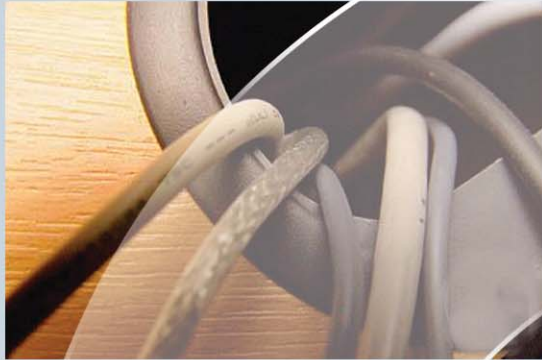




F R O S T &



S U L L I V A N



MOBILITY AND
RELIABILITY MAKE THE
PANASONIC
TOUGHBOOK WIRELESS
DISPLAY A WINNER FOR
OPERATIONAL
EFFICIENCY



MOBILITY AND RELIABILITY MAKE THE PANASONIC TOUGHBOOK WIRELESS DISPLAY A WINNER FOR OPERATIONAL EFFICIENCY

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The emergence of new information technology not only influences our daily lives, it dictates how business is conducted. It keeps every employee, from the front-line company representative to the back-end support personnel, in the communication loop.

The versatility, mobility, and ease of use that are features of IT concepts such as wireless devices and lightweight instruments have increased workflow efficiency and realized cost savings in every aspect of business.

Mobility is a prized feature, for many industries rely now on instantaneous data processing. Delays translate to increased costs, lost business, and even – in the healthcare world - compromises in treatment integrity.

As new information technologies emerge, they create new challenges, new issues, and fresh concerns. For many, security issues, rising IT costs, ergonomic challenges, and data integrity anomalies are seen as a inherent part of the adoption of new solutions. The challenges are indifferent to the varying technical and feature requirements of the different industries.

Until now, the IT products available have fallen short on some features: security, cost, data integrity or mobility.

THE SOLUTION

Panasonic has just brought to market its Toughbook 08, designed specifically to address industrial inefficiencies. It is the world's most agile wireless display. It is inexpensive, completely portable, robust, wireless, user-friendly, hassle-free, and connectable to internal and external networks. It is designed specifically to address operational inefficiencies across many industries.

THE TOUGHBOOK 08 WIRELESS DISPLAY SOLUTION

Because it is light and durable, with a battery life of up to 10 hours, the Panasonic Toughbook 08 is already being used in many industries, including healthcare, retail, and transportation. It is a natural solution, as well, for government, insurance, hospitality, military, and public safety.

Although the Toughbook 08 acts like a standard laptop or Tablet PC, it is a touchscreen, thin-client display. In lieu of an internal hard drive, it connects wirelessly to the Internet or central server—allowing for minimum weight and maximum security without sacrificing either sturdiness or battery life.

The Toughbook 08 is useful when the work environment is extremely mobile, time-sensitive, subject to sudden changes, or hazardous. At just 2.6 lbs, it is an operational workhorse that lets employees retrieve, enter, or manipulate information promptly at the point of service.

As a thin-client, without an internal hard drive, the Toughbook 08 offers significant advantages for IT management. Since all applications, data, drivers, and settings exist in a single instance on the central server, the usual costs associated with registry configuration, data integrity, software version maintenance are minimal. From a security perspective, the Toughbook 08 provides IT management with ultimate control over its data, system access, and user systems. Overall, the potential savings are considerable.



TOUGHBOOK 08 FEATURES



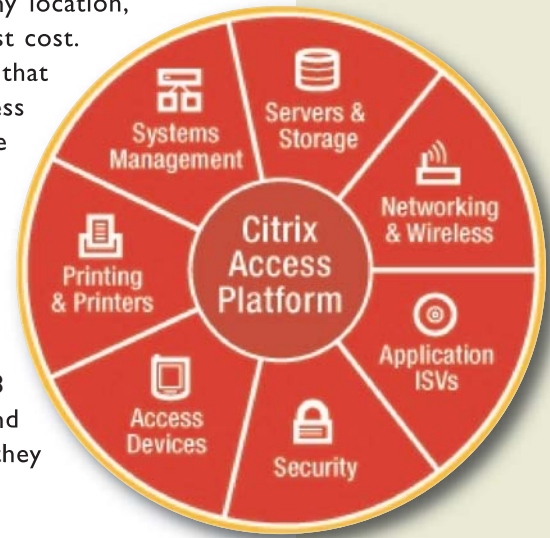
The Toughbook 08 is different from its predecessor's PCs, which were fully functional laptops, each with its own system, set of software, and hard drive to be managed. In contrast, the Toughbook 08 is simply a touchscreen display that connects wirelessly—via Citrix, Terminal Services, Remote Data Protocol (RDP), or HTTP—to the Internet or central server that remotely houses all relevant applications and data.

- **Rugged:** It can withstand a four foot drop to a hard floor without damage
- **Lightweight:** It weighs just 2.6 pounds--about a third of the weight of most laptops.
- **Mobile:** It is always connected—utilizing a wireless connection.
- **Secure:** All data resides on the central server—not distributed on individual user hard drives.
- **Long battery life:** It runs on a rechargeable battery with a life of up to ten hours.
- **Interchangeable:** Employees can easily switch between units or multiple employees can share a group of pooled units
- **Low-maintenance:** Instead of maintaining hundreds of individual client systems, IT simply manages one central server.
- **Inexpensive:** Panasonic's MSRP for the Toughbook 08 is under \$2000.

THE CITRIX APPLICATION DELIVERY INFRASTRUCTURE

Among the different communication methods the Toughbook 08 can utilize, the Citrix delivery infrastructure connects users to the applications they need—continuously, securely, and strategically. Citrix enables businesses to deliver any application, to any location, over any network, with the fastest performance, best security and lowest cost. The innovative Citrix architecture features SmoothRoaming technologies that enable Toughbook 08 users to seamlessly move among wireless access points. By leveraging its Secure by Design architecture and unique SmartAccess technologies, Citrix also closes the security gaps inherent in fragmented approaches to access.

Citrix is the global leader and most trusted name in on-demand access. More than 180,000 organizations around the world use the Citrix Access Platform to obtain the best access experience to any application for any user—regardless of organization size. Citrix helps Toughbook 08 users transform their businesses, not only simplifying user access and saving money, but actually changing the way and the speed at which they conduct their businesses.



SUCCESS STORIES



Del Taco

Del Taco is a quick service restaurant chain with 460 locations. The company manages its recipes, menu, back office, kitchen, and point of sale through a fully integrated system that connects with the central server located at the company's corporate headquarters in Lake Forest, CA.

The challenge - Although Del Taco has indoor seating, its business depends heavily on drive-through customers. The challenge for Del Taco is to keep its drive-through moving during the breakfast and lunch rush hours. A long drive-through line will force customers to look for another, less-crowded restaurant—resulting in lost revenue for Del Taco. In order to keep lines short, Del Taco needs to get each order to the kitchen and the food out to the customer as quickly as possible.

The solution - The Toughbook 08 Wireless Display is crucial to the Del Taco business model. As cars stack up in the drive-through, an employee goes outside, walks down the line, and uses the Toughbook as a mobile point-of-sale terminal to take customer orders. Thus, the kitchen can begin each order much sooner in the process: instead of taking the order when the customer reaches the window, Del Taco has his order ready for him then — greatly improving customer satisfaction, increasing operational throughput, and preserving drive-through revenue.

From a technical perspective, few significant infrastructure updates were necessary. At each Del Taco location, the Toughbook display connects wirelessly to a single standard PC located inside the restaurant, which acts as the local server for the point-of-sale system.

With the Toughbook, Del Taco has been able to increase work-flow efficiency, providing ever better and faster service to its customers. However, the benefit of the Toughbook goes beyond the point of service. Del Taco plans to leverage Toughbooks for its back-end operations and for training, to enhance internal productivity.

"There is nothing comparable to the Toughbook 08..."
"Nothing is as tough as that device, or all the tablets...It streamlined work flow and increased efficiency, which translates to increased sales." "It met the operators' need for a device to expedite or improve drive-through, to move customers quickly. People don't like to wait. If you slow them down, they won't come back."
Henry Volkman, CIO

Gwinnett Medical Center

Gwinnett Health System is a not-for-profit healthcare network that serves Georgia's Gwinnett County, northeast of Atlanta. With 479 licensed beds, it provides services at



multiple facilities, including Gwinnett Medical Center, Gwinnett Medical Center – Duluth, Gwinnett Women's Pavilion, Gwinnett Day Surgery, Duluth Outpatient Center, Gwinnett Extended Care Center, Joan Glancy Memorial Hospital, and Summit Ridge Center for Psychiatry & Addiction Medicine.

The challenge - Conventional hospital settings fail to provide caregivers with rapid access to the information they need. The emergence of EMR (electronic medical records) and PACS (Picture Archiving and Communication System) implementations have nudged the hospitals toward a paperless environment. Overwhelmed by the transformations of the digital era, the IT infrastructure in many hospitals is not robust enough to meet their ever expanding needs. Often, there are not enough computers to serve the staff effectively, causing doctors and nurses to waste time waiting for an available computer terminal to access or enter information about a patient. In addition, many of those terminals are fixed and therefore not compatible with the mobile needs of hospital workers.

When Gwinnett set out to improve its operations, it put forth very demanding hardware specifications. Gwinnett sought a device that was portable and rugged enough to travel with the caregiver throughout the facility on daily rounds. It needed a screen large enough to display easily all the information needed by users, and its charge had to last throughout a typical eight-hour shift.

The solution - Gwinnett acquired 20 Toughbook 08s for its new hospital in Duluth. Using Citrix, the IT department installs the software once, on a central server, and immediately makes it available to everyone in the facility through a Toughbook. By centralizing its applications, Gwinnett has reduced IT management costs, streamlined the workflow for its caregivers, and allowed them greater mobility.

The Toughbook 08 connects Gwinnett's mobile users to hospital databases, imaging systems, clinical documents, and decision support systems—in short, everything available to users of fixed PCs. The greatest benefit Gwinnett has received is that their caregivers now have immediate access to patient information, allowing them to make timely and accurate decisions. Because of this success, Gwinnett is now in the process of rolling out the Toughbook 08 solution for use in its emergency rooms, which serve 120,000 people per year.

“My experience with the Toughbook 08s shows their ability. Their reliability and ruggedness, their display format, and their ability to leverage the Citrix platform give me extreme flexibility in application deployment and ease of administration.”

– Rick Allen, Service Line Director - IS Operations

“(Choosing) it was an easy decision for our hospital.”

– Rick Allen, Service Line Director - IS Operations

Continental Airlines is the world's fifth largest airline. Its aircraft log more than 3,200 daily departures throughout the Americas, Europe, and Asia, serving 154 domestic and 138 international destinations. With more than 43,000 employees, Continental has hubs in New York, Houston, Cleveland and Guam; it carries 60 million passengers a year.

The challenge - Continental Airlines has approximately 350 aircraft in operation. In the airline business, one mechanic might work on five or six planes during a shift. The FAA requires airline mechanics to record and sign off on each and every action taken with a plane and each and every part installed. In so doing, Continental's maintenance group uses 10 million pieces of paper each year, simply to comply with these FAA rules.

Continental identified paper reduction as a means to achieve millions of dollars of cost savings, and established that as a major corporate objective. It sought to provide its mechanics a lightweight—yet rugged—device that could roam with them throughout their mobile workday and would connect instantly to the central server to deposit information required to comply with FAA regulations.

Based on its needs, Continental specified the following hardware requirements:

- A wireless device that could roam seamlessly without losing the connection to the file and application in use.
- A 10.5 " display
- A lightweight display (well under 5 lbs)
- A display that could resist a drop on cement from a height of 4 feet
- A battery life of at least four hours
- A device that could stand up to both the summer heat of Houston and the winter cold of New York
- A device that did not have to be unique to one mechanic
- Conformity with FAA and other government quality assurance standards for airline safety

The solution - Continental purchased 500 Toughbook 08s as its device of choice for aircraft mechanics throughout the organization. Continental utilizes the Toughbook 08 with a Citrix platform, allowing mechanics to move from airplane to airplane, from hangar to aircraft, or break room to airplane, without losing their current work. When a mechanic changes activities, he simply grabs a Toughbook 08 and picks up exactly where he left off.

The Toughbook 08's battery lasts for more than a half a shift, and the interchangeable nature allows the mechanic to switch seamlessly to another device while his first display is recharging. Continental utilizes a locked docking station located on a wall in the mechanics' break room to recharge its units when not in use. With 500 Toughbook 08s in operation, first year savings in paper usage are estimated to be close to 30%.

Continental has also purchased 50 Toughbook 08's for their electric baggage tugs. In the past, these baggage handlers received paper orders as they left the terminal with gate locations of those aircraft that must receive transfer baggage from the incoming plane. However, aircraft are often re-routed and customer travel plans are modified at the last minute—necessitating changes to the baggage transfer order. If these changes are not quickly communicated to the operator, some bags may not arrive at their destination—causing extreme customer dissatisfaction.

Now that Continental has equipped these baggage handlers with Toughbook 08s, they will instantly receive updated information. The savings in time and material are expected to be considerable.

“Panasonic won, hands down. From a fit-form-function perspective, the Toughbook 08 meets our needs exactly...We opted to go with Citrix so we wouldn't lose terminal services” “I am constantly being asked by my peers from other divisions like airport operations, ramp field services, and the people that are driving around the tugs and have baggage applications, fuelers for the airplane, about this device.” “The Toughbook 08 right now has got a lot of buzz, not only in aircraft maintenance operations, but also in airport operations, and other group throughout Continental. The 50 we just ordered, we are going to put on the baggage tugs.”

*- Larry Strykowski,
Director - Technical
Operations Technology.*

CONCLUSION

The Panasonic Toughbook 08 is meeting today's mobility challenges head on. Its reliability, lighter weight, secure connectivity and favorable price points have made it a necessity in today's hectic mobility environment.

In the three industry sectors profiled earlier, the Panasonic Toughbook 08 has reduced costs, improved workflow and contributed to increased efficiency and increased revenues as shown in the following table:

INDUSTRY	CHALLENGE	TOUGHBOOK FEATURES and FUNCTIONALITY	BENEFITS and RESULTS
Drive-in restaurants	Delays in filling orders during peak hours	<p>Mobility: At peak hours, restaurant personnel able to take orders from cars waiting in line; order is ready when car reaches window</p> <p>Ease of Use: lightweight and easy to use touchscreen</p>	<ul style="list-style-type: none"> • Increased efficiency • Reduced cost • Faster throughput • Increased revenues • Improved profitability
Healthcare	<p>Patient care on hold while crucial data entry delayed while care givers make their rounds</p> <p>Delays in receiving lab, imaging, and patient procedure information costly in time sensitive situations</p>	<p>Mobility: Data entry and physician orders generated at patient bedside</p> <p>Secure Access: 24/7 secure access to patient data and laboratory results</p> <p>Durability and Cleanability: Handles hectic emergency environments, keeps on working after being dropped and easily cleaned</p>	<ul style="list-style-type: none"> • Point-of-care data entry • Improved quality in patient care • Improved emergency patient triage and treatment • Cost savings from workflow efficiencies
Aviation	Lag time between gathering and entering data on aircraft parts and procedures required by FAA contributing to inefficiencies and waste	<p>Mobility: Data entry now made at work site</p> <p>Ruggedness: Able to handle the rough handling of the work environment</p> <p>Secure, Real-time Data Entry: Data entered directly into the FAA forms saving time and paper</p>	<ul style="list-style-type: none"> • Means to provide fast, reliable data into the server real-time • Improved workflow and efficiencies • Reduced operational costs

The Panasonic Toughbook 08 has proven itself to be an important addition to the bottom line. In each case, the companies profiled have expanded their deployment of the versatile Toughbook 08.

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