



Key Challenges Solved

Tablets That Work for Business

They may have started out as consumer devices, but the latest tablets are robust enough to overcome barriers to enterprise adoption — and to open the doors to new opportunities.

Sponsored by



Today, people rely on mobile gadgets more than ever before. Smartphone sales eclipsed PC sales several years ago. Now manufacturers also ship more tablets than PCs.¹ Analysts at Forrester Research predict that there will be 905 million tablets in use by 2017 — one for every eight people alive worldwide. By that time, 60 percent of North Americans and 42 percent of Europeans will own a tablet.²

Smartphones and tablets have radically transformed the computing landscape — and users' expectations. People have grown accustomed to having powerful, always-on computers in their pockets or bags. They're used to having on-demand access to Internet content and their favorite apps in lightweight, easy-to-use products.

Regular use of smartphones and tablets in personal lives has led people to expect the same experiences from the devices they use for work.

IT and Business Tensions

However, these user expectations don't always align with business requirements. Organizations want workers to have phones and tablets that are reliable and durable, that can run corporate apps, and that are easy to manage and secure.

Until recently, tablets haven't done a very good job of meeting both user and business needs. Some employees have brought consumer tablets to work, but these generally lack the security and management features that businesses need. In general, iPads and Android-based tablets can't run legacy enterprise applications. These consumer devices might have pleased users, but they placed huge burdens on IT and increased costs.

In an attempt to avoid these challenges, some businesses supplied laptops

Manufacturers
now ship more tablets
than PCs.¹



Learn more at www.Dell.com



1

2

3

4

5

6

7



or convertibles that met business needs — but didn't quite satisfy employee expectations. These bulky, heavy machines took a long time to start up and shut down, and they lacked touch interfaces.

Workers and IT departments always had to compromise, with one group or the other not getting exactly what it needed.

Sean Wisdom, Global Director of Mobility Solutions at Dell, says that the IT managers he asks about tablets in work environments cite four main concerns:

- That tablets aren't "built for business"
- That most tablets can't support existing business applications
- That consumer tablets don't support accessories such as printers and keyboards because they're focused on content consumption, not content creation
- That securing and managing tablets can increase costs, complexity, and data loss risk.

Four Business Tablet Challenges Solved

But a new generation of tablets is changing the status quo. "Enterprise tablets now exist that provide the best of both worlds between end user and IT," according to Moor Insights and Strategy analysts.³

The latest Windows-based tablets provide users with the lightweight, on-demand access and touchscreens they expect. They enable IT to overcome the challenges associated with tablet deployment, and they open doors to opportunities for companies to become more efficient and competitive.

1. Business-Ready Features

Tablet-style computers have been around for more than a decade, but they didn't really take off until 2010, when Apple introduced the iPad as a consumer

By 2017, 60% of North American adults will own a tablet.²



Learn more at www.Dell.com

media-consumption device. Competitors soon created similar products, and the new tablet industry was born.

The majority of these early tablets, like the iPad, were built for consumers. A quick glance through reviews shows that many of the first-generation consumer tablets fell short of business expectations in terms of reliability and durability. Battery life, while better than a smartphone's, wasn't sufficient for a full day's work. And everyone who has had to repair a tablet knows how difficult that process can be. On some models, manufacturers can't even replace a dead battery and ship out an entirely new machine instead.

Now, manufacturers are designing the next generation of tablets with business users in mind. The latest Dell tablets, for example, feature batteries that can last ten hours or more, and some have swappable batteries that can extend productive hours even further.

They're also more dependable and durable than their predecessors. New tablets designed for business can withstand minor falls and other hazards involved with day-to-day use. When accidents do happen, they're

Many of the first consumer tablets fell short of business expectations in terms of reliability and durability.

BUSINESS TABLET SERVICES

Encouraging employees to use Windows-based tablets isn't just a way to deal with BYOD pressures and improve employee satisfaction. Using tablets in particular settings can improve productivity and even generate new opportunities, especially in these common scenarios.

Workers who use CPU-intensive applications benefit from tablets as a companion device. These employees include developers, graphic designers, architects, financial managers, and similar professionals. A high-performance desktop remains the primary computer for these workers, but a tablet would be useful for meetings, commuting, and travel, allowing workers to be productive when away from their desks.

Knowledge workers, including sales and marketing professionals, executives, and managers, are candidates for replacing desktops and laptops with dockable tablets. New business-friendly tablets provide more than enough computing power for general office work, and their light weight and touch interfaces make them highly mobile. In addition, the extreme portability of tablets is ideal for salespeople and other workers who spend little time at their desks. Tablets also appeal to this group for the ease of collaboration. In fact, Forrester predicts that **collaboration will soon drive tablet adoption**.

Workers with mission-critical productivity metrics — such as firefighters, police officers, healthcare workers, teachers, retail sales staff, food service workers, warehouse staff, and field service representatives — stand to reap significant gains from tablets. These workers don't have a computer with them during the day, or they may have a laptop that doesn't provide optimum mobility. By outfitting these workers with tablets, organizations can reduce the amount of time workers spend on paperwork and increase the number of interactions each worker can have with customers in a typical day.

Those changes can boost sales, increase the territory a particular worker can cover, and allow workers to accomplish more every day.

Learn more at www.Dell.com



1

2

3

4

5

6

7



easier to repair.

This new generation of business tablets comes in various configurations. Rather than settle for a one-size-fits-all consumer device, businesses can opt for the features and price points that best fit their needs.

2. Support for Business Applications

Applications are a big issue for most organizations that are considering tablets. Business users generally run Microsoft Windows and Microsoft Office, and many have specialized Windows applications that are essential to day-to-day operations.

Tablets based on iOS or Android are typically unable to support these legacy applications. They give users access to a range of new touch-based apps, but not to the mission-critical apps that run their businesses. Some businesses have begun adapting their legacy applications for mobile users or developing

new mobile apps to meet users' needs, but that's a difficult, expensive, and often counter-productive process. Most IT departments are already stretched thin by the demands of maintaining a secure and stable network; diverting resources to app development means they have less time and money to address their core responsibilities.

Windows-based tablets offer the best of both worlds. They run traditional Windows-based business applications and support modern, touch-enabled apps, including the latest version of Microsoft Office. They improve productivity by giving workers access to traditional business applications and to mobile apps that promote collaboration.

These next-generation tablets also simplify application development. Because the tablets support Windows, application development teams can use the same familiar tools they've always used to write Windows applications.

Also, the same touch-enabled Windows apps can run on any device in the network, which eliminates the need to create different apps for different devices and, as a result, saves time and money.

3. Support for Accessories

The first consumer tablets had very few ports for connecting to external devices. Even a simple task such as printing was very difficult. In order to make them useful in a business setting, companies often had to purchase expensive new peripherals.

The latest business-friendly tablets, on the other hand, often include USB ports and other connectors. They easily connect to printers, cameras, scanners, keyboards, fingerprint scanners, barcode readers, credit card readers, and other peripherals that work with Windows. As a result, they're much easier to use to ring up retail sales, for example, or to track inventory in a warehouse.

Some new tablets are dockable. Workers can plug them in to a special port to use them with a keyboard at their desks. They also can quickly unplug the tablets and use the touch-screen as needed.

Experts from Forrester predict that enterprise tablet sales will increase steadily, accounting for 18% of all tablet purchases by 2017.⁴

4. Manageability

Consumer tablets and smartphones have invaded the workplace as a result of the bring-your-own-device (BYOD) trend. In response, companies have had to invest in security and management solutions. Because tablets can be easily lost or stolen, they represent a higher risk of data loss. And because consumer-oriented tablets run a variety of operating systems, device management and deployment are more complex.

Windows-based tablets, on the other hand, can be secured and managed with the same tools that IT departments use for their existing PC fleets. This reduces many of the headaches, risks, and costs associated with mobile devices in the enterprise. While it's unlikely that organizations will be able to eliminate the costs and complexity associated with BYOD, they can minimize and contain those challenges by deploying as many business-friendly Windows tablets as possible.

Work Tablets Take Off

The combination of business-friendly hardware, practical business use cases, and the availability of services is causing many companies to choose to deploy next-generation Windows-based tablets for their workers.

Windows tablets can be secured and managed with the same tools that IT departments use for their existing PC fleets.

BUSINESS TABLET SERVICES

Along with creating a new generation of business-friendly tablet hardware, vendors are also now offering a slate of services that makes it easier for businesses to deploy these devices. These services can address management, security, application development, training, and other business concerns, making tablets even more viable as a workplace computing device.

For example, Dell's tablet services include the following:

- **Dell Data Protection Encryption (DDPE).** This enterprise-class encryption solution secures data wherever it resides, including on corporate tablets.
 - **Accidental damage service and support.** Accidents will happen, but businesses can rest easy knowing that tablet repairs and replacements are covered, even for high-risk environments like medical, retail, classroom, police, and military settings.
 - **Application development.** Dell's experienced IT professionals can help companies develop, customize, test, and/or manage custom tablet apps.
- **Configuration and deployment.** To save time and money, companies can opt to have tablets pre-configured with selected apps installed prior to shipment, and they can also get help with tracking resources and managed delivery of tablets to end users.
- **Windows 8 Boot Camp.** This intensive, one-week course prepares staff for a Windows 8 tablet deployment.

By taking advantage of services like these, organizations can streamline their tablet deployments and possibly reduce related costs.

Learn more at www.Dell.com

The potential benefits are one reason Forrester predicts that enterprise tablet sales will increase steadily over the next few years, accounting for 18 percent of all tablet purchases by 2017.⁴

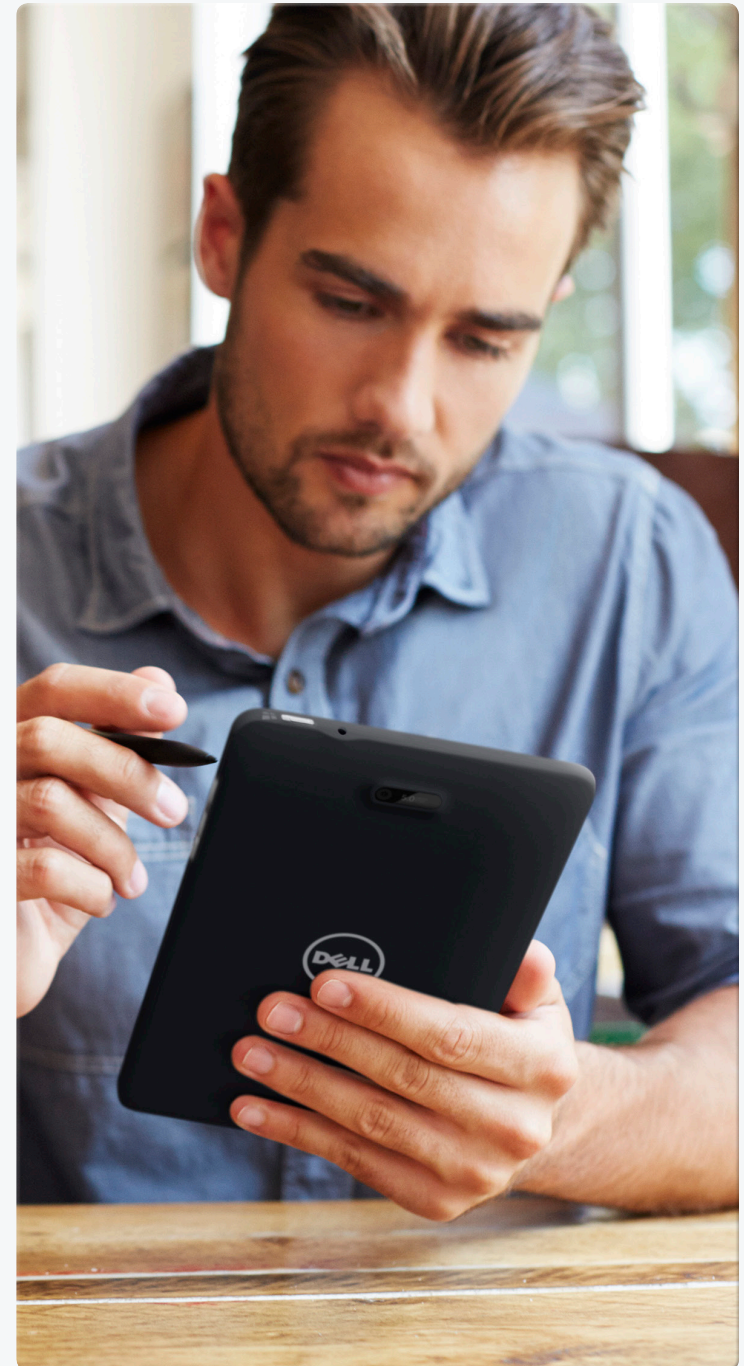
Dell Inc. listens to customers and delivers the innovative technology and services they trust and value. Committed to finding better ways for our customers to be more efficient, more mobile, more informed, and more secure, Dell is one of the world's leading providers of technology to people and organizations of all sizes. The company serves 98% of the global Fortune 500, 10 million small businesses, students and teachers in 400,000 classrooms, every G20 government, and more than 200,000 physicians.

.....
¹ <http://www.idc.com/getdoc.jsp?containerId=prUS24314413>

² <http://www.forrester.com/Forrester+Global+Tablet+Sales+To+Exceed+381+Million+Units+In+2017/-/E-PRE5784>

³ <http://www.moorinsightsstrategy.com/wp-content/uploads/2013/03/The-Latest-Extreme-Low-Power-Windows-Tablets-Now-Ready-for-the-Enterprise-by-Moor-Insights-and-Strategy.pdf>

⁴ <http://www.forrester.com/Forrester+Global+Tablet+Sales+To+Exceed+381+Million+Units+In+2017/-/E-PRE5784>



Learn more at www.Dell.com