



ENTERPRISE MOBILITY SOLUTIONS PROFILE

Businesses connect people and data inside and outside their four walls. Seamless connectivity and access to real-time information creates the ability to take action in the moment. Meanwhile, governments and public safety first responders live the “mission-critical” concept daily. Whether the goal is better-informed workers or public service, each of these organizations constitutes an enterprise geared toward a specific mission.

Motorola’s Enterprise Mobility Solutions business serves both commercial enterprises and government and public safety customers around the world. The two customer sets are distinct, yet they have common needs that span a variety of conditions: real-time information, seamless connectivity and power in the hands of mobile workers. Dedicated Motorola teams bring a history of invention to trusted partnerships with all customers in their unique environments. The day-to-day success of these enterprises – whether corporate or governmental in nature – depends on innovative technology tailored to human needs.

GOVERNMENT & PUBLIC SAFETY

The life of the first responder can shift from relative boredom to life-threatening chaos without warning. First responders must operate in extreme conditions, carrying heavy equipment on their bodies and often manipulating radios and other devices while wearing large protective gloves. In the aftermath of major disasters, government agencies now coordinate activities as never before, raising the bar on seamless connectivity and real-time information across agencies and jurisdictions. Technology also offers many possibilities for data and voice communications from the command and control center to the first responder. What mix of communications is the right one in a burning building or during a bank robbery? What is the best way to deliver data to the relief worker in a hurricane? These issues and many more are common around the world. In a crisis, technology must be so easy to use that it is “second nature” to the first responders and those who support them.

Motorola’s Government and Public Safety organization designs purpose-built devices as well as infrastructure for these high-pressure environments, from the radios that fall ready-to-use into the gloved hand to the networks that provide seamless connectivity and real-time information in virtually any situation. Motorola’s design philosophy -- dubbed “mission-critical design”-- has been instrumental in pioneering a relatively new aspect of cognitive research, High Velocity Human Factors investigation. Essentially, Motorola employs a variety of social scientists, who work with first responders in the field and in the lab to understand the ways first responders operate in crisis situations. That understanding then feeds into product design for equipment such as radios, networks and command and control centers. Motorola offerings also include services to support public safety and mission-critical systems. Beyond these life and death environments, the flexibility built into this product line makes it ideal for other governmental functions, from education and public health to administration. Motorola experts tailor solutions to every public segment around the globe.

ENTERPRISE MOBILITY

Real-time information and seamless connectivity take on different charters in the corporate environment, and the solutions must be tailored to these enterprises as well. Connecting mobile workers to disparate systems and diverse applications inside and outside of the four walls is no small task. But it is necessary to ensure that they gain access to the right information, at the right time, to make the right business decisions at the point of business activity. Whether requiring voice, data, video, location or presence, the modern enterprise thrives through the ability to keep people, assets and information in motion. Productivity and competitive advantage are the goals, and these can be realized only with the deployment of a well integrated, managed and secured wireless infrastructure. The result is that corporate IT operations empower individuals and transform enterprises every day and demand a trusted partner to tailor technology to their needs.

PRODUCT CATEGORIES

- Advanced Data Capture
- Applications
- Converged Enterprise Communications
- Mobile Computing
- Mission-Critical & Commercial Two-Way Radios
- Mission-Critical Networks
- Professional Services
- Video Surveillance
- Wireless Broadband Networks
- Wireless LAN
- Wireless Security

The spirit of innovation drives Motorola's Enterprise Mobility organization. The group fields a wide range of products and technologies, from wireless infrastructure to mobile computers, to advanced data capture and the collaborative applications and services that tie them all together. Motorola believes in best-in-class technologies whether they are internally developed or found in a broad ecosystem of supporting software and hardware partners. Paramount to helping our customers mobilize their enterprises is Motorola's drive for continuous practical innovation. The result of all this innovation is a product line that is designed to capture information, seamlessly connect users to the enterprise and beyond and provide them with a secure and managed environment within which they can make better decisions, resulting in better business results.

Enterprise mobility is not about point products but about well-integrated solutions that will deliver a clear return-on-investment to enterprises through seamless connectivity and securely empowering individuals. Motorola's extensive, industry-leading partner ecosystem ensures that our mobility solutions are designed to meet the needs of the verticals we serve: retail, manufacturing and field mobility, transportation and logistics, healthcare and others.

Technology amplifies what people can do. Motorola's Enterprise Mobility Solutions business seeks to amplify the actions of entire organizations of people, whether their mission is shareholder value or citizen safety.



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