



MOTOROLA SOLUTIONS AND NEARBUY SYSTEMS

# NEARBUY SYSTEMS AND MOTOROLA IN-STORE MOBILE COMMERCE SOLUTIONS

## LOCATION-AWARE MOBILE COMMERCE REACHES THE STORE

More than 33.3 million U.S. consumers now engage in shopping-related activities on their mobile phones.<sup>1</sup> Nine in ten mobile-equipped shoppers have used a device while in-store.<sup>2</sup> The growing use of mobile devices, combined with new technologies such as barcode scanning, Near Field Communications (NFC), and image processing from a phone's camera, is giving retailers revolutionary opportunities to understand their shoppers and serve them better while they are in the aisle of the store.

Today's online retailers can take advantage of detailed web analytics that inform them about who is shopping on their websites, how these shoppers navigate through the

sites, which product pages they visit before converting, and how long they stay. But inside a physical store, where 93% of transactions still take place, retailers have not had an effective way to understand shoppers' behaviors and react to them with a better shopping experience – until now.

Nearbuy and Motorola together provide retailers with a total in-store mobile commerce solution that brings the best of the online shopping experience into the physical store. Capitalizing on Nearbuy's unique technology and Motorola's established leadership in retail systems, the joint solution generates new shopper insights and deepens shopper engagement and loyalty at a cost that makes business sense.

1. Experian Simmons 2011 Mobile Commerce Report, reported in <http://www.internetretailer.com/2011/08/02/33-million-consumers-shop-mobile-phone>  
2. "The Mobile Shopping Framework Study: The Role of Mobile Devices in the Shopping Process," Yahoo and the Nielsen Company, January 15, 2011

## Nearbuy Solutions

**YOU ARE  
HERE**

**In-store  
directions**

**SALE!**

**Location-aware  
promotions**

**Sales  
associate  
needed here**

**Concierge  
services**



**Mobile device  
utilization**



**Employee  
efficiency**

**In-store Mobile Shopping Apps**

**Employee Productivity Apps**

### Nearbuy API



**Captive Portal**



**Micro-location**



**Online Analytics**



**WLAN**



**Store Video (optional)**

Nearbuy integrates with Motorola's WiNG 5 Wireless LAN solutions to deliver a full suite of in-store mobile commerce offerings including guest WiFi access, micro-location powered applications, and in-store analytics. The Nearbuy solution operates as a convenient Software-as-a-Service (SaaS) and utilizes infrastructure that the retailer already has in place. As a result, it can quickly scale to thousands of store locations.

The Motorola WiNG 5 WLAN architecture is a solution designed for 802.11n networking. It leverages the best aspects of independent and dependent architectures to create a smart network that meets the connectivity, quality and security needs for critical retail operations. Motorola's distributed architecture extends QoS, security and mobility services to the APs so you get better direct routing and network resilience. That means no bottleneck at the wireless controller, no latency issues for voice applications, and no jitter in your streaming video. And with our broad selection of access points and flexible network configurations, you get the network you need with less hardware to buy.



### CAPTIVE PORTAL ENGAGES VALUABLE SHOPPERS

Shoppers prefer free high-speed internet access in the store because carrier signals are often degraded and because WiFi offers a lower cost alternative to their existing data plans. Motorola and Nearbuy make it easy for the retailer to offer an

opt-in, amenity-based WiFi service to their valuable shoppers. Nearbuy's captive portal feature allows the retailer to create their own branded setup pages, shopper identification system

(e.g. through loyalty cards), and terms of service including opt-in capabilities and privacy statements. After a one-time registration, the captive portal will automatically connect the shopper to the network each time he or she enters any of the retailer's stores.



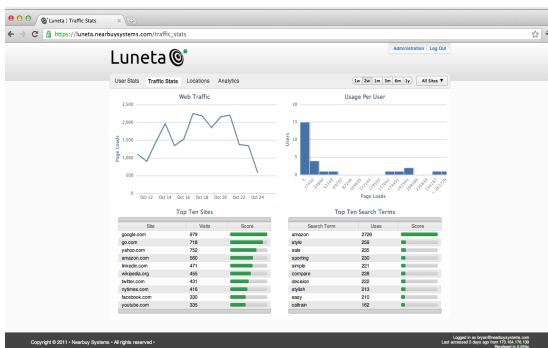
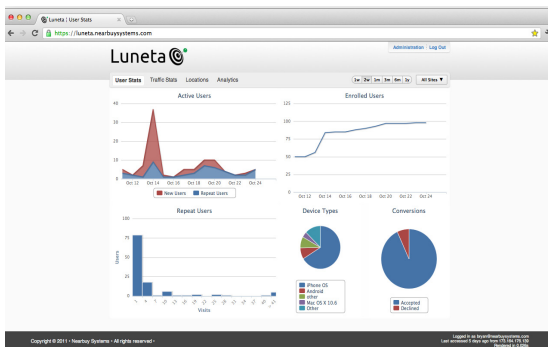
### LOCATION-AWARE MOBILE APPLICATIONS DELIVER AN EXCEPTIONAL IN- STORE EXPERIENCE

Nearbuy leverages information collected by the Motorola WiNG 5 solution to provide location data about connected WiFi clients in the store. By integrating with the retailer's in-store video surveillance system, Nearbuy can provide even more accurate location, within a three-foot range. Accessible through an API, this aisle-level location data makes it possible to offer location-specific content and services. Developers can quickly create useful in-store services such as:

- Navigation: in-store maps and directions that answer your shoppers' most pressing question: "Where is it?"
- Concierge services: an electronic "help" button that brings help to shoppers at their point of need
- Associate productivity applications: empowering sales staff to engage with your most important shoppers by knowing where they are in the store
- Location-aware promotions: manufacturer promotions delivered to shoppers right at the point of decision

## ONLINE ANALYTICS DELIVER INSIGHTS INTO THE IN-STORE EXPERIENCE

The Nearbuy solution captures valuable data about mobile shoppers' online activities (what sites and pages they visited while connected to the retailers' WiFi service) as well as their in-store activities (where they went in the store). Nearbuy turns this data into valuable reports containing information about mobile browsing patterns, mobile device types, store traffic patterns, dwell times, and much more. Retailers can leverage these analytics directly from Nearbuy's cloud-based analytics interface or pull the data and insights into their own data warehouses using the Nearbuy API.



## BENEFITS OF THE JOINT SOLUTION

Together, Nearbuy and Motorola give retailers an affordable way to market more effectively, understand the in-store experience of their mobile shoppers and sell more. They can:

- Know who their shoppers are the minute they walk into the store
- Build rich in-store analytics that help to optimize store layout and execution
- Deliver a personalized, branded mobile shopping presence that is tailored to the shopper's precise location in the store
- Deepen engagement with shoppers and improve the entire shopping experience
- Execute on "one degree" marketing with the products that shoppers are interested in at a particular point in time

## ABOUT MOTOROLA SOLUTIONS

Motorola Solutions is a leading provider of mission-critical communication products and services for enterprise and government customers. Through leading-edge innovation and communications technology, it is a global leader that enables its customers to be their best in the moments that matter. To learn more, visit [www.motorolasolutions.com/retail](http://www.motorolasolutions.com/retail).

## ABOUT NEARBUY SYSTEMS

Nearbuy helps retailers understand and engage multi-channel shoppers within the brick-and-mortar store. Smartphones have changed how people shop, and as a result retailers need new tools to measure the impact of mobility on the shopping environment and leverage the advantages of the physical store. Nearbuy delivers these insights and powers location-based shopping and employee productivity applications with a unique combination of guest WiFi analytics and micro-location data. For more information, visit [www.nearbuysystems.com](http://www.nearbuysystems.com) or follow us on Twitter: [@NearbuySystems](https://twitter.com/NearbuySystems).

For more information on wireless LAN solutions, please visit: [www.motorola.com/wlan](http://www.motorola.com/wlan)

**RETAIL SOLUTION BRIEF**  
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