

# CUSTOMERS SPEAK OUT ABOUT WHAT THEY NEED IN A RUGGED MOBILE DEVICE

How can you determine which solution is cut out to meet your workforce's needs? A **VDC customer satisfaction study** identifies the most important capabilities customers are looking for in rugged mobile devices. Panasonic TOUGHBOOK® mobile devices received high satisfaction ratings from customers and their workers—in every single category and more.



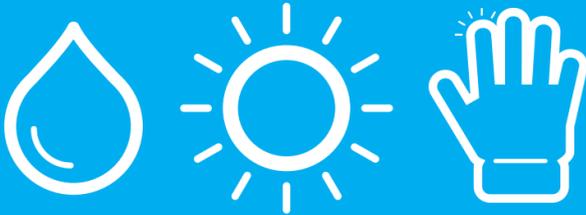
## PREPARE FOR THE DEMANDS OF THE JOB

Environmental conditions are a major deciding factor for device selection. Here are the problems customers expect their mobile devices to solve.

### CERTIFIED TOUGH

**PROBLEM:** Work gets interrupted due to devices being unable to withstand dust, extreme temperatures, wet conditions, vibration and accidental drops.

**SOLUTION:** TOUGHBOOK mobile devices are certified by third parties for military-grade toughness (MIL-STD-810G) and protection from fluids and solids (ingress protection).



### RESPONSIVE INPUT/DISPLAY SCREENS

**PROBLEM:** Bright sunlight makes screens unreadable and wet conditions or gloves make touch displays non-responsive.

**SOLUTION:** TOUGHBOOK touchscreens are non-glare with rain and glove-touch functionality.



### LOW FAILURE RATE

**PROBLEM:** Your workers complain about short battery life and never know when their device or accessories are going to fail.

**SOLUTION:** TOUGHBOOK mobile devices boast the lowest device failure rate in the industry, enterprise-grade accessories and long-life batteries that are easy to swap out. Our Smart Battery service monitors battery performance and helps replace them before they fail.

### RELIABLE WIRELESS CONNECTION

**PROBLEM:** Unreliable connectivity and reach is causing work to be delayed and frustration for your workers.

**SOLUTION:** TOUGHBOOK devices are specially engineered with industrial-grade and standards-based modules. Our devices' high-quality embedded modules and antennae are tested in the industry's largest anechoic chamber to minimize radio frequency interference and achieve optimum wireless connectivity speeds and performance.



### REMOTE SUPPORT

**PROBLEM:** It's difficult to manage your distributed or remote workforce's devices.

**SOLUTION:** TOUGHBOOK devices thrive in and out of the office. Panasonic offers mobile device management, remote security patching, application management and version control, as well as battery monitoring, technical support and troubleshooting from anywhere.

### EASE OF USE

**PROBLEM:** Your workers have trouble using industrial-grade devices, which can be harder to use than more user-friendly consumer devices.

**SOLUTION:** TOUGHBOOK mobile devices support familiar Windows® or Android™ operating systems, and feature configurable buttons that make it easier for you to launch applications on a utility pole, a forklift or in cramped spaces.

## MORE THAN DEVICE PERFORMANCE

The VDC study also reported that Panasonic scores highest in understanding the full scope of your business needs—offering service and support in these essential areas.



Matching solutions to business needs



Break-fix support



Technical support



Ongoing customer relationship



PANASONIC OFFERS ROCK-SOLID RUGGED DEVICES THAT RUN ON WINDOWS AND ANDROID, WITH PURPOSE-BUILT OPTIONS—LIKE BARCODE READERS, CARD READER ACCESS, THERMAL CAMERAS, REPLACEABLE MODULARITY, VOICE TO TEXT AND MORE.



For more information about how Panasonic ranks with rugged device customers, [read the full report](#) or contact one of our customer experts:

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