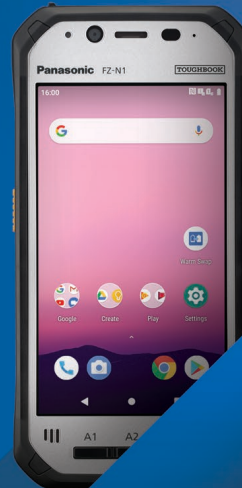


Panasonic

TOUGHBOOK



Mobile Computing as a Service:
Breaking the traditional cycle of mobile technology refreshes

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Foreword

Businesses are trapped in a cycle of refreshing their mobile computing devices for the workforce every two to three years to ensure they are equipped to take advantage of the latest technology and applications. The rapid advances in design, functionality and the resulting increases in mobile workforce productivity are too important to ignore. But these benefits are coming at a significant cost with a regular, large investment expenditure in new technology.

This research shows us that technology buyers are keen to break that cycle and that the idea of a new subscription-based model would work. They say the benefits are clear: spreading the costs, faster access to the latest technology, improved cashflow forecasting. Additional benefits of an end-to-end service include the ability to deliver devices directly to the workforce wherever they may be and removing the worry of securely decommissioning and disposing of the devices at the end of useful life.

Panasonic's rugged mobile devices are transforming the productivity of mobile workforces in industries from retail and hospitality, through manufacturing and logistics, to healthcare and emergency services. Our new Toughbook-As-A-Service option allows organizations of any size to take advantage of our market-leading technology, with wrap around services to meet their needs, in a more flexible way and without the financial burden of upfront costs.

I encourage you to read our latest technology buyer research on the potential for mobile computing as a service and consider your own approach.

SUSAN BLACK

General Manager Enterprise Solutions
Division for Panasonic Canada Inc.

Executive Summary

Technology buyers favour spreading the cost of mobile workforce computing

Technology buyers are in favour of spreading the cost of equipping their mobile workforces with notebooks, tablets and handheld devices.

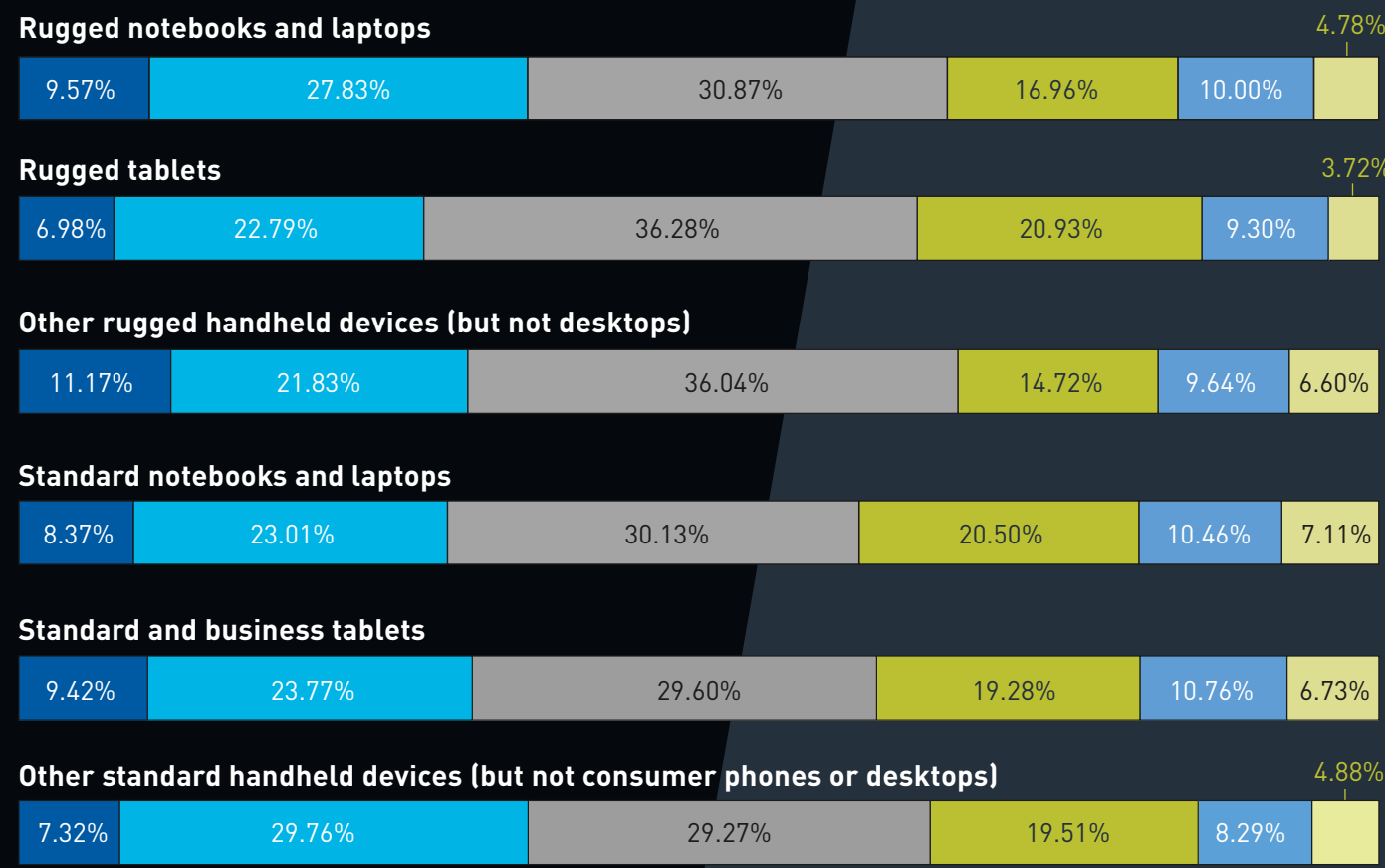
67%

of Canadian technology buyers said they would be interested in a subscription-based solution to equip mobile workforces.

Trapped in a refresh cycle

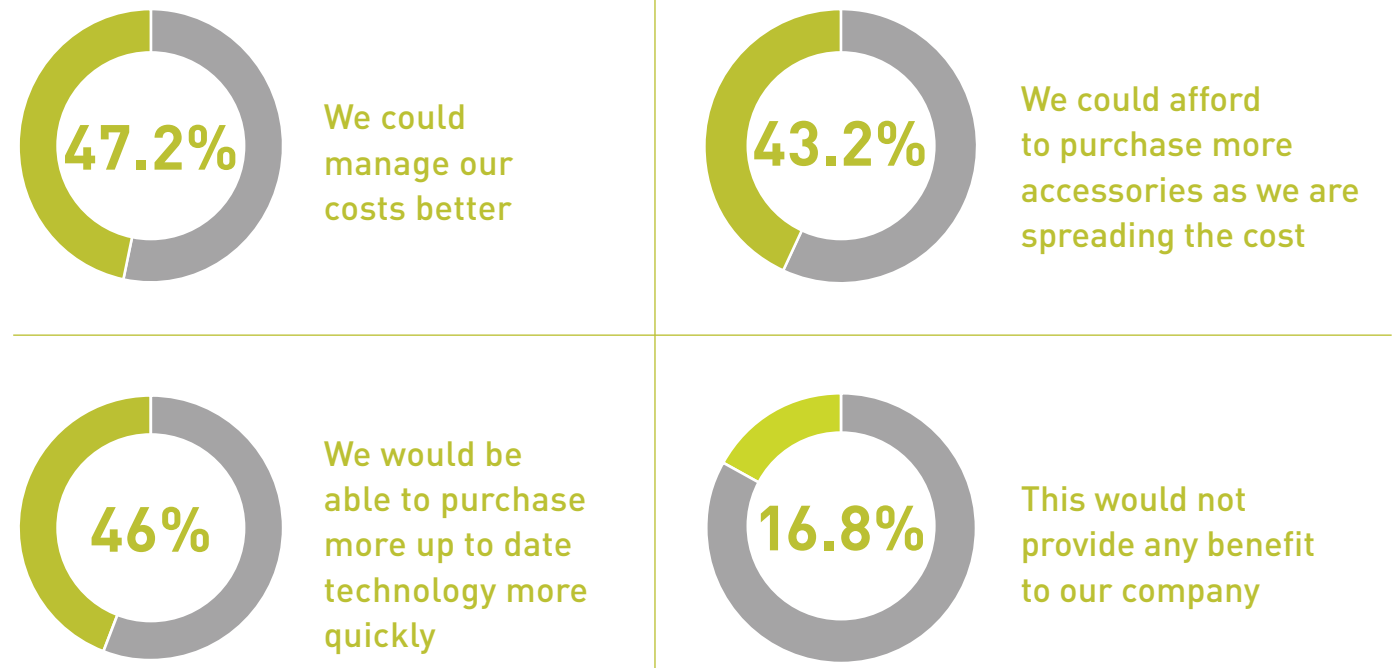
Across all device types, buyers tend to replace their mobile workforces' devices every 2-3 years. Buyers say that they replace their mobile devices with the following frequency:

- At least once a year
- Over 1 year - up to 2 years
- Over 2 years - up to 3 years
- Over 3 years - up to 4 years
- Over 4 years - up to 5 years
- Over 5 years



Benefits of “As a Service”

Buyers said spreading the cost of purchasing devices monthly over three to five years, as opposed to one up-front payment would help them to:



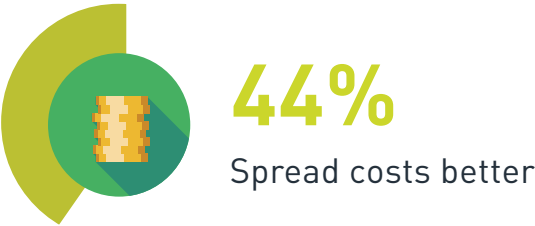
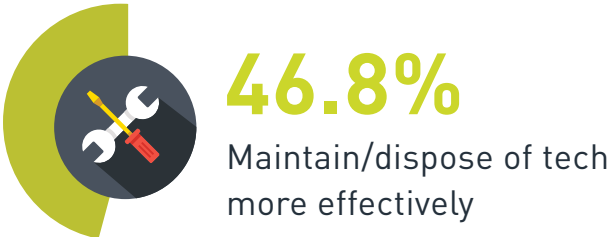
Maintenance and disposal

The new approach of payments for hardware spread over three years at



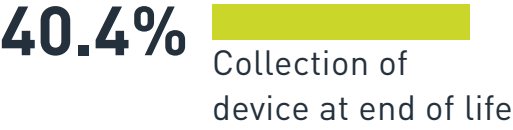
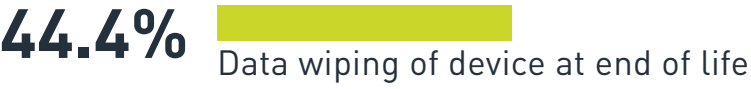
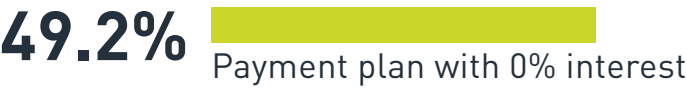
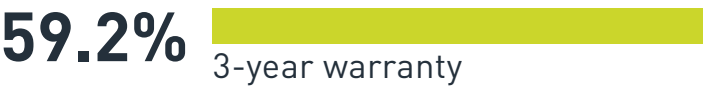
with helpdesk support and secure, end of life disposal was also attractive to buyers for reasons beyond cash flow.

The following were the most sought-after benefits, according to the buyers:



Standard service elements

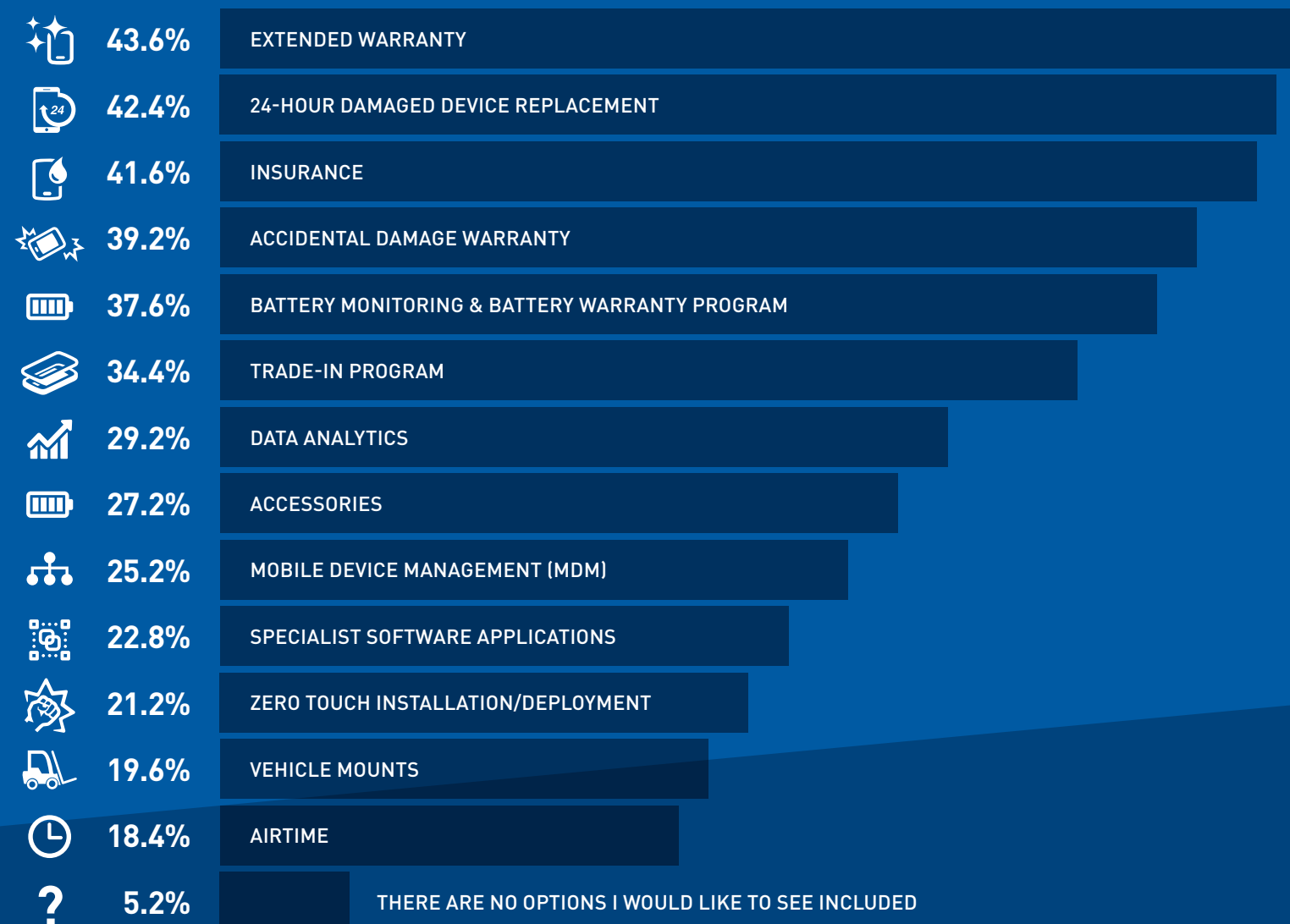
The service elements buyers most wanted included in the subscription model were:





Optional service elements

Optional extras they were keen to see offered included:



Market awareness low

Despite the enthusiasm for the service:



**opinion
matters**

The independent research, carried out by Opinion Matters on behalf of Panasonic Toughbook, questioned 250 Canadian technology buyers of notebooks, tablets and handheld devices for mobile workforces.

TOUGHBOOK
AS-A-SERVICE

TOUGHBOOK AS A SERVICE

Panasonic launched its Toughbook-as-a-Service offering in early 2019. It's a unique, interest free or low interest, monthly payment model for rugged devices over 3, 4 or 5 year terms. Businesses can now equip their mobile workforces with any rugged Panasonic Toughbook notebook, tablet or handheld device without having to worry about large upfront costs in capital expenditure

Toughbook-as-a-Service is an end-to-end subscription, powered by digital services provider, Econocom. It allows companies to pay for their Toughbook devices monthly, over a 3, 4 or 5 year period. Unique to the service, subscribers pay the same as a cash purchase, even though payments are spread over a longer term - eliminating the need for large upfront costs.

Toughbook-as-a-Service solutions include access to Panasonic Toughbook devices, delivery, 3-year warranty, helpdesk support, and end-of-life services such as collection, recycling and data wiping. As well as the rugged hardware, customers can choose to add into the monthly payment, on the same 0% interest terms*, options for their solution including vehicle mounts, docking stations, specialist software applications and other device accessories, as well as extended and accidental damage warranties.

Customers can also choose to personalize their subscription with a number of optional extras, including a trade-in program which allows businesses to upgrade their technology without losing the value of their existing estate.

*TaaS is a 0% finance OPEX solution, including up to 20% soft costs over 3 years. If the transaction requires more than 20% soft costs / software, or across 4-5 years then the interest rate will be higher.



Take a look at our full range of products:

<https://na.panasonic.com/ca/computers-tablets-handhelds>

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