

POST COVID MARKET TRENDS: A NEW NORMAL

The world today is characterised by a growing demand for mobility. Rugged mobile devices have been instrumental in enabling organisations to embrace mobility and new digital ways of working, saving them time and money in the long term, and boosting productivity and efficiency along the way.

Covid-19 and the resulting economic, social and commercial challenges brought uncertainty for both end users and channel player in the space. However, according to our sources, the market for rugged devices is predicted to grow consistently despite the pandemic. Users are becoming increasingly aware of the benefits of switching to true rugged mobile solutions over consumer products to lower their Total Cost of Ownership (TCO).



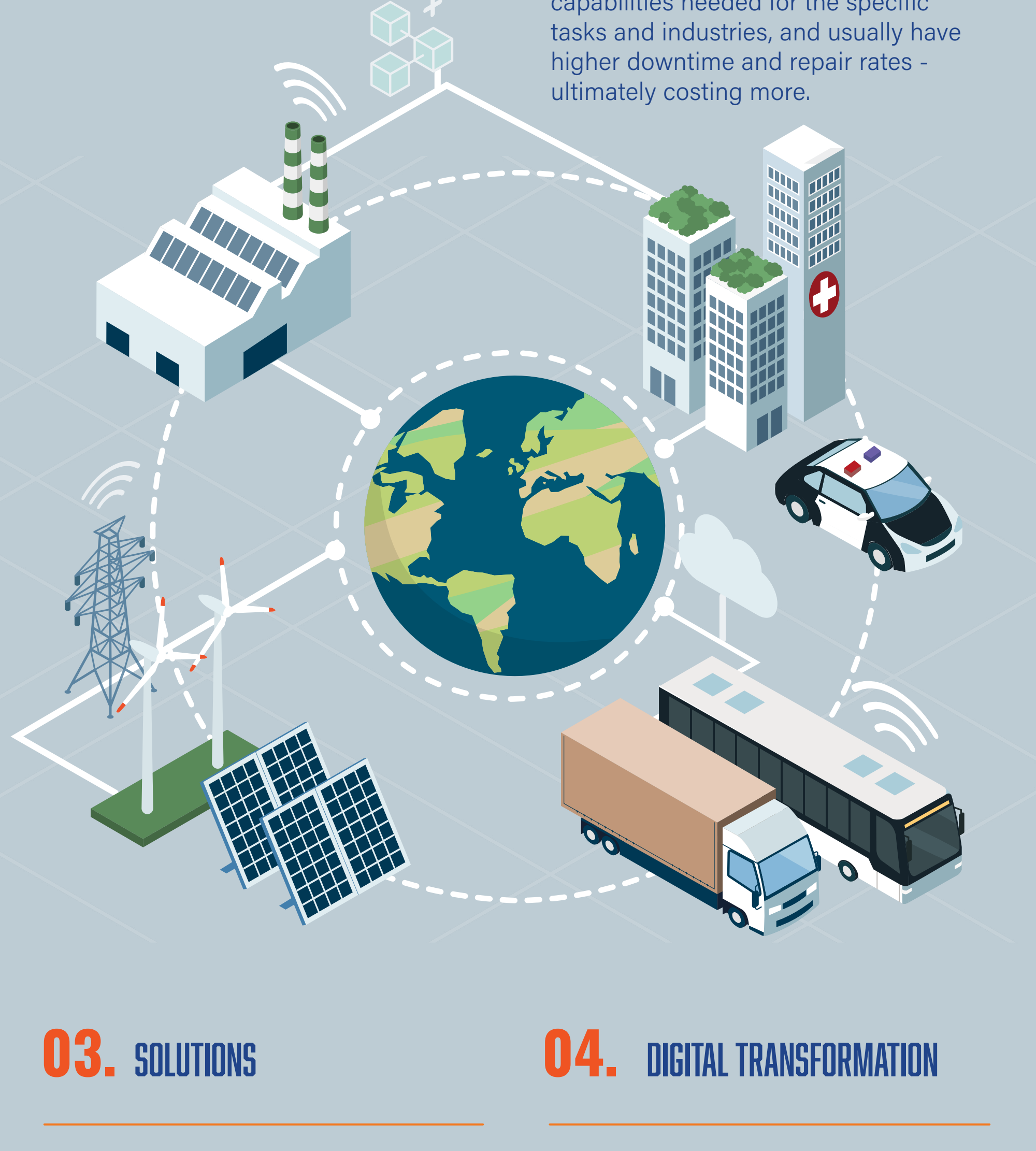
WHERE THE OPPORTUNITIES LIE

01. NEW VERTICAL PLAY

While demand in some markets has slowed or investments postponed, there are opportunities for sales in vertical sectors that have been 'positively' impacted by Covid-19. Renewed technology investment from manufacturing, logistics and warehousing, that are striving to cope with skyrocketing online sales and continuously high demand, present growth areas for rugged sales. Healthcare, public safety and medical sectors have also been busier both in terms of direct patient care, including in hospital and remotely, as well as in testing, research and development environments. The opportunities here will be more immediate, and resellers that can deliver customised devices fast at varying quantities will win out.

02. MARKETS WITH EXISTING NEED

There is no longer any area of a trading organisation whose functionality is not directly influenced by technology, which means that rugged devices will continue to be relevant now and into the future. The deployment of these cutting-edge devices that are designed to maximise efficiency can be critical to a company's success. Therefore, channel players in this space are likely to continue to be well positioned to serve those markets where demand is usually high - from utilities, to military, automotive, field service, emergency services, as well as intrinsically safe areas - environments which specialised rugged equipment has been designed and built for. These are areas where consumer rugged devices will fail because they lack the features, specs and customisation capabilities needed for the specific tasks and industries, and usually have higher downtime and repair rates - ultimately costing more.



03. SOLUTIONS

While partners are reporting an increase in demand for all devices, emerging trends are identifying three key requirements. Firstly, compatible accessories are becoming increasingly important, including docking systems and expansion models. Secondly, a growing interest in laptops over tablets is emerging, which is a reversal of previous market demands. This could be due to a preference of physical over virtual keyboards, which can be more convenient for efficient operations. Finally, emerging technologies, such as artificial intelligence (AI) and 5G connectivity are making mobile devices even more integral to daily tasks across a wide range of occupations.

04. DIGITAL TRANSFORMATION

Forward-thinking organisations have been going through digital transformations for several years, but Covid-19 has expedited the need for digitised processes and practices. To successfully navigate the fundamental changes from Covid, companies need new network skills and a holistic-systemic understanding of digital change. The capacities for processing digital data will increase massively, with growth driven by digitally-enhanced offerings, processes and transactions in each industry. Service and hardware, safety, productivity, sustainability and cost efficiency will merge. Timely and forward-looking planning creates the conditions for the successful development of partnerships.

WHY PARTNER WITH DURABOOK

Here are top five ways that the channel can create differentiated rugged mobile device propositions that will drive sales and return a profit.

1 BETTER PRICE PERFORMANCE AND GREATER MARGINS

Most channel organisations operate by maximising margins in order to maximise profit. It's a simple but effective model, that is even more important as budgets are squeezed on the end user side. For rugged devices however, this can be a minefield. Durabook guarantees better margins for resellers than any of its competitors. But this doesn't come at the cost of performance and reliability.

2 FASTER LEAD TIME - FASTER INCOME

During the pandemic, we are seeing a significant proportion of the opportunities for rugged mobile device sales have been driven by urgent need and those resellers that can promise faster delivery undoubtedly have won out. Vendors that own the entire manufacturing process and have made provisions for supply chain delivery have experienced fewer delays in delivery and can always ensure faster delivery - even where customisation is required. For example, Durabook offers a shorter lead time than its competitors (of 4-6 weeks versus 10-12 weeks).

up to 50% shorter lead time



3 CUSTOMISATION AND FLEXIBILITY

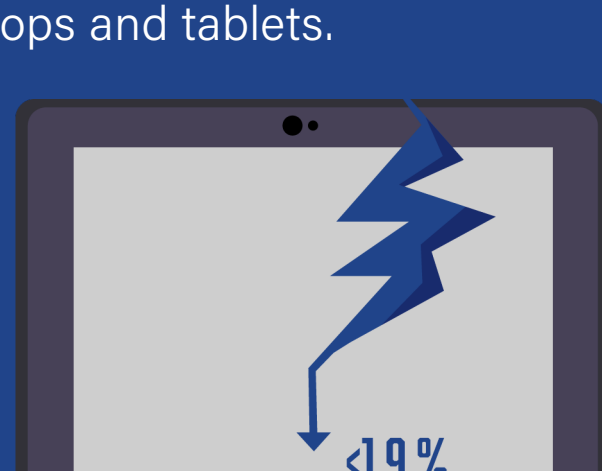
More than just the device - it's about the broader capabilities of the device, plus the ecosystem it integrates with. Most organisations have specific requirements about how they want technology to work and support employees in different environments. This means integration with current and legacy systems and space to grow as technology changes and develops, so it's important that channel partners can flex and adapt to meet those needs. For channel partners, this is an opportunity to build out a solutions-focused proposition aligned with specific industry, or end-user requirements.

Durabook is able to provide such high levels of customisation across a range of market segments because of its own internal strong R&D, system design capabilities and production facilities. With the view that every customer is different, each order is purpose-built to meet every customer need.

4 BEST TECHNOLOGY AND LOW FAILURE RATES

Technology that fails not only costs money, but can also impact relationships too. Consumer devices will usually fail more often and ultimately cost more in these sorts of challenging environments, but there are also different failure rates among the real rugged players too. Channel partners should look for technology reliability as well as a vendor's use of the latest technology, security and encryption for a robust and reliable proposition.

Durabook has a lower annual average device failure rate (below 1.9%), which means less cost over time for partners and end users. To help further improve longevity, especially in harmful environments or those where there is a high risk of germs, Durabook has provided a guide to safe cleaning and sanitisation of its laptops and tablets.



5 RELATIONSHIPS

Durabook is 100% channel-focused and has a 'sell-with' philosophy, which means its sales teams personally build close relationships with partners so they are in a strong position to support developing value propositions, customisation and better prices. It is developing a healthy partner ecosystem to ensure that products won't be over distributed or intensify competition. Its objective is to play a constructive and fully supportive role in order for its partners to grow and generate leads for all of its partners.

**TALK TO US
TODAY**

Talk to Durabook about becoming a partner, or register via <https://www.durabook.com/en/become-a-partner>.