



Motorola Enterprise Mobility Retail Solutions:
*Driving customer loyalty and sales
to new heights with mobility*





Regardless of whether you have a large retail operation or a small specialty store, you can count on Motorola's retail mobility solutions to increase customer satisfaction, customer loyalty...and sales.



Transform the in-store shopping experience through customer service excellence, associate effectiveness and supply chain efficiency...

...with Motorola's retail mobility solutions

As a retailer, you face some of the toughest issues ever experienced in the history of retailing. Customer demands and expectations are at an all time high. Today's customers now have the freedom to define their own shopping paths according to preference, service, availability, convenience and price. Visits to the retail store are no longer the only way to shop — online stores are open every minute of every day, offering a range of products and a level of convenience that's hard to beat. In just minutes on the Internet, shoppers can locate the quality product they want at the lowest price possible with delivery right to their door — often overnight.

In order to succeed, brick and mortar retailers need to expand and improve customer loyalty to increase the rate of customer retention as well as the number of return visits. To create that loyalty in today's challenging retail world, you need to deliver an experience that is so unique it will have your customers talking... to family, to friends, to co-workers. Your customers need to find the right product on your shelves at the right time for the right price. If customers have questions, the right information must be available at the right time, when and where it is needed. And when customers are ready to purchase, they want a rapid and easy checkout that will have them on their way in minutes...without the need to stand in a long queue or wait for a sales associate.

Consistent delivery of this level of service requires a new way of thinking — a fundamental shift in the way you look at your business model, your customers and the role technology plays throughout the enterprise. Today's retailers often implement point solutions that address a single need. But mobility can elevate technology to a strategic business tool, providing a platform capable of supporting a wide variety of integrated applications that can improve the customer experience...as well as employee and supply chain efficiency.

Regardless of what you are selling, Motorola's retail mobility solutions can completely transform your operations through the power of mobility. When you put a mobile computer in the hands of your store employees, you deliver voice and data communications right to their fingertips. As a result, the retailer of today is transformed into the retailer of tomorrow...enabling revolutionary excellence in marketing, customer service, associate effectiveness and supply chain efficiency. The end result? Increased customer retention...increased sales...reduced costs... a sharper competitive edge...and a new level of retail success.



Deliver a unique in-store customer experience

Motorola's retail mobility solutions can help you redefine the meaning of customer service and reinvent the shopping experience in your stores. You'll be able to go beyond providing the right product at the right time at the right price to deliver a new standard in customer service — a differentiated in-store experience that will inspire a new level of customer loyalty.

Regardless of whether your customers prefer the personalized attention from a sales associate or prefer to help themselves, you can deploy technology that will ensure that whatever information is required is just the press of a button away. Customers who want live interaction will find that, with a mobile computer in hand, your sales associates can answer any customer inquiry, right on the spot. Staff can check stock levels, verify price, locate an in-stock item that has been misplaced or call an expert for the answer to a product-related question — all without ever leaving the customer's side. In the event the item is out of stock in that location, but available at another store or through the online channel, the associate can complete the purchase right in the aisle in seconds, and even offer home delivery — rivaling the convenient one-click purchasing experience customers have come to expect on the Internet.

Self-service kiosks

Self-service kiosks can provide a rich shopping experience for customers who prefer to help themselves. Placed out on the retail sales floor, these interactive computers can provide access to the wealth of data in your business systems, allowing customers to check price and inventory, search for items related to a specific product, look up product information and create gift registries or wish lists. The pass of a loyalty card over an integrated bar code scanner in the kiosk can send an alert to notify associates that a preferred customer has just arrived at the store — along with the customer's store profile — ensuring a prompt personal greeting within moments. If a customer needs assistance, the press of a button can trigger the delivery of a text message to all associates in a specific department.





Motorola retail mobile computers redefine the self-service experience by allowing your customers to easily create gift registries and wish lists with pushbutton simplicity, pre-scan purchases for rapid checkout, access personalized special offers and product information, and more.

Retail mobile computers for consumer self scanning

Take self-service to a new level with a retail mobile computer designed for customer use. Where customers must walk to fixed self-service kiosks, customers can carry the retail mobile computer as they move throughout the store to scan items, obtain product information and more. With this innovative easy-to-use device, retailers can give customers a completely different way to shop as well as provide a real-time link to customers in the store. This unique self-service tool is designed to give shoppers more control over the shopping experience, reduce the wait time at checkout, provide a means for retailers to offer value-add

customized information — and add an element of fun. The improvement in the customer experience combined with the ability to implement real-time one-to-one marketing increases customer loyalty...and basket size. In addition to allowing customers to scan their purchases as they shop, the easy-to-use mobile computers can allow customers to access their shopping lists, pre-order fresh fish or deli items, redeem coupons, check stock and browse recipe ideas for dinner. Weekly or daily special offers can be presented when the customer logs on to the retail mobile computer, additional offers based on past purchase patterns can be presented with the scan of a loyalty card, and real-time offers can be issued based on the items in the customer's basket.

Achieve revolutionary associate effectiveness

In order to perform tasks as efficiently as possible, all your store employees — managers as well as associates — need a real-time connection to each other, to business data and to business applications. With mobility, store employees have the real-time voice and data access they need to take action right at the point of work. And Voice-over-WLAN (VoWLAN) enables retailers to leverage existing technology investments to deliver cost-effective mobile voice services throughout the store — without the typical in-building coverage issues associated with mobile phones.

Managers

The retail store manager is the individual with the most direct effect on store performance. Yet the store manager spends an average of 40 to 60 percent of the time in the back office accessing needed information on a desktop computer...away from staff and customers. With a fully featured integrated voice and data mobile computer in hand, your managers can remain out on the sales floor, ensuring that the store is managed to deliver the



best experience for every customer who walks through your doors. Now, managers no longer need to sit in the back room at a desk to check email, return calls, check inventory levels and schedules and access sales reports — they are available to assist customers and associates as needed and better manage staff. And rich voice functionality enables managers to reach an individual associate or a group of associates — all at the press of a single button.



Associates

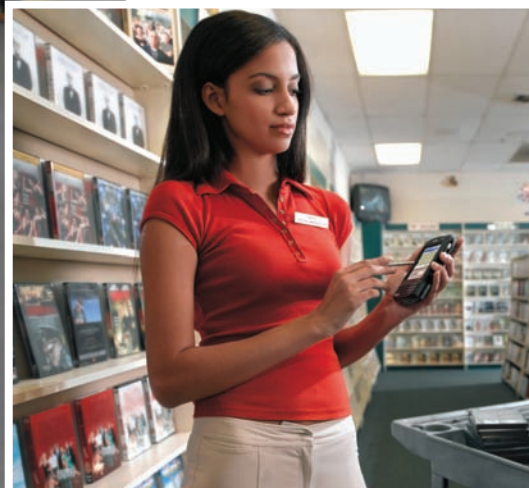
Your associates are on the move throughout the store all day long, in the back room checking inventory, out on the sales floor helping customers, at the till ringing up a sale or helping a customer in the parking lot. Voice-enabled mobile computers ensure that employees are available and accessible to managers and customers, while mobile access to critical data ensures that no matter what information is needed to get the job done, it is always right at their fingertips. And while in the past, mobility was

not cost-effective for task workers, a new generation of enterprise class mobile computers allows retailers to put a mobile computer with voice and data applications in the pocket of virtually every associate.

Now, outside customer calls can be directed to the right associate in the right department — the first time. Associates can call a product specialist to answer a customer question or a manager to address a customer complaint, right on the spot. The need to leave the customer's side to find a phone is eliminated...along with the opportunity for the customer to become impatient and walk away.

Mobile access to your business information enables associates to perform stock checks and price verifications, all at the press of a button, right on the sales floor. Integrated bar code scanning enables accurate picking of Internet orders. Employees who carry a mobile computer with an integrated magnetic stripe reader (MSR) and a mobile printer can double as a cashier anywhere in the store. This mobile point-of-sale (MPOS) capability can be leveraged to capture a sale anywhere on the sales floor the moment a customer is ready to buy, reducing the chance of a lost sale due to a change of heart — or for queue busting to prevent a long wait at the till.

Mobility successfully eliminates process inefficiencies — associates no longer need to search for a phone to call a back room clerk, wait by a phone for the results of a price check, or walk to the back room to check stock. As a result, associates are more effective — they have what they need to act right on the spot. And the resulting productivity increase gives your store employees more time to better serve more customers.



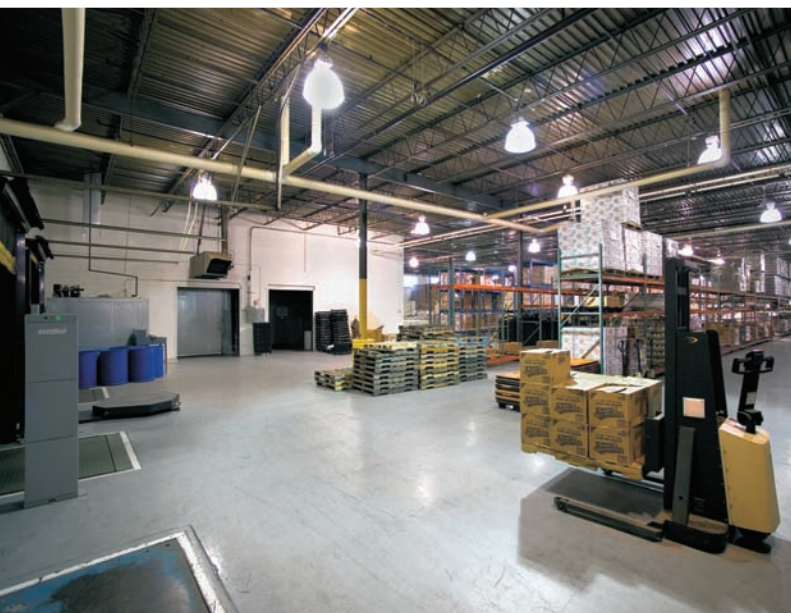
Realize unprecedented supply chain efficiency

The same technology you use to deliver a superior customer experience and increase staff productivity and effectiveness can also provide the information required to better manage inventory and improve visibility and flexibility throughout the retail supply chain.

Real-time inventory management is key to keeping your shelves stocked to prevent lost sales and reduced customer retention — customers who repeatedly find their favorite products out of stock simply stop returning to your store. Supply chain flexibility is equally critical, especially in the time-sensitive world of fashion. It is supply chain flexibility that allows retailers to quickly react to rapidly changing consumer trends or unseasonable weather conditions by replacing merchandise that is not selling with the latest styles that loyal customers expect.

How can you improve supply chain efficiency? Mobile computers, voice directed picking applications and mobile and fixed RFID readers can enable a granular real-time inventory take in just hours — no manual counting required — making the daily inventory take a reality. A real-time alert can be delivered to the mobile computer of a manager,

department associate or warehouse worker whenever shelves on the sales floor reach a pre-set inventory threshold, ensuring timely replenishment from the back room. Real-time inventory visibility provides the information needed to support just-in-time inventory practices, as well as right-now insight into consumer demand, enabling retailers to instantly respond to changes in buying patterns and trends. Benefits flow up the supply chain in the form of more prompt and refined orders that allow manufacturers to better manage raw materials ordering as well as manufacturing schedules. Benefits then ripple back down the supply chain to both the retailer and the consumer. Retailers enjoy more inventory turns. The retailer maintains a store that is well stocked with items that customers want to buy. And customers find the right item on the shelves at the right time, increasing loyalty — and the guarantee of a return visit in the future.





Motorola mobility solutions provide the real-time inventory visibility and right-now insight into customer demand you need to improve efficiency and agility throughout your supply chain. The result? Your customers can count on finding the items they want inside your store.

New retail applications on the horizon

Today's forward thinking retailers are extending their reach beyond the four walls of the brick-and-mortar store to the mobile technology customers carry in their pockets — such as mobile phones and personal digital assistants (PDAs). For example:

- A coffee shop might enable customers to place orders from their cars with mobile phones so coffee is ready and waiting the moment they walk in the door.
- Retailers can send an email or text message to a smartphone to notify customers of the arrival of a special order, or provide loyal customers with advance 'insider' notice of an upcoming sale.
- Near field communications (NFC) can enable retailers to allow customers to use mobile phones to pay for purchases via 'mobile wallet' applications.

Why choose Motorola to mobilize your retail stores?

When you choose Motorola, you get the peace of mind that comes with choosing an industry leader with well-tested and well-proven solutions as your technology partner. Every day, Motorola's retail mobility solutions help retailers of every size all over the world maximize associate productivity and supply chain efficiency — and deliver service with a difference. Our broad technology portfolio and world-class partnerships enable us to offer true end-to-end solutions that offer 'anywhere retailing' — anywhere your customers happen to be — in the retail store, in the car or at home. No matter what you need, we've got it — hardware, software and services.

Hardware

We offer: integrated, durable and compact voice and data mobile computers for store employees; fully-featured rugged integrated voice and data mobile computers for managers; retail mobile computers designed for consumer use; micro kiosks for automated in-store customer interaction and purchasing; RFID readers and tags for real-time inventory visibility; PCI capable wireless LANs for secure in-store purchasing and communications; wide area secure wireless network connectivity to mobile phones, and more.

Software

The Motorola Mobility Suite provides all the tools you need to easily and centrally manage and secure your entire Connected Retail Solution, from the wireless LAN to your mobile computers, as well as all the software and data resident on those mobile computers — providing unparalleled control and effectively reducing the complexity and cost of your mobility solution.

Robust Partner Ecosystem

Our award-winning partner ecosystem provides best-in-class tested applications that integrate seamlessly into your mobility infrastructure.

Services

Motorola's Enterprise Mobility Services provide a complete range of pre-and post-deployment services to help get and keep your retail mobility solution up and running at peak performance, every day of the year.

For more information

For more information on how your retail operation can benefit Motorola retail mobility solutions, please visit us on the web at www.motorola.com/retailmobility or access our global directory at www.motorola.com/enterprise/contactus



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