



Enable anytime, anywhere payment processing and improve customer service and cash flow — with Motorola's Snap-On Mobile Payment Module



The Motorola Snap-On Mobile Payment Module turns Motorola MC70 and MC75 mobile computers into an instant point of sale (POS), enabling employees and associates inside and outside the four walls to improve service, productivity and sales in retail stores, hotels, car rental agencies, package delivery routes and more. With secure wireless LAN (WLAN) and wireless WAN (WWAN) connections to banking, CRM and other backend systems, this versatile three-track device allows workers to process credit and debit cards as well as driver's licenses, loyalty and gift cards in real-time, enabling on-the-spot payment processing and more.

The challenge: inefficiencies in payment processing

Regardless of your industry, inefficient payment processing procedures can have a profound impact on your bottom line. From retail, hospitality and field service to transportation and logistics, payment processing procedures can affect customer service levels, employee productivity and sales as well as cash flow and profitability. Long wait lines at the retail Point of Sale (POS) can result in lost customers and abandoned sales. Long wait lines for hotel check-in can frustrate guests — and provide a negative first impression. Out in the field, anything less than real-time payment processing adds time and costs to accounting and invoicing functions, lengthening the order-to-cash and cash-to-cash cycle times — negatively impacting cash flow.


The solution: enable real-time payment processing and more inside and outside the four walls

Motorola's Snap-on Mobile Payment Module works with Motorola's MC75 and MC70 Enterprise Digital Assistants (EDAs) to enable anywhere anytime payment processing inside the enterprise walls and out in the field — a true Mobile Point of Sale (MPOS) solution. Imagine a retailer that can easily deploy dynamic MPOS stations as needed to reduce wait times at the register during peak shopping hours. Imagine the increase in sales if retail associates could process purchases in the aisles of the store, capturing sales right at the moment of decision. Imagine the impact on cash flow if delivery drivers and service technicians could process payment upon delivery of goods or completion of service, eliminating days from payment cycle times. And imagine the improvement in service levels when servers can process payment cards in seconds, right at the table. You have just imagined the power of Motorola's Snap-on Mobile Payment Module.

The Snap-On Mobile Payment Module can process virtually any type of card with a magnetic stripe, including credit and debit cards as well as driver's licenses, loyalty cards, gift cards and more. Since the transaction is purely electronic, paper-based receipts are no longer required — reducing the costs related to purchasing, filing and storing the paper-based receipts, as well as the opportunity

KEY BENEFITS

- Improved customer service, satisfaction and retention:
 - Reduced wait times at the Point of Sale
 - Flexibility to process payments and accept debit as well as credit cards inside and outside the four walls, including outdoor dining areas, a hotel lobby and customer sites
- Improves cash flow: Ability to process payments in real time, reduces the cash-to-cash cycle
- Increased sales: Ability to process payments on the spot enables associates to capture sales right at the moment of decision — from an impulse buy on the retail floor to an upgrade of a service contract out in the field to stamps from the local postal carrier
- Reduced costs: Electronic transactions take the place of paper-based records, eliminating the costs related to purchasing, filing and storing paper-based receipts
- Increase the customer base: The ability to scan a driver's license to auto populate a loyalty card application allows associates to issue new cards in minutes, without delaying the customer — the result is an increase in applications and the loyal customer base



for identity theft. In addition, the MC75 and MC70 offer wireless LAN (WLAN) and wireless WAN (WWAN) connectivity options, enabling payment processing wherever you need it, inside the four walls or out in the field — on the retail sales floor, at a customer site on a delivery route, in a indoor or outdoor dining area or hotel lobby and more. The result is a significant improvement in customer service, sales and cash flow.

Why choose the Motorola MC75 and MC70 for your Mobile POS?

When you choose Motorola's MC75 or MC70 for your MPOS solution, you choose a device that leads the way in rugged design, ease of use, security, ease of deployment, simplified management and return on investment (ROI) — six of the most crucial criteria for MPOS solutions:

- 1 Rugged design.** Motorola's flagship rugged design provides dependable performance in virtually any environment. The devices pass two stringent impact tests — a drop test performed across the entire operating temperature range as well as a tumble test, where the device is subjected to many sequential drops in a rotating drum. Environmental sealing enables the devices to easily tolerate the elements — including dust, rain and snow. Wide operating temperature ranges enable reliable operation in extreme heat and cold. The result is a device that easily endures all day every day use indoors and outdoors.
- 2 Ease of use.** Designed to fit in a shirt pocket, the lightweight devices are easy to carry and easy to hold. Dedicated keys and well-designed key placement enable easy one-handed operation — as well as a highly intuitive user experience that minimizes training requirements.
- 3 Security.** The MC70 and MC75 mobile computers combine with the Snap-on Mobile Payment Module to create a PCI PED approved solution. Compatibility with Motorola's Mobility Suite provides a set of enterprise-grade security tools specifically designed for mobile computers, including a firewall, intrusion prevention, enforced authentication, data encryption, integrity monitoring — and the ability to wipe the data off of devices that are lost or stolen. The result is cost-effective compliance with industry regulations, keeping customer sensitive financial information safe and secure.
- 4 Easy and cost-effective deployment.** The open-standards Microsoft® Windows Mobile® platform minimizes software development times — and Motorola's platform strategy enables applications that were developed for other Motorola mobile devices to be easily ported to the MC70 and MC75. Finally, Motorola is a true one-stop shop for payment card transaction processing solutions. Motorola's secure PCI-certified keying facilities enable delivery of key-injected payment devices that are ready to go, right out of the box — greatly reducing staging time and cost.
- 5 Centralized cost-effective management.** Compatibility with Motorola's Mobility Services Platform (MSP) enables IT to remotely stage, provision, monitor and troubleshoot MC70 and MC75 devices regardless of whether they are located inside the enterprise walls or around the world — all from a single centralized location. The result is a substantial reduction in the time and cost associated with the single most expensive aspect of any mobility solution — the day-to-day management.
- 6 Rapid return on investment (ROI).** Unlike standalone point solutions for payment processing, the Snap-On Mobile Payment Module allows you to extend the power and versatility of existing and new Motorola MC70 and MC75 mobile computers, greatly improving the ROI. With these versatile devices, employees can perform a wide variety of tasks in addition to payment processing — from checking inventory and pricing to performing inventory counts, receiving electronic work orders, receiving daily task assignments checking work schedules and more — all on the same device.



A wealth of applications across industries

The Snap-on Mobile Payment Module enhances productivity and payment cycles across many industries — from retail and transportation and logistics to field service and hospitality.

In retail...

In the highly competitive world of retail, service truly is king. With a multitude of shopping choices — from brick and mortar stores to the Internet and catalogs — customer demands and expectations are at an all time high. With customer loyalty at a premium, retailers must avoid chokepoints and poor service at the checkout stand. At best, long lines lead to customer frustration. But all too often, these long waits can result in lost sales, even irreparable damage to customer loyalty and store reputation.

By adding the Snap-On Mobile Payment Module to Motorola's MC75 and MC70 mobile computers, retailers are able to put a complete Mobile Point of Sale register in the hands of associates. Now, the

enterprise can set up virtual point of sales anywhere in the retail environment — at the checkout stand or outside during sidewalk and tent sales. As a result, POS stations can be added whenever and wherever needed — enabling stores to effectively respond to peak shopping bursts and proactively minimize wait times, without the high cost of adding fixed POS stations. Fewer sales are abandoned due to decreased wait times and the ability to capitalize on impulse buying decisions on the sales floor. And in the event an item is in stock in another location, associates can place an order for next-day delivery to the customer's home or business as well as process payment — without ever leaving the customer's side.

The fully-featured mobile payment solution delivers the same level of service as a standard POS counter. Regardless of whether your customer presents a credit, debit or gift card, associates have all the technology and tools they need to complete purchases and returns, right on the spot. In addition to streamlining the checkout process, retail associates can also offer customers value-added services. For example, the swipe of a driver's license enables the auto population of a loyalty card application — and a quick swipe of a loyalty card allows associates to identify customers and present special offers based on unique customer buying patterns.

In transportation and logistics...

Parcel and post and other delivery operations are faced with a number of issues. Volatile fuel costs create a constant pressure on profitability. An increased volume of goods shipped (due in part to online shopping) translates into higher employee-related costs and the need to hire additional staff. In addition, increasingly technologically savvy customers demand even faster and more reliable service in exchange for their loyalty.

A Motorola MC70/MC75 handheld mobile computer with a Snap-on Mobile Payment Module improves service and protects profitability by streamlining the payment and delivery chain right at the customer's doorstep. With a Mobile POS in hand, delivery drivers are able to offer customers greater payment options for cash-on-delivery (COD) orders — including debit as well as credit cards. At package pickups, drivers can accept and process shipping charges right on the spot. As a result, companies can



In field service...

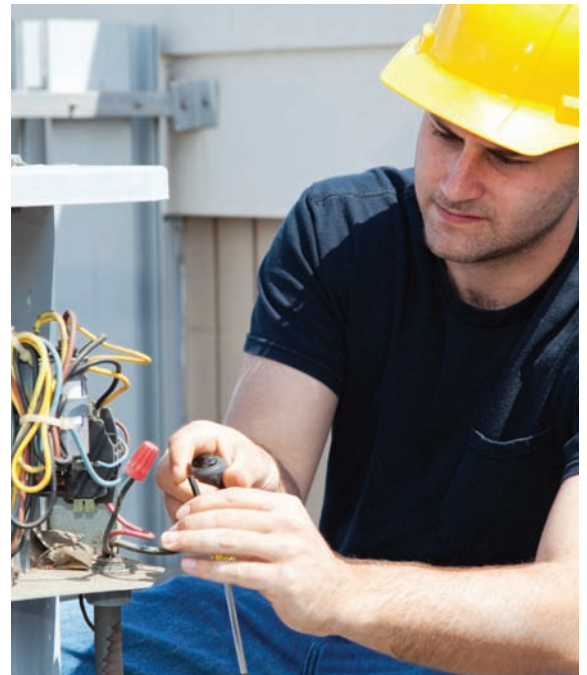
In a wide variety of industries, field service organizations struggle to control the spiraling costs of labor and fuel, yet increase customer satisfaction. With a Motorola mobile computer and the Snap-on Payment Module in hand, field service employees are armed with the tools to increase productivity and ensure this critical link to the customer results in greater service, retention rates and sales.

Whether you have technicians repairing appliances in the home or industrial equipment in the office, field service workers are able to instantly process payments for parts and service right at the customer location. While processing payments in the field was once a manual paper-intensive process, the advanced features in Motorola's EDAs — from electronic forms to bar code and image capture — automates the collection and transmission of information required to process instantaneous

develop 'pay now, save now' payment programs that offer a discount on shipping when payment is made at the time of pickup.

With WWAN connectivity, the mobile payment solution instantaneously sends payment information to banking and backend systems, dramatically increasing the velocity of the order-to-cash cycle. On-the-spot processing eliminates the inefficiencies of paper work — drivers no longer need to complete delivery paperwork; accounting no longer needs to process paper work and send invoices; and your business no longer needs to wait for payment. Payment cycles are literally reduced from weeks to minutes.

The ability to take payment at the door not only provides added convenience to customers, but also enables lucrative new up-selling opportunities. For example, while picking up or dropping off a package, a postal carrier can now sell stamps and other related items right at the door.



payments, yielding dramatically faster cash flow cycles. Without mobile payment processing, it can easily take weeks to receive payment for services. Paperwork must be completed and processed, and invoices sent before payment can be received. But with mobility, field workers can process payments right on the spot in just minutes, complete with a printed signed invoice for the customer.

Mobile payment processing also transforms traditional cost centers into a valuable profit center. A Motorola mobile computer can prompt field technicians to present customers with a range of appropriate items — from compatible after-market products such as a new filter for a heater to a renewed service contract for equipment that is near the end of warranty or an upgrade to an existing service contract. This added convenience increases sales, as customers are more likely to take advantage of such offers at the time of transaction.

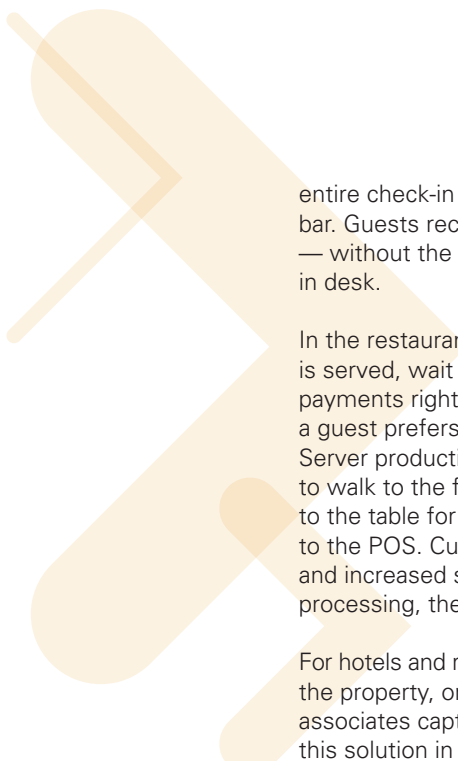
Finally, by replacing the traditional paper trail with real-time electronic processing, the reduction in paper helps companies achieve their green initiatives, while simultaneously reducing the administrative staff required to process the volumes of paper.

In hospitality...

In the hospitality industry, success depends upon consistent guest loyalty. As personal and business travel budgets are shrinking, hoteliers and restaurants must deliver top notch service from the moment guests enter the facility until the moment they depart. Superior efficiency throughout the stay is essential to protecting the guest experience, prompting the repeat business that improves revenue and profitability.

Enabled with a Motorola MC70/MC75 mobile computer and a Snap-on Mobile Payment Module, staff members can quickly and easily complete the





entire check-in procedure at the curb, lobby or hotel bar. Guests receive red carpet service every time — without the frustration of long lines at the check-in desk.

In the restaurant, bar, poolside, or wherever food is served, wait staff can process credit or debit payments right at the customer's side, whether a guest prefers to use a credit, debit or gift card. Server productivity is improved — there is no need to walk to the fixed POS, wait for processing, return to the table for a signature and return the paperwork to the POS. Customers receive faster service and increased security — with tableside payment processing, their card is never out of sight.

For hotels and resorts that have stores located within the property, on the spot payment processing helps associates capture more impulse purchases. With this solution in hand, associates have everything needed to assist guests — including checking inventory and pricing, requesting a different size or color from the back room to processing the sale — and all without ever leaving the customer's side.

Enhance operations with Mobile Point of Sale capabilities

The combination of a Motorola mobile computer and the Snap-on Mobile Payment Module gives retail, hospitality, delivery and field service workers the tools they need to increase productivity and improve customer service, while protecting your company's cash flow and profitability. Secure processing of credit and debit cards and more provides convenient on-the-spot transaction processing. Motorola's snap-on architecture extends powerful payment processing to a multi-function mobile computer for maximum versatility and business value. There's no need to purchase and manage separate mobile computers and payment terminals, improving the return on investment for your existing Motorola mobile computers. And Motorola's flagship rugged design combines with our award winning support services to ensure peak performance in virtually any environment, lowering your total cost of ownership.

For more information on how the on-the-spot payment processing capabilities of the Motorola Snap-on Mobile Payment Module can benefit your organization, please visit us on the web at: www.motorola.com/mobilepayment, www.motorola.com/mc75, www.motorola.com/mc70, access our global directory at www.motorola.com/enterprisemobility/contactus or contact your local Motorola authorized partner.

About Motorola Enterprise Mobility Solutions

When you choose Motorola for your mobility solution, you get the peace of mind that comes with choosing an industry leader as your technology partner. Motorola offers the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in virtually every size business in nearly every major industry. Every day, businesses of all sizes all over the world count on Motorola Enterprise Mobility Solutions to maximize employee effectiveness, improve customer service and increase supply chain efficiency.

Our broad technology portfolio and world-class partnerships enable us to offer true end-to-end solutions that offer the simplicity of a single accountable source — regardless of the number of vendors involved. Our comprehensive product offering includes:

- Rugged and enterprise class mobile computers with extensive advanced data capture and wireless communications options
- Business-class smartphones
- Rugged two-way radios for always on voice communications
- Private wide area and local area wireless network infrastructure to deliver wireless connectivity to workers inside and outside the four walls — and to network multiple business locations
- Robust RFID infrastructure
- A partner channel delivering best-in class applications
- Software products for central and remote management of every aspect of your mobility solution
- A complete range of pre-and post-deployment services to help get and keep your mobile automation system solution running at peak performance every day of the year.



1. New Visa research shows that 96% of retailers recommend chip and PIN to non-users; London, January 25, 2006; http://www.visaeurope.com/pressandmedia/newsreleases/press240_pressreleases.jsp



MOTOROLA

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