



# TEAM VoWLAN retail mobility solution:

Keep on-the-move store associates and managers connected and productive with cost-effective toll-quality voice and data



Retail shoppers today have more options than ever before — in addition to super centers, home improvement and warehouse stores, value chains and specialty retailers, consumers can search the Internet for best pricing from suppliers anywhere in the world, all in just a few clicks. In order to effectively compete in this congested market, brick and mortar stores must offer a service differentiator — an enhanced in-store experience where customers can immediately find a helpful store associate when needed, are never kept waiting long for responses to basic questions such as pricing or availability, and can always find preferred items on the shelves.

Delivery of this level of customer service requires tight communication between managers and all associates on the sales floor as well as the back room employees. But providing this tight connection poses a real challenge for the retailer. Associates are always on the move throughout the retail environment, assisting customers on the sales floor, checking inventory in the back room, removing items from the fitting room, working the cash register and more. And managers are often at their desk, dependent upon the phone and computer to perform many tasks, instead of out on the sales floor where they can more effectively manage staff.

Lack of efficient communication in the retail store results in ineffective task delegation and associate management. Managers are forced to waste valuable time wandering the retail floor to locate employees to assign simple tasks like replenishment. Faced with a customer question, sales associates often need to leave the customer stranded on the sales floor to check on availability or pricing. And noisy overhead pages detract from the customer experience, disrupting shoppers with everything from requests for clean ups and manager assistance to announcing incoming customer calls for sales associates.

Motorola's TEAM VoWLAN solution allows retailers to provide managers and associates with cost-effective mobile voice and data — enabling the tight collaboration and real-time communications required to deliver the level of service that will keep customers returning to your store.

## KEY BENEFITS

- Increases productivity and efficiency in the retail environment
- Helps ensure sales associates are instantly available and accessible when needed
- Improves customer service levels — with fast answers, stocked shelves and helpful associates
- Keeps store managers on the sales floor for effective management and task delegation

## 6 key business services... all in a single device

With the TEAM VoWLAN solution, retailers can keep associates and managers productive throughout the business day with the six key voice and data business services:

- **PBX Telephony**

Extend all the features and functionality of a desk phone to a mobile device, including toll-quality voice, the simplicity of one phone number reach, one voicemail box and convenient desk phone features like abbreviated dialing, call forwarding, call transfer and call waiting.

- **Complete enterprise-grade push-to-talk services**

Empower users with robust, instant communications — including the ability to call an individual or a group (with up to 255 definable groups).

- **Corporate email, calendar, contacts and other personal information management (PIM) tools**

Keep your workers in touch and on top of their schedule, task list and more.

- **Text messaging**

Enables fast and efficient communications between workers via the WLAN — improving response times to customer demands and changing business conditions.

- **Internet/Intranet access**

Provides on-the-spot easy access to web-based applications and information as needed throughout the business day.

- **Line of business applications**

Support for the latest industry standard mobile operating system, Windows Mobile® 6.1, simplifies mobile access to server-based business critical applications, allowing employees to check pricing, availability, schedules and more — all while on the move.

## TEAM VoWLAN integrated voice and data solution

Motorola's Total Enterprise Access and Mobility (TEAM) Voice over Wireless LAN (VoWLAN) solution provides toll-quality mobile voice and data access to critical communications services for on-the-move retail associates and managers. Armed with a lightweight and pocket-sized device, store employees have instant, always-on access to voice, push-to-talk (PTT), text messaging, email, targeted business applications, directory contacts, task lists, calendars and more. The TEAM VoWLAN solution easily integrates as a non-intrusive overlay with existing wireless networks and PBX systems, creating a single common platform for the delivery of integrated voice and data services.

And the affordable solution makes it easy for retailers to extend these productivity-enhancing features to all retail employees, creating a virtual employee network that keeps workers connected regardless of where they are in the retail environment — from the back room and sales floor to the fitting room and even the parking lot.

Ideally suited for a shift-oriented environment like retail, the TEAM VoWLAN smartphones can be easily shared among shift workers — allowing organizations to purchase and maintain fewer devices. When store associates begin their shift, they simply pick up an available device at the phone bank and log in. Their personal profile manages the communication features for the device. For example, store associates may be limited to placing calls only to internal employees, while managers are able to call outside the four walls.

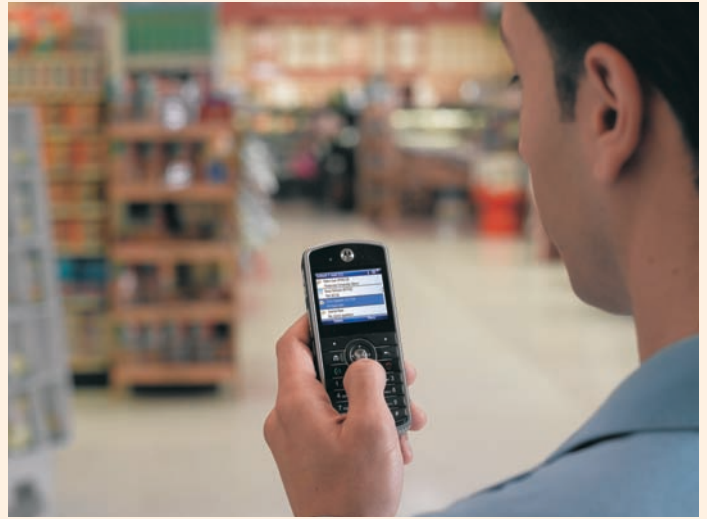
Extensions can be allocated at the department level — so for example, when a customer calls requesting the shoe department, the system rings all TEAM VoWLAN devices carried by employees who work in that department. The TEAM VoWLAN solution enables retailers to deliver voice capabilities to all, without the high costs of assigning a dedicated PBX extension for each employee.

The lightweight and pocket-sized Windows Mobile® smartphone can be comfortably carried all shift long — and the TEAM solution's power management and high capacity battery ensure that battery life easily lasts through an extended shift.\* Motorola's advanced engineering delivers a superior voice experience that matches that of traditional wireline service in any corner of the store facility. And the devices offer enterprise-grade durability built to withstand all day, every day use on the sales floor and in the backroom.

Unlike other Wi-Fi phones and standalone point solutions, Motorola's TEAM solution is a flexible and extensible platform that can serve your communication needs today, as well as expand to meet your needs in the future — whether you need new functionality or increased capacity. The server-based architecture enables easy integration with a range of legacy TDM and SIP-based PBXs to leverage your existing infrastructure investments. With support for up to 4,500 users per server, this solution provides the scalability required to meet growing enterprise needs.

Support for the latest authentication and encryption security standards combines

\*Note: Talk and Standby times vary based on shift profiles.



With the TEAM VoWLAN solution, retailers can improve store efficiency and the customer experience by delivering cost-effective toll-quality voice and data services to managers and store associates. No longer tied to a desk in the back room to make calls or access email, contact directories, calendars and other line of business applications, managers can now remain out on the sales floor where they are most effective. Associates have the tools in hand to provide best-in-class customer service, check inventory and pricing, and even reach a manager or product expert to answer questions — without ever leaving the customer's side. And a direct and instant connection between managers and associates on the sales floor, in the back room and on the receiving dock enables highly efficient task management, maximizing staff utilization and ensuring that your customers find a well-stocked store with the items they want ready and waiting on the shelves.

with robust security policies and centralized remote management of all voice and data services — all from a single point of control.

### **Improve the efficiency of every store associate... and the customer experience**

Motorola's TEAM VoWLAN solution helps retail associates perform their jobs more effectively and efficiently wherever they are in the retail store. With nearly instantaneous push-to-talk (PTT) connectivity to colleagues, managers and workgroups, associates can find the information they need at the press of a button. PTT functionality allows associates to check on inventory in the back room, ask a manager to approve a discount offer, request immediate delivery of an item to the sales floor or confirm pricing with a department specialist, all at the press of a button. There's no need to walk away from current activities or the customer, yet customer questions are answered promptly, enhancing the customer experience and reducing the chance of a lost sale.

The ability to extend the features and functionality of the PBX to

the TEAM VoWLAN smartphones helps take personalized service to the next level. Store associates roaming through the store can directly field calls from customers, eliminating the inefficiencies and disruption of overhead paging. External calls can be routed directly to the right department or specialist within a department, without burdening the operator, putting the caller on hold or broadcasting intrusive pages throughout the store. Additionally, productivity is improved, as associates no longer have to stop the task at hand — such as restocking shelves or clearing out the fitting room — to find a wired phone to answer a call. An integrated contacts directory further increases efficiency, as employees can easily look up any contact and click to call.

Data capabilities — including integrated calendar, contacts and other personal information management tools — offer key information to keep associates organized throughout the day. The TEAM VoWLAN solution enables associates to conveniently communicate with each other via text messaging. Managers can use text messaging to send task lists to associates so they stay busy and productive when not assisting customers.

## **Mobility tools to keep department managers effective...and on the sales floor**

With the ability to carry their deskbound tools in their pocket, department and store managers can now remain out on the sales floor — where they can better keep associates productive, address customer issues and monitor promotions and other store activities first hand. In addition to connectivity to associates inside the store, managers can place and receive outside calls from customers and headquarters. The ability to access email ensures that critical messages are instantly visible, allowing managers to promptly respond. A connection to workers at the receiving dock provides visibility into incoming shipments — managers can instantly dispatch personnel to process the new inventory, ensuring that items reach the sales floor as quickly as possible.

With robust push-to-talk and text capabilities at their fingertips, managers can reach associates or entire departments at the press of a button. It takes only seconds to assign tasks – from instructions to restock promotional items to collecting shopping carts in the parking lot or processing shipments at the back door. And as employees send text messages to acknowledge receipt and completion of each task, managers have improved visibility into task status for more efficient task management and improved staff utilization.

Incorporating a calendar, contacts directory, meeting scheduler, mobile email and more, the TEAM VoWLAN solution allows on-the-go managers to remain organized throughout the hectic retail workday, fielding requests for new meetings and staying on top of last-minute schedule changes, all from the sales floor.

The TEAM VoWLAN solution also provides managers with access to crucial server-based line of business applications. For example, access to the store scheduling application provides managers with instant access to the full shift schedule. If an employee requests a schedule change or time off, a manager can make the necessary change without any paper forms or returning to the back room.

Everything can be handled right on the sales floor with the TEAM VoWLAN smartphone, improving productivity and shortening response times to protect vital customer service levels. The ability to monitor sales and inventory reports right on the sales floor enables managers to stay on top of inventory management, protecting against out of stocks and helping to ensure that your customers find what they are looking for on the shelves of your store. And the ability to access the Internet allows management to quickly check pricing and promotions of competitive stores, allowing a more timely response to competitive business pressures — without leaving the sales floor.

## **Improve productivity...availability... and customer service**

With Motorola's TEAM VoWLAN solution, retail associates and managers have the tools they need to improve productivity, shorten response times and enhance the customer experience. Robust, on-the-spot voice and data communications provide fast access to the people and information needed to complete a task, respond to a customer question or address issues on the sales floor. Workers can get more done in a day, managers can keep a closer eye on operations across the store and customers can enjoy a superior shopping experience with fully-stocked shelves and helpful associates. These benefits are easily achieved with a pocketable and affordable device that leverages the network infrastructure you already have in place and easily scales to meet the needs of virtually any number of workers.

For more information on how your retail operations can benefit from the TEAM VoWLAN solution, please visit us on the Web at [www.motorola.com/TEAM](http://www.motorola.com/TEAM), contact your local Motorola TEAM authorized partner or access our global directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus).





**MOTOROLA**

[motorola.com](http://motorola.com)

Part number AB-TMVOWLANRET. Printed in USA 09/10. MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. © 2010 Motorola, Inc. All rights reserved. For system, product or services availability and specific information within your country, please contact your local Motorola office or Business Partner. Specifications are subject to change without notice.