

SMARTCOM

YOUR QUARTERLY GOVERNMENT AND ENTERPRISE MAGAZINE



OCTOBER / NOVEMBER / DECEMBER 2011

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**NEW ANDROID™-BASED ET1 TABLET
WOWS AT APRCE – PAGE 4**

**LET MOTOROLA SOLVE YOUR
LOGISTICS WOES – PAGE 6**

**TRY SOLUTIONS BEFORE YOU BUY
WITH NEW RETAIL CONCEPT
TOOL – PAGE 13**

**HOW BRICKS & MOTAR
RETAILERS CAN TAKE ON THE
E-TAILERS – PAGE 22**





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SMARTCOM

YOUR QUARTERLY GOVERNMENT AND ENTERPRISE MAGAZINE

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INVESTING FOR THE FUTURE WITH NEXT GEN ENTERPRISE SOLUTIONS

Motorola Solutions is, as ever, focused on delivering mission critical outcomes for today, but we are also committed to investing for the future.

We pride ourselves on our ability to listen to our customers to find out what they want and expect from us, and, with the best R&D team in the industry, we chart the future with what we call Next Generation Public Safety and Next Generation Enterprise solutions. Solutions like our Realtime Video Intelligence (RtVI), which ensures uninterrupted real-time transmission over private and commercial wireless networks. Motorola has been an innovator of such solutions and other breakthrough ideas and technologies for over 80 years, and this edition highlights a number of those next generation breakthroughs.

As well as RtVI, this issue of SmartCom features the new Android™-based enterprise tablet, the ET1 – a totally new form factor. This tablet has the potential to be a real game-changer for our retail and healthcare customers – combining best-in-class enterprise capabilities and consumer interactivity for mobile workers – along with RhoElements.

RhoElements the new web-oriented, HTML5 application enablement framework that supports ET1, allows customers and partners to deliver cutting-edge user experiences regardless of the platform. It is now part of the Motorola family following our acquisition of Rhomobile, a company that uses the power and productivity of web technology and the cloud to provide a suite of solutions for managing an enterprise's mobile applications and data; solutions that will effectively create a new era in enterprise mobility. Additional cross-platform application development tools, enterprise integration components and cloud-based services for channel partners and customers leveraging Rhomobile's product suite will be available in the coming months.

Now, our customers can also try our retail solutions before they buy thanks to our soon-to-be-released Retail Concept Store. Initially a tool our sales team used to take customers through the Motorola retail solutions package, this redeveloped application moves retailers through various retail-focused solutions such as stock take and customer service, interoperable communications and mobile point of sale solutions, using three dimensional, interactive animations.

Meanwhile, our MK4000 Kiosk will change the way many healthcare service providers interact with patients as part of an innovative IT solution to automate the manual patient processing and payment systems currently in place in many hospitals.

Details on all of the above and more can be found in the following pages and we hope you enjoy looking into the future with us. We would like to wish all our customers and partners a safe holiday season and a Happy New Year. We look forward to working with you in 2012.

Gary Starr
*Australia and New Zealand President and Country Manager,
Motorola Solutions*

IN THIS ISSUE

4. **Launch:** ET1 tablet headlines at Asia Pacific's largest retail industry event
6. **Logistics:** Discover solutions that could help ease your logistic challenges
8. **Retail:** Learn how the industry can recapture the competitive advantage in 2011
10. **MK4000 Kiosk:** A key tool in improving the hospital out-patient experience
13. **Try Then Buy:** Let Motorola's new Retail Concept Store help you choose your solution
14. **Next-Gen:** Read about the driving factors that could make Next-Gen Mobility a daily reality
16. **The AP7181:** How this access point helped make the gift of free Wi-Fi a reality in Wellington, NZ
17. **APCO 2012:** Nominate a top public safety agency or individual for an Australasia award
18. **Public Safety:** The benefits of using an integrated video solutions platform to combat threats
20. **Cambian Networks:** Motorola Solutions sells PTP and PMP businesses to Vector Capital
21. **Trusted Quality:** Motorola's continued commitment to its Australia/New Zealand (AUS/NZ) customers
22. **E-retailing:** Navigate this threat with cutting edge technology
23. **Community:** Motorola supports Crime Stoppers Queensland

ANDROID™-BASED ET1 TABLET WOWS TECHNOLOGY CROWD AT 2011 APRCE

Motorola's ET1 tablet headlined at Asia Pacific's largest retail industry show the Asia Pacific Retailers Convention & Exhibition (APRCE) in Singapore recently and wowed customers and delegates.



The newly launched ET1 is a hybrid tablet that offers:

- A durable Gorilla Glass™ 7-inch color display
- Optional integrated barcode scanner and magnetic stripe reader
- Hot-swappable rechargeable battery pack, with memory back-up battery to retain RAM data for up to 15 minutes when the main battery is removed
- Single and multi-slot tablet and battery chargers
- Front and rear-facing cameras
- Bluetooth-connected handheld barcode scanners, mobile-payment readers and mobile printers.

The tablet runs an enterprise-ready hardened version of the Android™-operating system, which is an open-source product and as such its core program can be customised to meet businesses individual needs.

Retailers can seamlessly and securely run a variety of applications, developed by Motorola's extensive partner and independent software vendor (ISV) community, including assisted selling, mobile Point of Sale (mPOS) and compliance and item locator.

The Wi-Fi enabled device is also password-protected so it can be easily shared by employees who can be granted access rights according to his or her level of responsibility. Based on log-in information, managers can automatically control and monitor use of approved applications to help ensure on-the-job productivity.

The ruggedised tablet combines best-in-class enterprise capabilities and consumer interactivity for mobile workers in environments, such as retail and healthcare, where durable devices are necessary.

Girish Rishi, corporate vice president and general manager of mobile computing, Motorola Solutions said: "Motorola Solutions' introduction of the ET1 tablet is a natural extension to our product portfolio.

"The ET1 will enable store associates to leverage the sleek design and user experience of a tablet with the applications, durability, security, device management and lifecycle support that retailers require. The tablet's robust feature set also will meet the critical needs of mobile workers in other enterprise sectors such as manufacturing and logistics."

ET1 will be available with Motorola's Service from the Start with Comprehensive Coverage program, providing cover for normal wear and tear as well as accidental damage to internal and external components.

A first time sponsor at the 15th APRCE, Motorola Solutions joined distinguished international speakers and consultants to discuss new and innovative technology ideas that will improve the customer's experience. The company also took the opportunity to showcase other next-generation retail solutions and applications.

Nine application and alliance partners supported Motorola's on-site retail solutions including Barcode India (clothing), Cognizant (store management), Infor (warehouse), Integrated Retail (merchandising), JDA (point of sale), Just Enough (mobile sales), Maventric (fruit and veg), Revision (self shopping), Zebra (fresh food labeling), showcasing mobile loyalty, self shopping and fresh food quality tracing solutions.

Delegates at the three day October 11th exhibition, which was held at the Singapore Suntec Convention Centre, were also treated to a sneak preview of new Motorola technologies such as Video Analytics for Retail and RhoElements.

Retail Video Analytics tracks people and goods, enabling real-time stock-out scanning and re-stock notifications to be issued to Motorola's Workforce Management System solution.

The tracking technology also offers retailers on-shelf and replenishment statistics. For instance, Video Analytics can detect out of stock clothing items and detect numbers of employee stock items on the shop floor and count the number of staff wearing those stock items on the floor.

RhoElements – which supports the ET1 tablet – is a new web-oriented, HTML5 application enablement framework that allows customers and partners to deliver cutting-edge user experiences regardless of the platform. It eases the pain of migration from legacy to next generation solutions.

The exhibition was a phenomenal platform for Motorola Solutions and application and alliance partners to showcase solutions that help retailers invest in smart technology that assists them in providing an enhanced customer experience.

Motorola Solutions invited 180 valued end customers and 300 channel partners who had the opportunity to enjoy a:

- Guided Booth Tour on Motorola Next-Generation Enterprise Solutions Demonstration & New Product and Software Platform Launches to understand how Motorola solutions improve retail KPIs in the buying experience, shopping experience, supply chain and productivity
- Complimentary Customer Business Assessment by Motorola Retail SME that identified pain points, re-engineering the relevant processes, technical architecture and obtaining specific recommendations
- "Share Your Experience" session via Motorola's on-floor video shoot with customer views on Next-Generation Retail.

APRCE featured three days of retail technology displays and sessions with retail experts. The event played host to 20 exhibitors, 2,500 paying delegates and 4,000 trade visitors from more than 12 APAC countries as well as Australia and New Zealand.



Phey Teck Moh,
Corporate Vice President,
Motorola Solutions Asia Pacific

"The ET1 will enable store associates to leverage the sleek design and user experience of a tablet with the applications, durability, security, device management and lifecycle support that retailers require."

SOLVING YOUR LOGISTICS WOES

Unpredictable fuel costs and the lack of reliable and able resources have prompted freight carriers and logistics companies to find more cost effective means of improving productivity and lowering daily operating costs. But pen and paper isn't one of them says Philip Leong, Director, Supply Chain & Logistics, Vertical Practice Group. Below, he recommends mobility solutions that could ease some commonly faced logistics challenges.

TERMINAL AND DISTRIBUTION CENTER OPERATIONS

"In a typical terminal and distributions environment, the ideal way to lower costs would be for cargo operators and distribution offices to liaise with their drivers to decide the most efficient routes available and match the best loads with the truck that is best placed to deliver it.

Routes can be optimised with real-time dispatch and pre-scheduling can be arranged to cut fuel costs and increase productivity. Drivers can be notified via data or voice – through vehicle-mounted computers equipped with WWAN/WLAN connectivity, GPS and/or telemetric systems – on everything from pick-up position, new delivery destination, mileage consumption and estimated time of arrival to a change in route.

Motorola Solution's MC75 Enterprise Digital Assistant (EDA) is one such mobile computer. It combines a 3G world cell phone, barcode scanner, high resolution,

colour camera, GPS and 3G wireless WAN/LAN/PAN and provides real-time viewing and verification during piece-level loading, unloading and cross-docking.

TECHNOLOGY BENEFITS

The benefits such technology offers is that a company will know when their driver(s) arrives at the terminal, what the exact contents of his cargo is and where it should be loaded and unloaded. The terminal will be better prepared to direct the movement of trailers.

Logistic operators could also empower floor managers to coordinate freight sequencing and movement through the loading dock. By creating a direct line of communications to dispatchers, drivers and freight handlers, operators can ensure that warehouses are notified about where the shipments are and when they will arrive, before they arrive.



BETTER YARD MANAGEMENT FOR CROSS-DOCKING SOLUTIONS

Another way to cut operating costs is through more efficient yard management. Such efficiency allows port operators to instantly track shipment contents and direct drivers to the best dock. The knock-on effect is reduced waiting times and an improved turnaround cycle.

Cargo operators can also achieve peak efficiency with increased visibility. By installing cargo tags and using a Radio Frequency Identification (RFID)-enabled solution, operators can capture inbound shipment information with mobile computers and relay it to a central office to quickly prioritise shipments and process dock-door assignments.

With telematics (the blending of computers and wireless telecommunications technologies) operators can also detect excessive vehicle speed, unnecessary idling, and improper shifting for lower fuel usage and insurance costs. The ability to access real-time information about yard activities and assets can lead to improved driver safety records, and a decrease in potential accidents as well as in insurance liability.

YARD MANAGEMENT BENEFITS

By directing workers to the exact location where deliveries are slated to arrive and checking inbound and outbound trailer loads at the gate, operators can quickly prioritise receiving and cross-docking activities. This enables urgent shipments to be unloaded first, eliminates vehicle congestion in the yard and maximises use of drivers and trucks. Real time electronic data capturing minimises shipment handling, reduces errors and speeds up the flow of goods. Operators can also speed up operations and reduce labour costs by using RFID technology and eliminating the need for workers to physically scan shipments.

FLEET MANAGEMENT IMPROVES MOBILE DISPATCH

Effective fleet management is another way to cut operational costs. The ability to instantly monitor a vehicle's location allows freight operators to track drivers and driving routes, enabling the head office to deploy the most appropriate truck to the customer.

Using real-time data on handheld devices like Motorola's MC3190 RFID ruggedised reader, makes mobile dispatching of goods easy, even at the eleventh hour. Also, if you can track employee hours, you can avoid costly billing mistakes and validate compliance with directives via automated reporting, time sheets and invoices.

For instance, a field courier could conduct a parcel pickup, document and print all delivery information on the MC3190. The courier could scan the package's barcode to record the delivery, electronically capture a signature and take photos for proof of delivery. This eliminates manual data-entry back at the office and in the field.



FLEET MANAGEMENT BENEFITS

By adding a real-time element into the delivery cycle, such as tracking freight status on line, our customers could make more deliveries and reduce cash-to-cash cycle times. Fleet productivity could also be maximised by scheduling pickups in conjunction with deliveries.

Costs would be reduced and unnecessary paperwork eliminated by automating the collection and processing of shipment information, while the accuracy of trailer load reports would increase. Empowering field workers with information on the move means they can take on-the-spot transactions, place correction orders and keep track of last-minute changes."

WANT TO CUT OPERATIONAL COSTS?

THINK ABOUT:

Reliability

Lightweight Personal Digital Assistant styles to rugged, industrial devices – these are able to withstand the rigours of a tough work environment.

Versatility

Opt for voice and data – barcode scanning and image capture. Wireless wide area networks (WWANs), wireless local area networks (WLANs), and wireless personal area networking (WPAN/Bluetooth).

Performance

Three words: maximum power processors – these extend battery life and memory to support the most demanding enterprise applications, including multimedia.

Remote Management

Maximise use of IT resources with remote management capabilities. Remotely update, troubleshoot and even disable devices and reduce the time and costs associated with managing your mobile solution.

“By adding a real-time element into the delivery cycle, such as tracking freight status on line, our customers could make more deliveries and reduce cash-to-cash cycle times.”



OVERCOMING RETAIL CHALLENGES FOR BUSINESS SCALABILITY

Retailers face their greatest challenge yet to enhance the customer experience while maximising IT systems and infrastructure to gain the competitive advantage in the global market place says Anand Mehta, Motorola Solutions Business Development Manager (Retail).

“Behind the swanky shopping centres and glossy fascia is an entire industry facing tremendous pressures to ensure business sustenance and profitability, while striving daily to outdo the relentless competition for the increasingly ‘switchable’ consumer dollar,” adds Mehta.

TEN KEY ISSUES RETAIL FACES

According to Australian chartered accounting firm Taylor Woodings’ five page market analysis, Australia’s Retail Challenge – Ten Issues Facing Australian Retail in 2011, this year would see Australian retailers struggle with:

- Inexperience in doing business overseas
- No investment in the future
- Inexperienced young management teams
- Too much or incorrect inventory
- Resistance to change
- High regional business costs

- Tightening of capital markets and bank facilities
- Interest rate hikes
- Competition from overseas brands entering the market.

Mehta agrees that not enough emphasis is being placed on local consumer preferences and knowledge, and that incorrect inventory, a resistance to change, interest rates, overseas competition continue to be major challenges for the Australia/New Zealand (AUS/NZ) industry.

And, with the last – and usually one of the most profitable quarters of the year – looming, the Australian National Retailers’ Association (ANRA) advises retailers to brace for tough trading conditions into Christmas, with no market recovery in sight until 2012. (<http://au.finance.yahoo.com/news/Retailers-warned-no-recovery-aap-462986397.html?x=0>).

But the largest thorn in the industry's side, and number one on Taylor Woodings' list, is online retail.

"The strong Australian dollar, low costs, technological advancements and the willingness of overseas businesses to reduce profit margins have contributed to the increase in online shopping at the expense of bricks-and-mortar shopping centres," Taylor Woodings' market analysis states.

TAKING ON THE E-TAILERS

Mehta concedes: "Online retailing has been growing exponentially for the last decade, but the commercial reality is that in no market does it account for more than 10 per cent of total retail sales. Additionally, consideration needs to be given to the fact that online retailing is focused on general merchandise and discounts. However, retailers should do something to redress the balance."

He recommends that retailers formulate a 'clicks and bricks' (online and in-store) rather than a strict 'clicks based e-tailing' retail strategy and take advantage of the current store, warehouse, distribution centre and fleet network.

"Bricks and mortar retailers can learn a lot from the largest successful online retailers in terms of supply chain optimisation. E-tailing is largely a logistics play where distribution processes have been automated and made leaner therefore impacting crucial distribution centre KPIs.

"Optimising inventory holding and inventory turns is also crucial." He adds. "This is a natural extension of supply chain optimisation where concepts such as JIT (Just In Time, a demand driven inventory system where stock is delivered just when needed) and Cross Docking – where items received at the warehouse are not received into stock, but are prepared for shipment to another location

or for retail stores – are drivers for the improvement of inventory-specific KPIs.

"If handled appropriately the e-commerce/e-tailing site will have exponential rather than marginal utility. Retailers must consider the internet as an extension of a customer catchment and protect their territory with a sound cost benefit analysis behind it to determine how much to spend on it."

STREAMLINE COSTS FOR GROWTH

So how can 'bricks and mortar' retailers address such challenges and grow, especially given the ongoing battle with bricks and mortar competitors where differentiation, profitability and inventory management are key factors? Mehta advocates streamlined costs.

"Front-end efficiency (in-store solutions) will increase sales whereas back-end efficiency (enterprise, warehouse and fleet solutions) will serve to reduce the cost of getting the goods to market and this is where our solutions, can help," he says.

"The role of solutions technology is to support front and back-end functions and act as an enabler for businesses individual desired results. Subsequently, it transfers physical goods into digital data that can be analysed and mined for optimum decision making and handling. This calls for an IT-based supply chain management system, which manifests into a physical supply chain, and in doing so optimises itself to being a more consumer demand, 'pull' based business rather than a supply dictated, 'push' business."

Please email Anand Mehta at anand.mehta@motorolasolutions.com for a business assessment or contact your account manager.

"Bricks and mortar retailers can learn a lot from the largest successful online retailers in terms of supply chain optimisation."

SPOTLIGHT AUSTRALIA REAPS MOBILE BENEFITS

The 35 year-old, privately owned Spotlight Group operates over 100 stores situated across Australia, New Zealand, Hong Kong and Singapore.

With such an extensive retail network, the outlets and in-store associates need to rely on a central transactions system and handheld PDAs to stay informed of in-store inventory. However, its old backend systems and previous handheld devices did not work well together. The old PDAs were not robust.

Change came when Spotlight switched to a Motorola wireless network at their stores. The business also replaced their old PDAs with Motorola's enterprise

digital MC3000 handheld terminals. LS4278 Bluetooth also enabled barcode scanners on the wireless infrastructure.

Now with a reliable and rugged infrastructure in place, Spotlight is able to leverage the full benefits of a mobile workforce. The MC3000s have reduced the time it takes staff to complete stock checks by 20 per cent. Staff can scan items much more quickly at the POS, halving transaction times and, from its support office, Australia Spotlight can cost effectively manage and maintain its wireless and mobile devices.





MK4000 KIOSK: KEY TO IMPROVED HOSPITAL OUTPATIENT EXPERIENCE

You have finally found somewhere to park, found your way to your out-patient clinic – congratulating yourself for being 10 minutes early – and bang!... you hit what appears to be a kilometer-long queue.

Anyone who has attended a hospital out-patient service might have experienced a similar scenario, but some hospitals, such as Redcliffe Hospital in Queensland, Australia, are now looking at ways to improve the patient experience. Redcliffe's Specialist Outpatient Department (SOPD) offers orthopaedics, surgical, gynaecology, fracture, medical and private practice clinics in a single location to 45,000 patients each year. The department includes public and bulk-billing specialist services,

pre-admission and anaesthetic clinics, physiotherapy screening, blood collection, medical imaging and a variety of other services.

With the introduction of Queensland Health's model business rules for outpatients in specialist clinics, the SOPD set out to champion best practice service standards using innovative solutions to improve staff efficiency and aid patient flow.

THE CHALLENGE

The new business rules set out how hospitals should manage patients from referral, through to consultation and discharge.

An SOPD business process redevelopment project team was set up to drive the change process. The team identified a need for an innovative Information Technology (IT) solution to automate the SOPD's manual patient processing system, keeping in line with the new rules.

"We needed a solution that would interface with our patient administration system – the Hospital Based Computer Information System (HBCIS)," says Kristy Brown, patient administrations systems manager, Redcliffe Hospital.

"It had to be flexible and configurable with other applications, with unobtrusive, intuitive hardware that could be built on and that we could manage ourselves."

The team called in enterprise and government IT solutions leader Motorola Solutions and integration partner Barcode Dynamics, which specialises in offering automated identification technology with integrated IT solutions.

"We turned to Motorola Solutions and Barcode Dynamics as they had a reputation for innovative technology and the solution they presented met all of our requirements," says Brown. "The partnership had the ability to see our vision and helped us to see and reach beyond that."

Prior to the new business rules, SOPD patients sometimes faced a queue of up to 20 to 30 people simply to register their arrival with administration staff. This led to irritated and aggressive patients and stressed staff.

Patients faced a further wait while nurses manually acknowledged their arrival and alerted their consultant. On average, for fracture clinic patients, the total consultation time was three and a half hours, with patients attending the administration counter 13 times as they moved between different service areas.



THE SOLUTION

"The aim was to achieve a more efficient, patient-focused service without compromising clinical and patient requirements. We wanted to automate a patient's arrival into the SOPD, along with the movement of the patient and their data between service areas and integrate multi-disciplinary clinics," Brown says.

"The key result we envisaged was a reduction in queue sizes and waiting time for patients on arrival at the administration counter."

To that end a three-pronged IT solution was decided upon that included:

- A Barcode Dynamics designed barcoded patient appointment letter – This letter is produced from the Hospital Based Computer Information System (HBCIS) and sent to the patient who brings it to their SOPD appointment
- Motorola MK4000 Kiosks – The barcode scanning technology has a 12.1 inch touch screen and a high speed processor. Its robust memory architecture enables delivery of a range of information and services via a connection to back-end systems. Patients use the

"We turned to Motorola Solutions and Barcode Dynamics as they had a reputation for innovative technology and the solution they presented met all of our requirements."

continued on page 12



kiosk to scan the barcode on their appointment letter at the SOPD and swipe their Medicare or Department of Veterans' Affairs (DVA) cards

- The Barcode Dynamics Patient Automated Arrival System (PAAS) – This software allows patients to check themselves in via the kiosk. They no longer have to queue. It interfaces between the HBCIS and a colour-coded, interactive dashboard created by independent software vendor, Health IQ.

“The system has surpassed our expectation... patients, therefore staff, are happier.”

“When a patient checks in,” says Matthew Candy, general manager, sales, Barcode Dynamics, “If everything is in order, a dynamic map appears on the kiosk’s screen and shows the patient where to find their clinic’s waiting room.

“Meanwhile, PAAS puts a call through to a secure server that holds the patient’s medical data. Once that data is found administrative staff are informed via the interactive dashboard on their computer screen that the patient is in the waiting area. From here, every move a patient makes is recorded on the dashboard, dispensing with paper-based processes.”

“We had considered the idea of having an interactive dashboard that clinicians could use to monitor a patient’s progress throughout their whole appointment,” adds Brown. “We asked independent software vendor, Health IQ, to develop an interface that allows the dashboard and all other applications to feed back into HBCIS. Now clinicians can see where a patient is and use the dashboard to send patients on to different areas.”

The next stage of the project involved automation of the Medicare and Department of Veterans' Affairs (DVA) payment systems, via the Motorola kiosk.

To ensure prompt and correct processing of payments the SOPD project team required a magnetic swipe facility to be added to the kiosk to validate Medicare and DVA cards. Barcode Dynamics – with input from Health IQ – modified the interface, kiosk messages and interactive dashboard to validate the cards.

If a patient is paying via Medicare or the DVA, the kiosk tells them to swipe their card. If the card is validated the system tells them what to do next. But if the card is not validated, the patient is directed to the admin counter for formal validation and the dashboard is updated to inform administrative staff there is a funding issue.

THE BENEFITS

The return on SOPD’s investment has surpassed expectations. To date the Motorola MK4000 Kiosk and the PAAS has brought about thousands of dollars in savings, improved patient flow through the clinic and a significant reduction in queues. On average, 97 per cent of patients now check in via the kiosk.

There has been an increase in data accuracy and a reduction in human errors due to the automated arrival process. Admin and clinical staff have fewer manual processes to complete therefore the quality and timeliness of their service has improved.

The PAAS has also reduced the average total consultation time for fracture clinic patients to one hour 43 minutes and patients attend the administration counter on average only twice during their visit.

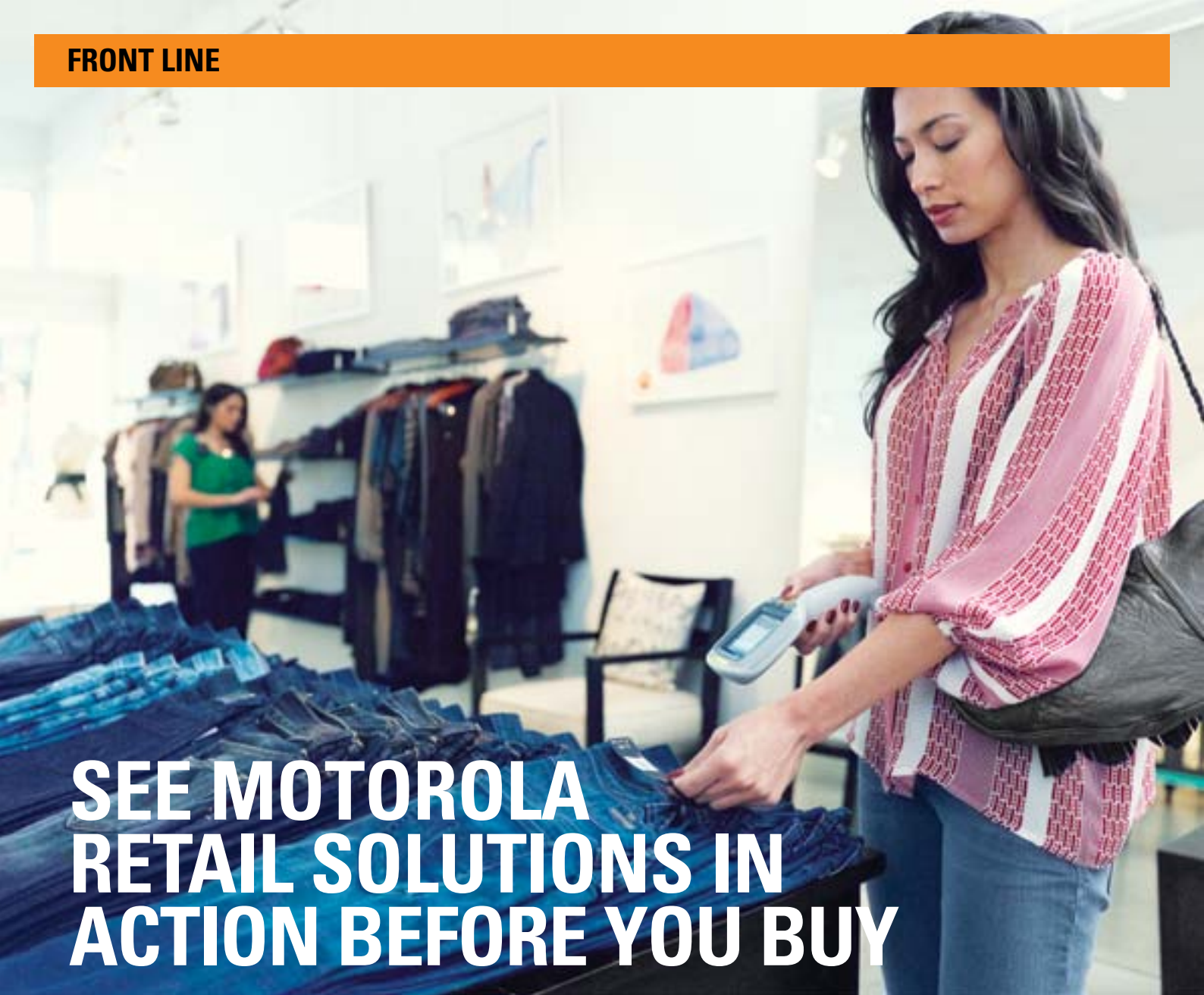
“The system has surpassed our expectation,” says Brown, “Patients, therefore staff, are happier.”

The introduction of the electronic automated process for verifying Medicare and DVA eligibility offered increased revenue potential in the first month of the system going live, with \$22,000 of cost savings. This is due to ineligible patients not being identified by the old system, and therefore not paying. Now these patients are being captured by the kiosk and directed to the administration counter for payment.

Predictions are that patient non-attendance will fall even more once the hospital introduces SMS appointment reminders. The text will carry a barcode, and patients will scan the barcode at the kiosk at their follow-up appointment.

Brown says: “Another major lesson learned was that we underestimated how much the changes would reduce the manual workload. Staff now deal with fewer complaints from patients and are available to assist in areas that might require extra staff.”

The solution has now been rolled out to Redcliffe’s Hospital’s antenatal department and to the State’s Caboolture and Mackay Hospitals. And the icing on the cake? Chosen from a wealth of recently implemented national solutions, PAAS was awarded the Don Walker 2011 Award for Efficiency at the Health Informatics Society of Australia annual conference.



SEE MOTOROLA RETAIL SOLUTIONS IN ACTION BEFORE YOU BUY

Want to see and try out Motorola's retail solutions before you invest? Well you can.

Retail customers can now access a new interactive, web-based application called the Retail Concept Store.

The application – initially developed as a tool Motorola Solutions' sales team used to take customers through the Motorola retail solutions package – moves retailers through various retail focused solutions via a 3D interactive, animation including:

- Personal Shopping System
- Price Check Kiosk
- Barcode Scanning
- RFID Stock take & customer service
- Interoperable communications solutions – MOTOTRBO two-way radio and TEAM phones provide communication between front of store and back of store
- Mobile Point of Sale – provides staff with tools needed to take a sale from start to finish without leaving the customer's side
- RFID warehouse solutions – Enables real-time asset visibility for inventory management and enhanced productivity

- Hands-free voice activated wearable device for more efficient picking
- Wireless network solutions – gap-free security, detects intrusions & protects data resources.



Retail Concept Store 3D image

For example, in the Personal Shopping solution (PSS) demonstration, users are prompted to move through an in-store interactive scenario via flashing green Motorola Solutions' emblems to see the retail technology in action.

The PSS allows customers to take advantage of mobile technology by scanning items themselves as they move around the store.

Register your interest to get an early look at the application and see for yourself how Motorola's retail solutions work, in store and the warehouse, by emailing Rebecca Borland at rebecca.borland@motorolasolutions.com.



MAKING SENSE OF NEXT GENERATION ENTERPRISE MOBILITY



BY GARY STARR

Australia and New Zealand President and Country Manager, Motorola Solutions

Gary has more than 20 years' experience in the information and communications technology sector, with a background in electrical engineering and computer science. Here he gives his predictions about the future direction of the industry.

In the last issue of *SmartCom* Gary Starr, Australia and New Zealand President and Country Manager, Motorola Solutions wrote about how next generation enterprise-grade mobile devices are critical for more nimble and smarter business processes. In this issue he examines the key elements enterprises must consider if they are to change and empower their workforce to give customers what they want and takes a closer look at the driving factors that would make next generation enterprise mobility an everyday reality.

SMARTER CUSTOMERS NEED SMARTER DEVICES

"The internet makes it easier for today's smarter customer to research and compare competitor services and products. Expectations have increased and the level of service and value enterprises provide will be scrutinised. The ability to customise customer touch points (or interact with customers) at every stage of engagement builds loyalty.

When customers enter the store, their profiles can be identified. Coupons can be automatically generated and pushed to the customer's mobile device. Your customer will determine the type of relationship they prefer and your systems will automatically adjust. Customers are able to access your associates from their own devices. Out-of-stock items can be automatically ordered, purchased and shipped directly to a desired location.

Today, mobile workforces can collaborate via enterprise mobile computers, tablets, kiosks, wearables or voice-enabled WLAN devices, improving their effectiveness and enabling real-time data management and accountability. Mobile devices allow decisions to be made and acted on quickly to enhance productivity. Priorities can be automatically adjusted to meet business demands and automatic systems can trigger tasks and identify and alert the most appropriate worker to complete them.

INTEGRATED COMMUNICATIONS & ADVANCED APP SERVICES

Boundaries dissolve with an integrated infrastructure that supports broadband, wireless local area network (WLAN) and wireless wide area network (WWAN) as well as multiple, disparate devices. Voice and data

solutions become seamless and accommodate fixed mobile convergence whether in the office or on the road. Formerly unconnected workers can now connect with devices that provide access to role-specific content. New multi-role work groups are created, collaboration is increased and new levels of productivity are achieved.

Advanced application services will turn data into meaningful information, which in turn will lead to better decisions. Video-based applications and analytics will define future enterprise operations. Imagine if your video tools can be used to monitor and automatically trigger inventory orders or tie-in to a workforce management system that calls associates when customer assistance is detected or when additional support is needed at store checkout lines. Automated systems will be able to trigger specific tasks providing unprecedented new efficiency levels. Comprehensive connectivity will provide trusted suppliers a secure view into your operations to immediately solve issues and keep key business processes running optimally. That same access will also give enterprise leadership the ability to view key systems and make adjustments to improve process and revenue flows.

ADAPTIVE NETWORKING & ENHANCED INFORMATION CAPTURE

Highly scalable and resilient, adaptive networks distribute network intelligence from the controller to access points. They will constantly monitor network traffic and automatically adjust to ensure reliable, secure and prioritised connectivity. They will detect and identify customers and purchasing profiles automatically. They will have the ability to manage the bandwidth for multi-media, data-rich applications as well as provide for the delivery of context-specific content to connected devices once users are identified on the network.

Knowing what you have and where you have it is critical to getting it where it needs to go quickly. Advanced scanning solutions, innovative 2D imaging and Radio Frequency Identification (RFID) systems will identify, monitor and track assets at any given point within the supply chain. Inventories will remain at the minimal optimal level, be replenished automatically and ensure real-time visibility of business critical assets from the Chief Financial Officer to a receiving clerk. The foundation of tomorrow's mobile enterprise, these systems will provide superior data capture performance and seamless integration with other networks and information systems.

ROBUST SECURITY & INTEGRATED MANAGEMENT

Data breaches cost millions of dollars annually – not to mention even greater losses in customer loyalty and trust. With a vigilant eye toward local and regional statutes for privacy, advanced solutions will allow IT to monitor current and historical relationships and behaviours,



making unusual access or activity easy to identify. Next generation networks will detect intrusions, defend against threats and protect data resources, providing gap-free security across the entire enterprise network platform.

Today's networks consist of numerous remote and often disparate devices, appliances, readers and sensors. As employees are increasingly using their individually-owned mobile devices for work, managing and controlling those assets will remain a top IT priority, while monitoring critical performance indicators system-wide.

How easy it is to manage indoor and outdoor enterprise networks will affect the long-term cost of ownership as well as productive up-time for networks and devices. Networks will be smarter, 'self-healing', have the ability to identify and address security, coverage and capacity issues automatically and provide system alerts only when necessary."

MOTOROLA SOLUTIONS' VISION

- There are several key areas of innovation. These include advanced devices, enhanced information capture, adaptive networking, integrated communications, advanced application services, the connected customer, security and management.
- Next generation enterprise mobility technology will empower the growing mobile workforce by expanding the range of devices to more workers so they are connected with the devices that are appropriate for their roles. This will lead to enhanced productivity.
- By providing real-time asset visibility beyond just merchandise, enterprises will be able to further monitor assets and activity and make decisions that increase efficiency and sales.
- Next generation enterprise mobility will deliver solutions that improve relationships and allow businesses to engage and connect with the smarter customer.

"Video-based applications and analytics will define future enterprise operations."



AP7181 MAKES TRADE ME WELLINGTON WATERFRONT WI-FI A REALITY

Trade Me, New Zealand's online marketplace and classified website, was founded in 1999 by New Zealand entrepreneur Sam Morgan who sold the multi-million dollar business to Fairfax in 2006. It is the second most visited domestic website after Google New Zealand. In a country with a population of around 4.2 million, Trade Me has 2.8 million members and more than 1 million of them have bought or sold an item via the site in the past 12 months.

THE CHALLENGE

Trade Me initiated a project that would make Wellington the first city in New Zealand to have free, public access waterfront Wi-Fi. With the Rugby World Cup and other big events heralding an influx of visitors into the capital, the timing was perfect. The idea was to make the initiative pro-bono and available to everyone within the coverage area.

Trade Me's head office in the NZX Centre is nestled between two buildings on the beautiful Wellington waterfront, surrounded by open spaces and green areas. After enlisting the support of Wellington City Council (WCC), Trade Me worked out the best positions for the access points on buildings around the NZX Centre, and sought permission from the various authorities and affected building owners.

While WCC played a key role as a partner, offering advice and assisting with gaining the necessary consents, Trade Me concentrated on finding the right technical solution to deploy the Wi-Fi network.

"We had some requirements in terms of where we needed the access points to be – which was on buildings and bridges – so we needed a solution that was flexible enough to accommodate our specific needs," said Allister Maguire, Trade Me's head of networks & storage. "We looked at various Wi-Fi products and vendors including Motorola Solutions, who came highly recommended, and our reseller put us in touch with Motorola's distribution partner, Connector Systems."

THE SOLUTION

"We realised that Motorola's high performance, multi-radio 7181 outdoor wireless access points were the best fit for us because of their meshing technology," Maguire added.

A wireless mesh network is created by connecting access points (or 'nodes') installed in various locations. Each node only needs to transmit as far as the next node. In Trade Me's case, two access points on the NZX Centre functioned as gateways for the mesh network.

"As we were installing the access points outside on the buildings, we knew we weren't going to be able to run fibre or network cable and this is where the meshing of units together was important," said Maguire.

THE BENEFITS

"As a high profile web company we want to align our brand with high quality technology and service – whatever we do, it is important we do it well," said Maguire. "For us, it is crucial that the free Wi-Fi stays connected as we want people to visit the waterfront and be able to browse the internet with ease. So far, Motorola's access points have not let us down and the feedback online and offline has been very positive."

Thanks to the generosity of Trade Me and Wellington City Council – who covered the installation and electricity costs for the Wi-Fi access points – visitors to Wellington waterfront now enjoy 24-hour, fast, free wireless internet. Coverage spans around a 1km area from access points on the NZX Centre and Te Papa, New Zealand's national museum.

Depending on the weather up to 2,000 people with Wi-Fi capability on their laptop or mobile device take advantage of Trade Me's gift of free Internet access each day. There is a two hour time limit on use of the Wi-Fi, after which users are prompted to agree to reconnect. Furthermore, the Wi-Fi will be able to cater to a growing amount of outdoor users following a planned upgrade to Motorola's WiNG5 software in a few months.

WiNG5 is designed to deal with the challenges of higher bandwidth 802.11n wireless networks and scale efficiently from small to large, geographically dispersed deployments.

Meanwhile, Wellington Mayor Celia Wade-Brown hailed the new service a bargain and a great example of how businesses can engage with the city, revealing: "It fits into the broader plans the Council has to introduce a Wi-Fi network across the CBD."

"We realised that Motorola's high performance, multi-radio 7181 outdoor wireless access points were the best fit for us because of their meshing technology,"

NOMINATE A PUBLIC SAFETY AGENT FOR AN APCO AWARD

With its strong heritage and commitment to the public safety industry Motorola Solutions is honoured to be chosen as the 2012 Association of Public-Safety Communications Officials (APCO) Australasia Conference partner for the eighth year running.

APCO Australasia is the premier professional, not-for-profit body for the public safety sector in the Asia-Pacific region and Motorola Solutions is also proud to sponsor two APCO Australasia Awards during the March 12th–14th event in Broadbeach, Queensland.

The 2012 APCO Australasia Communications Award acknowledges those who have had a direct impact on the resolution of an incident via effective communication or those whose contribution has resulted in the improvement of an agency's communications.

Nominees for this award are required to demonstrate a system, action or project that:

- Improves the effectiveness of an agency's emergency service communications systems or
- Has made a direct and positive impact on the resolution of an incident through effective communications or
- Improved or encouraged multi-agency communications and collaboration.

Meanwhile the 2012 APCO Australasia Young Public Safety Innovation Award – introduced as an initiative of Motorola Solutions last year – acknowledges and rewards students who have demonstrated an innovative

design to improve the performance or service delivery of emergency service first responders or community or first responder safety in times of crises.

Applicants are required to demonstrate an innovative design that improves the performance and service delivery of emergency service first responders; or improves community safety in times of crises or improves the safety of emergency service first responders.

Customers can also nominate an individual or a team in two other award categories: the Emergency Management Resilience Award and the Public Safety Award.

All public safety customers and partners are strongly encouraged to nominate individuals/teams. Nominees must be able to attend and present their work on Tuesday 13 March, 2012, at the conference.

The winners will receive a full conference registration for the 2012 APCO Australasia Conference and Exhibition, valued at \$1,419, a prize valued at \$500 from the sponsor and will be acknowledged at the gala dinner and in the APCO Australasia Public Safety Bulletin.

Nominations must be submitted by email to info@apcoaustr.com.au before 5pm Tuesday 31 January, 2012. Visit www.apcoaustr.com.au for more information about the conference and the awards.



EYES ON THE STREET: IN PUBLIC SAFETY VIDEO MATTERS

As Motorola Solutions proudly announces it is event partner for the eighth consecutive year of the 2012 APCO Australasia Conference and Exhibition, *The future of public safety: what does it look like?*, Breyl Yeo, business development manager for Motorola's Public Safety Vertical Practice, shares her insights on the task that lies ahead for public safety agencies. With growing threats from terrorism to unanticipated natural disasters, agencies are innovating to build an integrated system that combines command, control, communications, computers, intelligence, surveillance and reconnaissance abilities.

"Deploying an integrated video solutions platform to combat threats is fast becoming the answer for public safety agencies worldwide. For decades, municipalities, cities and countries have deployed networks of fixed, mobile or portable video surveillance cameras. These cameras help agencies monitor key installations like government buildings, train stations, dangerous intersections to remote locations like parking lots.

Traditionally, these systems are deployed in a stand-alone environment. Analogue or digital videos are piped back via fixed lines or outdoor wireless solutions to the command center. Advanced technologies such as video analytics and remote sensors help officers quickly make sense of the large amount of data that they receive and preempt possible crimes.

Today, the general public is equipped with smartphones and can also act as a reconnaissance agent for the police. They can send multimedia video messages to police command centers that would assist police officers on patrol or on foot with a more enhanced picture of a local crime scene.

Public safety agencies are also tapping into the realm of public/private video partnerships. Agencies can tap into video systems deployed by public/private entities like universities, shopping malls, commercial/private business owners and others, increasing command centers' and first responders' access to new information from a wider range of locations and vantage points.

Likewise, police vehicles are increasingly equipped with dashboard cameras for improved officer safety and have

been proven to be essential in obtaining convictions against scurrilous complaints. Automatic license plate recognition platforms, integrated with vehicle records database, deployed in patrol vehicles can also increase officers' abilities to identify stolen vehicles and improve crime scene analysis.

Integration demands a well-engineered platform that is based on an open and extensible architecture to enable a highly effective end-to-end solution to safe guard public interest, starting from uninterrupted video surveillance, to intelligent incident detection, automated incident management, and successful incident resolution.

TOUGH CHALLENGES

Wireless video distribution in the field has always been a challenge because of the variability of coverage condition and radio frequency bandwidth availability. These problems continue to exist even with public 4G wireless broadband technologies and state-of-the-art video compression techniques. Most video solutions often compromise video quality by reducing video resolution and frame rate to reduce the bandwidth required. However, when public safety is on the line, every second is critical and video clarity is vital for effective decision making.

STREET-WISE VISUALS POSSIBLE WITH INTEGRATED VIDEO SOLUTION

Motorola's Realtime Video Intelligence (RtVI) solution ensures uninterrupted real-time transmission over private and commercial wireless networks to deliver quality video over wireless networks in support of public safety incident response scenarios. This allows agencies to implement intelligent two-way video streaming capabilities while leveraging on current investments. Public safety agencies can now access and send streaming video to and from the command center, public safety vehicles, mobile computers and handheld devices.

RtVI provides a true, real-time view by adaptively encoding any video stream (fixed or mobile) to make the best use of the available bandwidth and the capabilities of the end users equipment with minimum delay. For example, if a beat patrol officer is using a handheld device, it encodes the transmission to no more than the handheld device's maximum resolution to keep it from overwhelming the officer and wasting bandwidth.

With RtVI, public safety authorities can make more informed decisions, swiftly and with less manpower on the street. Authorities can use RtVI within a wide area wireless broadband network to assess situations in real-time and respond effectively based on visual input. Officer safety is enhanced by providing multiple video sources in a wireless environment, and officers may assess the situation en route and make key decisions prior to arrival at the scene of the incident.

BENEFITING FROM CLEAR VISION

For many communities, the most immediate benefit of video is increased safety on the front line: a firefighter accesses helicopter video of a burning building and sees where the roof is in danger of collapsing; a police officer views the street camera video to monitor the build-up and mood of a crowd at a protest.

Today the value of video goes beyond safety. Video helps reduce costs in numerous ways and this includes increasing work productivity and efficiency. The use of video at traffic lights and crossroads can help increase revenues as well as safety. Video surveillance has also proven to be a force multiplier for crime deterrence in many cities."



"Motorola's Realtime Video Intelligence (RtVI) solution ensures uninterrupted real-time transmission over private and commercial wireless networks."

RTVI VIEWING CLIENTS – DESIGNED FOR REALTIME INCIDENT RESPONSE

- 'One click' stream initiation
- Video link can be sent to Intelligent Video Surveillance (IVS) users
- Collapsible directory, maximising space available for viewing video
- Integrated view of mobile & fixed camera sources, access to Mobile Digital Video Recorder audio streams
- Simultaneous viewing of up to 4 IVS camera sources
- Low delay remote Pan-Tilt-Zoom camera capability
- Create and store/forward video snapshots & video segments.



See live demonstrations of Motorola's video story at the 2012 APCO Australasia Conference and Exhibition, 12-14 March, Gold Coast Convention and Exhibition Centre.

VECTOR CAPITAL TO TAKE MOTOROLA'S PTP & PMP BUSINESSES TO NEXT LEVEL

Motorola Solutions Inc. has sold its Point-to-Point (PTP or Orthogon) and Point-to-Multipoint (PMP or Canopy) Wireless Broadband Networks businesses to leading global private equity firm Vector Capital.

“With a renewed focus on the fixed broadband and microwave markets, we expect greater agility and drive for Cambium Networks to continue meeting and exceeding our customers’ and channel partners’ needs.”

The sale to San Francisco-based Vector Capital was completed in September 2011. The company, which specialises in spinouts (where a company “splits off” sections of itself as a separate business) buyouts and recapitalisations of established technology businesses, intends to operate both businesses as one standalone entity called Cambium Networks.

The PTP and PMP businesses are leaders in the wireless broadband industry, renowned for their extensive portfolios of unlicensed and licensed solutions that address key industry verticals, as well as a strong technology base.

To ensure a seamless transition and continuity of service, PTP and PMP senior management, sales, supply chain, technical support, product management, marketing, and research and development teams will transfer to Cambium Networks.

CONTINUED SUPPORT

While Motorola Solutions will ultimately transfer all functions over to Cambium Networks, the business will continue production and related support as well as distribution for several months to ensure a smooth exit and transition to Cambium Networks.

Phey Teck Moh, corporate vice president, Asia Pacific, Motorola Solutions said Motorola will continue to source products from Cambium Networks to meet the broadband needs of its key direct public safety and federal accounts.

“Over time, customers will see some changes, but rest assured that Cambium Networks’ commitment to leadership, innovation and quality in the wireless broadband industry will remain the same,” he added.

“With a renewed focus on the fixed broadband and microwave markets, we expect greater agility and drive for Cambium Networks to continue meeting and exceeding our customers’ and channel partners’ needs.”

Greg Brown, chairman and CEO, Motorola Solutions said that Cambium Networks extensive technical expertise and experience, high reliability, superior quality control, and unparalleled customer support, means it is well positioned for the future.

“This agreement will further streamline the Motorola Solutions portfolio and position PTP and PMP for even greater success. Vector Capital has a strong track record in growing technology businesses, and we believe its continued investment and oversight will best position these industry-leading brands to serve their distinct customer bases.”

EXPERIENCED LEADERSHIP

Brown announced that Phil Bolt, vice president, Wireless Network Solutions, for Motorola Solutions, who has extensive experience in the wireless broadband industry, will serve as CEO of Cambium Networks. Tony Cecchin, Robert Baker and David Lightfoot will lead product management, engineering and supply chain, respectively. Gregg Kalman and Ian Bayly will lead the sales organisations.

Alex Slusky, managing partner at Vector Capital, said the business looked forward to working with Motorola Solutions to spinout Cambium Networks.

“We are committed to taking great care of customers and employees at Cambium Networks and we will enable the management team to build the leading independent provider of PTP and PMP solutions.”

Vector Capital has a strong track record in growing technology businesses to create additional value for customers. With over \$2 billion of capital, the company’s notable investments include Aladdin Knowledge Systems, Certara, Corel, SafeNet, Savi Technology, Trafficmaster, WatchGuard Technologies, and WinZip.



PTP Sync Box

For more information, visit www.vectorcapital.com.

TRUSTED QUALITY: LISTENING AND IMPROVING THE MOTOROLA WAY

Motorola Solutions' goal to maintain its heritage of TRUSTED QUALITY represents part of its continued commitment to its Australia/New Zealand customers and one way it does this is via its BIG-4 quality strategy.

THE BIG-4 ELEMENTS ARE:

- *Voice of Customer Management* – Customer scorecard, customers satisfaction program and service transactional survey
- *Fast & Effective Issue Resolution* – Spill management, preventative action and critical lesson learned
- *Continuous Improvement and Learning* – Leadership commitment, cross functional support, communication and marketing, quality competency, quality recognition and quality systems
- *Cost of Poor Quality Control* – Business process streamlining, warranty improvement and governance.

Using the voices heard from the field, lessons learned from product improvements and customer scorecards, opportunities to improve our supplier management, factory quality control and software release processes have been identified.

Efforts to streamline internal processes continue. Fourteen business processes have been identified via a field engagement survey, with 29 opportunities earmarked for improvement. To-date the loop has been closed on 90 per cent of this feedback.

Following the 2010 Customer Satisfaction Survey Motorola Solutions has listened to its customers and partners and has done things differently this year.

REPAIR OPERATIONS

The repair operations team set impressive goals and over the course of the last 12 months they have achieved significant improvements in the repair cycle time. They have also taken a number of actions to reduce the instances of no fault found.

MARKETING SUPPORT

The Marketing team has been working actively to promote joint marketing plans and partner visits. Motorola is also ensuring that all available funds for Marketing are used.



DELIVERY

The supply chain team has been working to improve the delivery experience, improve lead times and stabilise committed ship dates. A significant number of projects have also been put in place to improve areas such as software ordering and licence key handling.

The Motorola Solutions 2011 Customer Satisfaction Survey runs from now until 22 November. Customers/partners will receive a personalised, web-based survey via email.

A results summary will be published in *SmartCom* and channel publications, next year.

“Motorola Solutions has listened to its customers and partners and has done things differently this year.”

CUTTING EDGE TECHNOLOGY HELPS RETAILERS NAVIGATE ONLINE SHOPPING THREAT

Despite the recent spate of sobering news regarding online shopping trends of the Australian consumer, a range of existing and emerging technology solutions coupled with the native advantages of bricks-and-mortar retail will help the industry adapt and prosper says David Fenner, general manager Enterprise Solutions, Motorola Solutions Australia & New Zealand.

“The recent publication of the Australian Government Productivity Commission draft report detailing the rapid growth of online retail is the latest in a mix of official and anecdotal assessments that have created uncertainty about the future of traditional bricks-and-mortar retailers.

A sampling of the draft report reveals some eye-catching statistics, such as the dollar value of internet commerce jumping from \$40 billion seven years ago to over \$140 billion over the past two years. While this increase is large and substantial, however, the report goes on to note that online sales still represent a very small percentage of domestic Australian retailers’ total sales.

The Australian consumer is being drawn online for a host of reasons: convenience, selection and price, helped in no small part by the recent strength of our dollar. That said, traditional retailers should not sell the “live” shopping experience short.

The smart retailer of the future will remember the fundamental strengths of the in-store shopping experience and harness technological tools and strategies that provide enhanced customer experiences and operational cost-savings.

One of the keys to bringing the customer into the physical retail space and keeping them there to close the sale is enhancing the efficiency and quality of the shopping experience. Recent technological innovations have and will continue to play a significant role in helping to better connect customers to the traditional store.



Today’s customers are now armed with a range of technological tools that are keeping them better informed about price-point, product ranges and options. This kind of informational transparency is a challenge because it means that even while the consumer’s body might be in the retail space, the consumer’s mind often is not.

Bricks-and-mortar retailers therefore need to embrace their strengths. The physical retail experience is a net positive one and while traditional retail stores might currently be challenged by those online, there are many reasons why the traditional model has endured.

Fortunately for the traditional retailer, transparency cuts both ways. In most instances, the consumer has direct access to the product. They can see it, touch it, examine it, ask questions about it and then buy it. They can also easily return it.

From a technological perspective, there are a few benchmarks that should be considered to ensure an enhanced shopping experience. These involve actively equipping your customer service team with the tools needed to manage the floor, provide customers product information on demand, track inventory in real-time and optimise checkout – ultimately serving as more effective liaisons to the consumer.

While sales in certain in-store retail operations might benefit from customers wandering the aisles, there are no upsides to a frustrated customer who cannot get timely and correct information regarding things like product

location and stock levels. There are great advantages to connecting people to the information that matters most to them at that particular point in time.

Devices such as hand-held barcode scanners that are wirelessly connected to a back end system allow real-time inventory accuracy. This updated information can then be relayed directly to consumers across the "human" platform of customer service or, in appropriate circumstances, by way of micro-kiosks that put the shopper in the information driver's seat, allowing them to check inventory, location and price-points.

Some retailers in Australia and abroad have already moved to adopt mobile point-of-sale devices and e-mailed receipts that enable employees to close sales on the move. For example, in the United States, Home Depot recently deployed 30,000 mobile computers across its 1,970 stores to equip store associates with the ability to check inventory, provide product information, print labels, communicate with other store associates and check-out

customers with credit or debit cards anywhere in the store. The solution has not only helped improve efficiency and productivity, but has also enabled Home Depot to take customer service to the next level.

Future breakthroughs in retail technology and refinements of existing technology, like the tracking of stock anywhere in the store, will equip smart retailers with further shopping enhancement advantages while also continuing to eliminate the wasted and missed sales opportunities that drag on the bottom line.

Again, a solution is only a solution if it actually contemplates the unique needs of each retail environment. One retail operation might benefit from a technology-supported, self-directed shopper or roaming checkout, while another might not, but the key takeaway is this: the choice today, and in the future, is not between high-tech retail and bricks-and-mortar, but is an intelligent marriage of both. And the future is bright."

"The smart retailer of the future will remember the fundamental strengths of the in-store shopping experience and harness technological tools."

CRIME STOPPERS QUEENSLAND BENEFITS FROM MOTOROLA RADIOS

Crime Stoppers Queensland Limited was presented with a variety of Motorola Solutions radio equipment to assist its volunteer efforts, during its recent annual awards dinner.

Crime Stoppers Queensland Limited was presented with a variety of Motorola Solutions radio equipment to assist its volunteer efforts, during its recent annual awards dinner.

As part of its ongoing community support programme Motorola Solutions donated four Zeon Digital radios plus accessories to give volunteers radio communications capability around Brisbane and the Gold Coast area.

Motorola also donated four GP339 radios plus accessories to assist Crime Stoppers with communication across the wider Queensland area.

The radios will support Crime Stoppers' state office personnel and volunteers in a number of ways, including day to day operations, specialist campaign activity such as the Forest Safety Campaign patrols, and will ensure the smooth operation of specialist public events with clear communication.

Motorola Solutions' general manager for government and public safety in Australia and New Zealand, Dr Michael N'Guyen (far right), and Wayne Smith (left), regional manager Queensland and Northern Territories, presented the radios to Crime Stoppers at its annual awards dinner.

The awards recognised the efforts of outstanding volunteers in each region across Queensland. Volunteers primarily run social events in order to fundraise for promotional activities and to promote the work of Crime



Stoppers Queensland. They also take part in specific campaign activities where they engage directly with the community to help stop crime.

Trevor O'Hara (middle), CEO, Crime Stoppers Queensland Limited said: "We'd like to thank Motorola Solutions for their generous donation and ongoing support. The radios will mean an increased level of professionalism and on site management by our personnel. They provide increased safety and risk mitigation for our volunteers by assisting them with vital and necessary communications."



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