

Tough, smart,
and sexy

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1

It costs **65% more** to operate a non-rugged device than one designed for harsh conditions.

facts about Rugged

2

Despite the smaller ordering quantities and higher acquisition costs, a rugged handheld device delivers

a 22% lower total cost of ownership (TCO) than a non-rugged machine used in service, delivery, retail, warehouse and manufacturing settings



3

Rugged devices enjoy a five-year lifecycle, while consumer devices are retired after 12 to 18 months' use.



4

Rugged's failure rate, on average, is **1/3 of the rate** associated with consumer devices.



5

The total value of the rugged market is **\$5 billion (US)**.

Did you know...

Stealth operating modes and privacy shutters, now standard on most rugged devices, up the privacy ante.

6

7

When a rugged device fails, internal support and the mobile worker's lost productivity can total as much as **200 minutes**.



8

1/3

of the customer requests coming into Stratix' Industrial Design Department are for custom accessories for rugged devices.

Sources: VDC Research, Gamma Solutions, Enterprise Mobile Matters, Field Technologies, Tech Page One, Stratix Industrial Design, Kyocera

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