

HOW INVESTING IN AN INDUSTRIAL COMPUTER RESULTS IN LOWER TOTAL COST OF OWNERSHIP

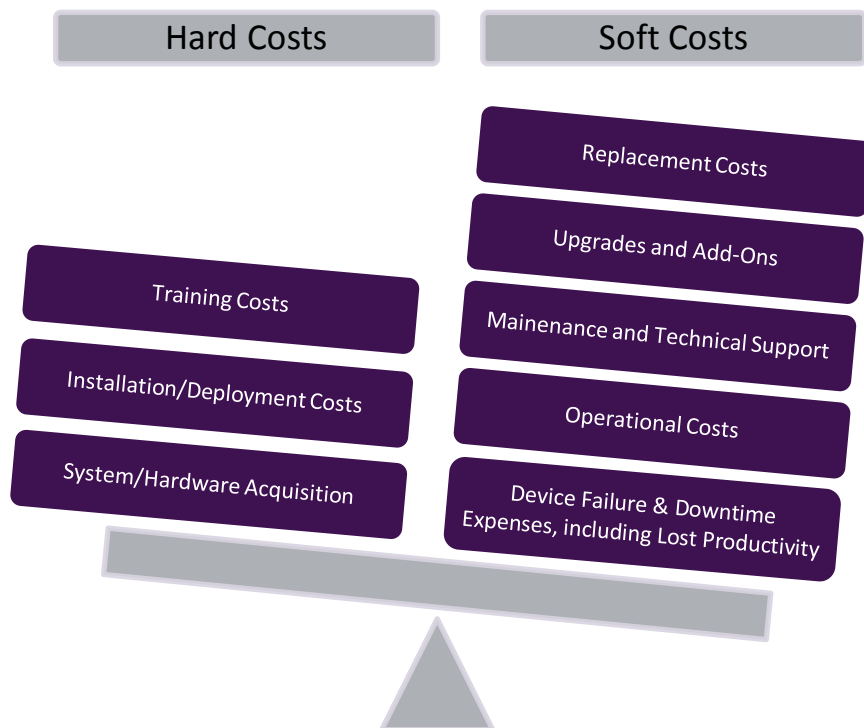
Consumer devices are not built to withstand the rigors of industrial operations. Inevitably, they will fail – whether from exposure to extreme temperatures, water or grease; a clogged fan; internal components shorted from metallic dust particles; vibrations destroying the hard drive or any of the other numerous perils that abound on the factory floor.

Repairing (if even possible) or replacing a commercial PC or its components becomes frequent and quite costly. Such is not the case with industrial computers. They are specifically built to withstand hazardous conditions and extreme environments, saving you money on maintenance and associated downtime costs. The benefits of an industrial PC outweigh the initial cost and provide a higher return on investment.

The true cost of ownership

Evaluating the upfront price is not enough when determining what kind of computing device to purchase for your business. To determine a sound investment, you must analyze the lifetime cost of purchasing and operating the piece of equipment, which is the total cost of ownership (TCO).

To do this and understand the true costs associated with the purchase, buyers must look at not just the hard costs (such as the hardware itself), but the soft costs as well.



Hard costs can be deceiving. A lower initial device cost may seem like a smart investment, but will likely result in money lost from poor performance and outcomes. Downtime from failed computers not only results in lost productivity and therefore revenue, it can negatively impact your customer's experience and lead to lowered satisfaction rates. Choosing a rugged computer device from a trusted brand can reduce the soft costs and improve return on investment.

thinENGINE's rugged devices are made to withstand the challenges and high demands of industrial environments. Rugged devices undergo different types of testing to prove their enhanced durability and protection. To be considered rugged, they meet different standards and operational expectations than consumer-grade devices. They are at a minimum IP54 protected and can survive at least a 4-foot drop onto concrete. Using the appropriate grade computer device in industrial environments reduces risk of device failure and associated costs.

Consumer-grade devices used in industrial environments typically need to be replaced within the first 1-3 years. Rugged computers may last 8-10 years or possibly longer.

Industrial-grade computers are built rugged from the inside out, including the internal components and hardware, outer casing, touchscreen and keypad. They have integrated components (which are also rugged) such as barcode scanners, cameras, GPS, WAN, LAN radios and Bluetooth, making them more versatile and multi-purposeful.

On consumer-grade devices, these are not integrated, but rather are external peripherals that are susceptible to loss, breakage and compatibility issues. Additionally, having to purchase add-on equipment to achieve the functionality needed instantly and quickly raises the price of the seemingly less expensive consumer-grade device. These devices also are not designed for the rough handling or accidental abuse that happens in industrial and field environments and therefore have a very high failure rate and can end up costing thousands of dollars in recovery expenses.

It may be tempting to accept the higher failure rate of a lower-priced device, thinking it would take replacing the device three to four times before the higher cost of an industrial computer would be justified, which feels unlikely. But this way of thinking is deceiving and risky. Having to replace a consumer device three or four times is not as unlikely as it sounds when it is being used in an industrial environment.

An independent study by VDC research revealed the following:

ANNUAL MOBILE COMPUTER TCO			
	Annual Hard Costs ¹	Annual Soft Costs ²	Annual TCO
Rugged Notebooks ³	\$1,092.98	\$2,001.34	\$3,094.22
Non-Rugged Notebooks ⁴	\$820.00	\$4,030.96	\$4,850.96
¹ Includes hardware and software acquisition, system deployment, maintenance and education costs. ² Includes productivity loss from hardware failures, wireless transmission failures, and internal IT support costs ³ Based on 48-month replacement cycle. ⁴ Based on 36-month replacement cycle.			

An industrial-grade computer is proven to be a better investment in the long run.

¹ "TCO Insights on Rugged Mobile Computers" Market Analysis By: VDC, Pg. 4