

PRODUCTIVITY PERFECTED TRUST. IN US.

Perfecting productivity for the emergency services

Panasonic TOUGHBOOK is made for the heart of the action

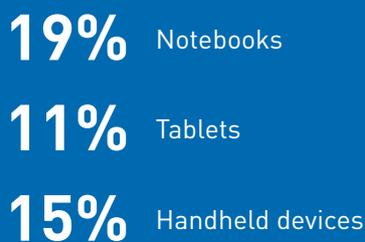
Being on the emergency front line is challenging enough without worrying whether your mobile IT is up to the task. For over 20 years, Panasonic TOUGHBOOK has been redefining the possibilities of mobile computing in the difficult scenarios faced daily by police, ambulance and fire services.

When Productivity Equals Public Safety

From listening to professionals across the emergency services sector, we have identified a number of key challenges that affect productivity in the workforce. These include frustration with the performance of other mobile computing solutions as well as persistent connectivity issues. Specifically, there are problems accessing critical applications and data in real-time. In a sector where staying connected to critical information affects human life, the importance of the latter is beyond any doubt.

Another pressing challenge for emergency services mobility has been the high rates of device failure out in the field. To understand the costs of device damage to

organisations, IDC performed a survey of IT decision-makers across industries. Individuals were asked what percentage of their notebook/tablet/handheld device users had a unit that required repair or replacement due to a physical problem within the past 12 months. The following rates of device failure were reported by respondents in the public safety sector:



In blue light services where rapid response is often a matter of life and death, the ultimate cost of downtime due to device failure is obvious. In addition, there is the financial cost. IDC estimates that the average cost associated with a notebook repair is £2,775, a tablet is £2,003, and a handheld device is £2,512.

The solution – technology you can trust

Low device failure rates mean you can trust in our devices. Panasonic TOUGHBOOK designs and develops devices that operate where other technology fails. The military-grade durability of TOUGHBOOK devices make them eight times more reliable than average industry notebooks without rugged features. Their world-class connectivity provides access to data and systems wherever specialists are, maximising productivity and public safety.

Fit for Purpose

Thanks to a number of key features, our devices are easy to use (and reliably used) by emergency services all over the world, who benefit from:

- ✓ Ergonomic, lightweight design
- ✓ Exceptional security
- ✓ Easy-to-read touchscreens
- ✓ Extended battery options
- ✓ Dedicated accessories (in addition to docks and mounts)

These features make TOUGHBOOK devices suited to a broad range of applications spanning police, ambulance and fire service use.

Emergency Service Applications

- ✓ Mobile devices for personnel in the field
- ✓ In vehicle (ambulance, fire engine, police vehicle)
- ✓ Navigation & communication
- ✓ In-line maintenance (vehicle and infrastructure)
- ✓ Training



Equipped for Emergencies

Another reason we're trusted by our partners is the strength of our portfolio. Because no two emergencies are the same, TOUGHBOOK offers:

Modular customisation

If your requirements are not being met by your existing mobile computing equipment, our in-house product team will work with you to configure a device that meets your exact needs. For example, high resolution thermal imaging can be configured to a device that will be used by firefighters.

Vehicle integration

Choose from a wide range of fully rugged, crash-tested, fixed or transferrable docking solutions for emergency service vehicles. Using our advanced engineering capabilities, we can design, develop, build and install custom docks and mounts. These can be used to securely support devices used in the often extreme environment that is an emergency medical services vehicle.

Redefining rugged reliability

The durability and reliability of Panasonic's TOUGHBOOK devices translate into financial advantages. In situations that would challenge conventional tablets, these devices keep performing, eliminating costly repairs or replacements and time wasted recovering work. This results in lower total cost of ownership and a greater return on investment.



Our upcoming whitepaper will give you real-life customer stories showing how Panasonic TOUGHBOOK has revolutionised work and redefined reliability in the emergency services.

In the meantime, you can learn more about the specific benefits of TOUGHBOOK devices for the emergency services specialist by sending an email to panasonic@insidemarketing.co.uk.