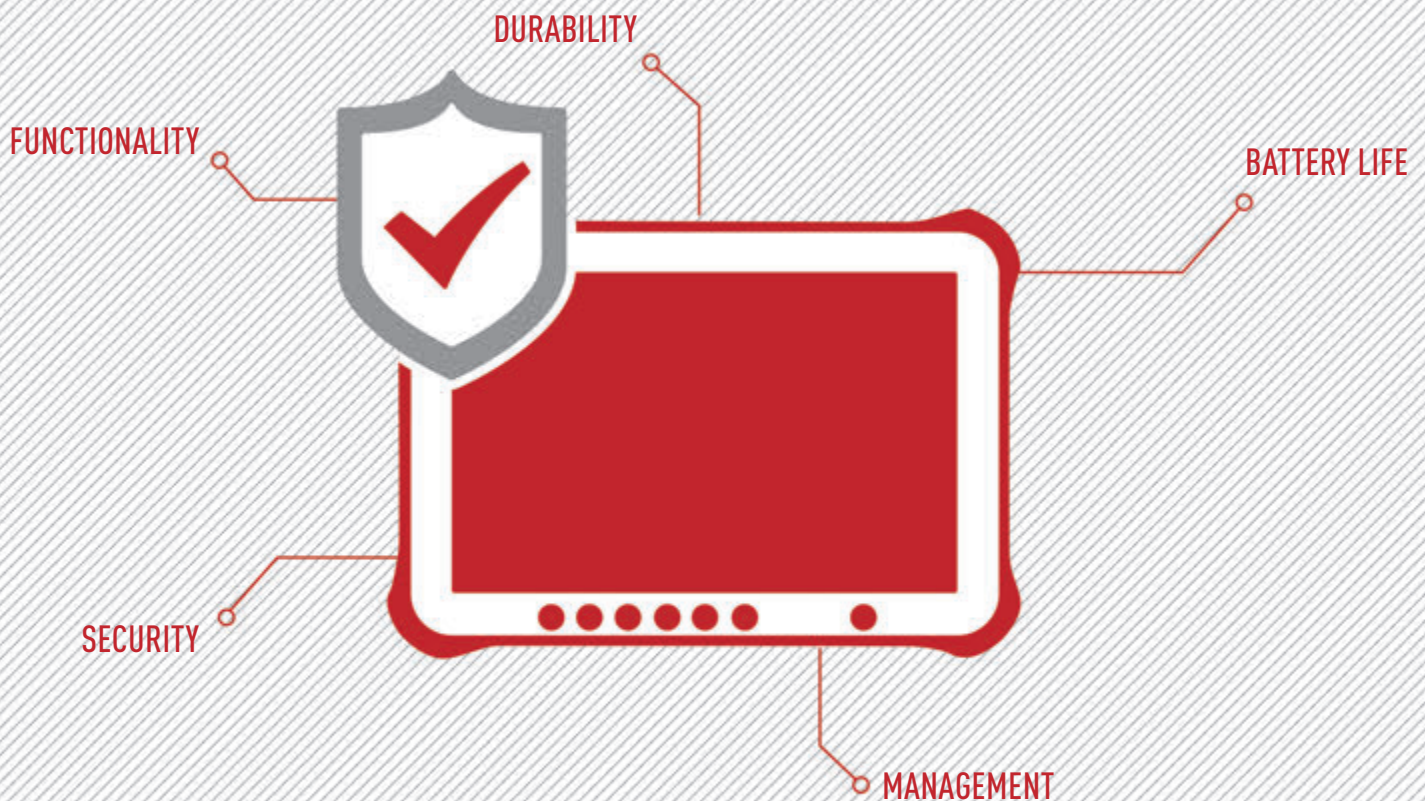


# PANASONIC TOUGHPAD: RELIABLE PERFORMANCE, RUGGED DESIGN



# PANASONIC'S TOUGHPAD TABLETS ARE A SECURE AND RELIABLE TABLET DEMANDED BY ENTERPRISE APPLICATIONS AND USERS

## INTRODUCTION

Based on a recent study conducted by TBR, many companies recognise the value of tablets to improve employee productivity by expanding the concept of the workspace but are frustrated by the lack of devices on the market that deliver the enterprise-class durability, security and functionality their applications and business processes demand.

### TOP THREE DRIVERS FOR FUTURE TABLET PURCHASES BY ENTERPRISES/ORGANISATIONS

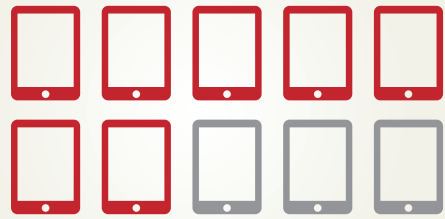
**69%**

OF ENTERPRISES STATE A SINGLE TABLET PLATFORM IS IMPORTANT TO THEIR ORGANISATION

**58%**  
IT Integration

**57%**  
Security

**56%**  
Manageability



“ We see Windows tablets as replacements for the consumer tablets we currently use. ”

Panasonic's Toughpad tablets are a solid implementation of this new type of platform and should be considered when evaluating any client device refresh. Changing business conditions, as well as the emergence of this new line of enterprise-class devices, make it a good time for many companies to re-evaluate their mobile computing platforms.

A two-part study of business tablet users conducted by TBR and sponsored by Panasonic found organisations using tablets seek a tablet that features enhanced security and operating system version controls, streamlines integration into a business infrastructure and improves tablet management tools that exceed those of today's generally available consumer tablets.

TBR's initial survey enlisted more than 230 IT decision makers to respond to an online survey and offer their insights into the tablet marketplace, with primary study objectives including:

- 1 Discovering the drivers motivating organisations to purchase tablets
- 2 Learning what features organisations consider important when selecting a tablet
- 3 Analysing the tasks employees utilise tablets to complete
- 4 Observing how tablet usage varies across different industries
- 5 Determining how satisfied organisations are with tablets

## NOW IS THE TIME TO EVALUATE A RUGGED TABLET PLATFORM

The business advantages of a durable, secure platform for mobile computing are substantial, especially as employees increasingly access data and documents from locations outside the office. A robust, protected platform streamlines network operations, making it easier for employees to gain access to the resources they need to complete their tasks.



OF ORGANISATIONS WANT MORE **DURABLE TABLETS** FOR THEIR EMPLOYEES

“ With the number of laptops that have been damaged on the job, we'd love to have a rugged full-size tablet. ”

MORE DURABLE DEVICES → MORE DEVICE UPTIME → INCREASED PRODUCTIVITY

## TABLETS NEED TO BE RELIABLE PERFORMERS, REDUCING THE TOTAL COST OF OWNERSHIP WHILE MEETING DEMANDS OF A BUSINESS' APPLICATIONS AND COMPUTING ENVIRONMENT

Organisations including tablets as part of their IT infrastructures need a tablet platform with proven reliability to support their key initiatives. Three categories scored highly with focus group respondents in importance — security rated as the top priority at 70%, battery life at 65% and durability at 53% — but all three areas exhibited among the lowest degree of satisfaction.



## SECURITY AND DEVICE MANAGEMENT

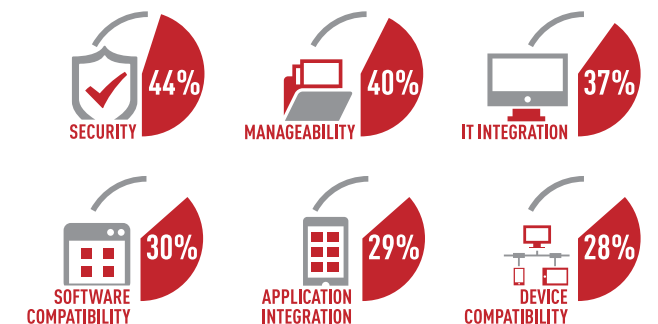
While 70% of survey respondents cited security as most important to their tablet purchases, security of the iOS and Android tablets used by the respondents exhibited among the lowest satisfaction ratings. A lack of operating system and application version controls, as well as limited tools to enable unified, en masse software updates, are chief concerns for organisations.

## RELIABLE PERFORMANCE

Tablet durability was cited as a top concern in organisations; survey respondents expressed the lowest satisfaction levels for durability and return on investment (ROI) of their tablets. Additionally, survey respondents cited ROI and network integration among the least influential factors for tablet purchases, with purchase price among the most influential.

The lower purchase prices of consumer-grade tablets have contributed to the speed at which devices have entered the enterprise. However, the challenges organisations face maintaining and supporting a wide and changing range of consumer tablets, that are often replaced within 12 months of purchase, underscore the need for a reliable platform of devices that easily integrates into an organisation's operations.

AN ORGANISATION'S DEFINITION OF 'RELIABILITY' IS UNDERPINNED BY THEIR TABLET SELECTION DRIVERS

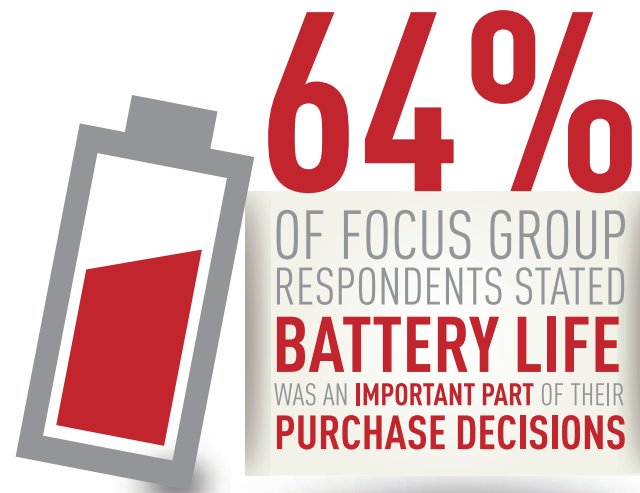




## BATTERY LIFE

With businesses moving important applications to tablets as they aim to capitalise on the increased productivity of a mobile workforce, battery life and serviceability become key components of a tablet's value proposition. The longer a battery is able to power a tablet, the longer it enables employee productivity. The easier it is for IT staff — or employees — to swap in a fully charged battery or replace an aging or defective unit, the longer that device remains in service, reducing the costs associated with tablet downtimes.

However, batteries in most tablets deployed in businesses today are difficult to replace when they begin to age or fail because they are typically embedded in the tablet circuit board or mounted flush with the tablet's outer case. This means the whole tablet has to be sent for service — leaving the employee without a device or with a new replacement device and requiring time from IT administrators to set up a new user profile. Additionally, during daily use when the tablet's battery needs charging, the entire tablet must either be set aside to charge or tethered to a power outlet. This can translate into hours of lost employee productivity.



## HOW PANASONIC MEETS THESE REQUIREMENTS

Devices such as Panasonic's Toughpad tablets are purpose-built to boost employee productivity regardless of the work environment. With organisations responding to user demand and establishing tablets as a companion device to a notebook or desktop PC — or in some vertical markets such as finance,

healthcare, retail and the public sector, the primary computer — the Toughpad line is engineered to be a more secure, reliable and viable long-term computing device.



## PANASONIC'S TOUGHPAD LINE HELPS STRENGTHEN SECURITY AND DEVICE MANAGEMENT TOOLS

By providing exclusive access for Mobile Device Management software companies such as MobileIron and SOTI to go deep into Toughpad's application programming interfaces (APIs), Panasonic's tightly integrated MDM solution grants organisations wide yet granular control over their fleet of tablets. For example, allowing only organisation-approved applications and versions of Android™ or Windows operating systems, "pushing" that software out to devices from a central office, remotely checking battery health and enabling IT staff to remotely login and control the device. Panasonic's MDM solution incorporates third-party software, but the degree to which it provides control of the Toughpad's core functionality is a compelling differentiator from consumer tablet vendors' MDM solutions.

IT managers can manage all devices globally whether "globally" applies in an office environment or to the multiple geographies in which the organisation has a presence. Panasonic's Toughpad MDM solutions allow an organisation to create a template that supports its business — turning Toughpad tablets into a purpose-built tool used to boost worker productivity and precisely control their mobile device fleet, minimising disruption to the devices used to support a business' initiatives to reach its strategic goals.

## TOUGHPAD TABLETS ARE RELIABLE PERFORMERS FOR MANY DIVERSE INDUSTRIES, UNDER ANY CONDITION

The enhanced durability of Panasonic's Toughpad line provides an enterprise's mobile workforce with a reliable computing platform that enables mobile workers to be productive in the field or in the office. Toughpad tablets' increased durability and reliability helps minimise the risk of the enormous cost of mobile worker downtime. By providing employees with high-performance Windows or Android tablets capable of being used anywhere; mobile workers are able to use their devices to access corporate and network resources as needed to perform their roles.

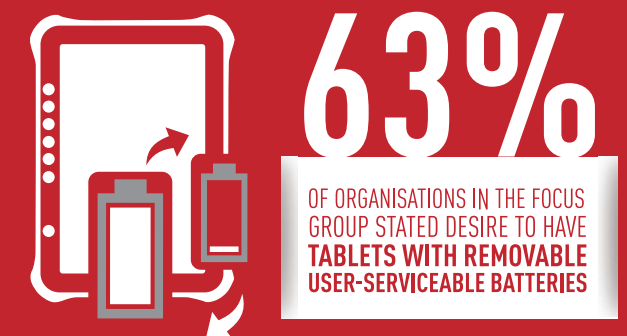
Toughpad accessories — which are interoperable across all Toughpad products, can be used simultaneously and connected without needing to remove an external case — increase the ability of Toughpad to adapt on demand for many business-critical tasks, which bolsters Toughpad's capabilities to align with evolving use cases.

While mass-market tablets access a wide range of accessories and peripherals, including physical keyboards compatible with purely touch-screen devices, their applications for many mobile enterprise workers are limited. The applications used by business tablet users often require the ability to support additional attachments such as barcode readers, cameras via common interfaces such as USB and serial ports, as well as accessing information or applications via an SD card or external SD card reader. Many current tablets do not have access to these options, limiting their ability to enhance employee productivity and diminishing the value of a tablet to an organisation.

## PANASONIC'S TOUGHPAD TABLETS ARE ENGINEERED TO GO THE DISTANCE

Toughpad Tablet's user-replaceable batteries are rated by Panasonic to last for 8 hours under continual use, compared to 5 hours or less for the lithium polymer batteries found in most mass-market tablets. When compared to the Toughpad's lithium-ion battery, lithium polymer batteries have a faster lifecycle degradation rate and are more sensitive to electrical and thermal effects, resulting in reduced battery life.

As tablets take a more prominent role in a business' day-to-day operations, Panasonic's lithium-ion batteries will power Toughpad tablets, providing organisations with a platform that helps mobile and remote workers maintain their productivity levels for longer periods of time, regardless of where they are or what application demands they place on their tablet.





## CONCLUSION

Combined with the rapid introduction of the tablet form factor into organisations, shifting enterprise application demands and employee usage scenarios are creating a ripple effect in the devices marketplace. Enterprises are seeking a tablet that provides durable hardware, software security and device management tools that all contribute to minimising capital and operating expenses, reducing total cost of ownership (TCO). Rugged tablets create a unique opportunity as they enhance the productivity of mobile workers while reducing the risk of downtime in the field.

Consumer-grade tablets established the tablets' utility in business, but as businesses increasingly rely on tablets, durability and security become more important.

The durability of Panasonic's Toughpad line, its out-of-the-box security setup, application compatibility services, device management and innovative approach to battery lifecycle management should earn an organisations' full consideration. TBR believes Panasonic's Toughpad tablets present a compelling value proposition for organisations seeking to transform employees' increasing mobility into increased productivity.

## ABOUT TBR

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