



Motorola's Integrated Voice Solutions:

Connect your entire retail team to achieve new levels of operational efficiency and customer service

The challenge: different workgroups, different devices on different networks

Competition has never been greater in the retail industry. Today's customers have many shopping choices, including brick and mortar, catalogs and online stores, and the competition is never more than a few keystrokes away, allowing customers to check price, availability and product information — either at home or in the aisles of your store.

Earning sales and loyalty in this environment requires delivery of the best service possible from the moment a customer enters your store. Associates need to be able to answer questions and address needs on the spot. Shelves need to be well-stocked with the right items at the right price. To consistently provide this level of service, every worker in your store — from managers and sales assistants to security personnel and janitorial staff — must be given the tools to perform efficiently.

To achieve peak efficiency, workers need access to the right communication tools. But different workgroups require different tools — some may need push-to-talk voice only, while others may need voice as well as access to back-end business applications and email (See Figure 1). As a result, retailers must choose between selecting a single device that contains the superset of capabilities required by all workers, or selecting the right device type with the needed feature set for each workgroup. Each solution has its drawbacks.

Choosing a single device for all workers is an expensive proposition, requiring retailers to pay for features that many workers may not need. Yet if the device with the right feature set is chosen for each workgroup, the devices will likely run on different networks — such as two-way radios for security personnel and handheld mobile computers for sales associates. In order to enable seamless voice communication between these workgroups, the retailer is forced to provide workers with multiple devices. And the need to purchase and manage a larger device pool increases capital and operational expenses.



Motorola's Integrated Voice Solutions allow retailers to match mobile devices to the needs of different workgroups, yet enable cross communications — regardless of device type allowing instant push-to-talk (PTT) communications between Motorola two-way radios, TEAM VoWLAN devices and handheld mobile computers.



The answer: Motorola's Integrated Voice Solutions

Only Motorola offers retailers the mobile data and interoperable mobile voice connectivity needed to provide the truly superior shopping experience required to increase sales and customer retention levels. With Motorola's Integrated Voice Solutions, retailers can select the right mobile device for each workgroup and enable voice connectivity between the devices — even if they operate on different networks. Workgroups are no longer isolated, able to collaborate as needed. The need for annoying paging systems is eliminated. And the ability to interconnect the many different types of devices in the retail store maximizes the value and return on mobile technology investments.

The resulting one-to-one and one-to-many voice communications between all workers enables lightning fast response times, improved productivity and decision-making — as well as increased customer service, satisfaction and retention.

A complete solution

When you choose Motorola's Integrated Voice Solutions for your retail operations, you can count on:

An unrivaled portfolio that offers the right mobile device for every type of retail worker

Motorola offers all the devices you need to enable right-now communications for any type of retail employee — from cashiers, sales associates and security staff to managers who spend the day out

on the sales floor. Our broad array of features and functionality allows you to match the right device to every job — from tiny VoWLAN PTT devices to two-way radios, VoWLAN business smartphones, compact Enterprise Digital Assistants (EDAs) and rugged mobile computers.

The experience you need to bring all the technologies together for maximum mobility success

With 80 years of leadership in wireless voice communications, Motorola offers the in-depth knowledge required to not only deliver superior voice quality, but also enable truly seamless communications between different devices on different networks. We can help connect every one of your store workers to improve collaboration, decision-making, response times and productivity — a measurable competitive advantage.

An unrivaled portfolio of wireless infrastructure

In order to go wireless in your retail environment, performance and security are paramount. When you choose a Motorola wireless network, you get one of the most market-proven and customer tested wireless portfolios in the industry, with successful deployments in many of the world's largest retailers. A true global one-stop wireless shop, Motorola delivers the only portfolio capable of providing the complete indoor and outdoor wireless coverage you need to extend your network to nearly every inch of your retail environment — including warehouses, loading docks and outside shopping areas. And many patented features and tight integration with Motorola devices provides a dependable desktop-like high-performance connection for voice and data.

Benefits: a more rapid return on investment (ROI) and a new low total cost of ownership (TCO) for retail mobility

No matter how large or small your retail operations are, Motorola's Integrated Voice Solutions deliver superior value:

- No need to issue multiple devices to workers to enable cross communications between different device types, dramatically reducing the capital and operational expenditures associated with mobility.

Integrated Voice at Work in Retail

When a customer approaches a retail associate for assistance with a product in a different department, Motorola's Integrated Voice Solutions provide the cross communications required to serve the customer in seconds – without the electronics manager having to leave the customer. The result? The customer is served promptly, protecting customer satisfaction, sales and profitability.



A customer planning a school party asks a grocery clerk whether they have 25 packages of a certain type of cookies in stock. The clerk makes a quick PTT call to get an inventory check..



The assistant store manager looks up the SKU on his mobile computer and sees there are 5 cases of cookies in stock. He then uses PTT to get someone from the stockroom to bring the goods up front for the customer.



The stock room associate receives a PTT call on his radio from the assistant store manager with the request and acknowledges that he will take care of it right away.

Figure 1

- The need to purchase, manage and maintain overhead paging systems is eliminated.
- Increased productivity reduces staffing costs.
- Motorola's industry-leading mobile device management solution, Mobility Services Platform (MSP), provides centralized and remote management, substantially reducing one of the largest costs associated with any mobility solution — the effort required to stage, provision, update, monitor and manage all your mobile devices.
- No forklift upgrades required — Motorola's TEAM Solutions and two-way radio networks easily integrate into your existing telephony and computing environment. And our industry standard wireless network, mobile computer and mobile device platforms allow you to expand your retail mobility solution as your operations grow, protecting your investment and improving your ROI.
- Motorola devices are built to last, able to withstand drops, spills, dust and extreme temperatures, offering an industry-leading proven low total cost of ownership (TCO). (Note: specifications vary by device type).
- Industry-leading support plans cover accidental damage, the accessories included with the device and advance replacement of devices from the date of purchase, maximizing uptime and further protecting TCO.
- The ability to replace installed cash registers with mobile POS functionality eliminates the high cost associated with purchasing, installing and cabling, while providing the extraordinary flexibility to re-configure the store easily to accommodate seasonal and other special needs.

Summary

By truly integrating voice and data across different device types and networks, Motorola's Integrated Voice Solutions provide the best of both worlds — retailers can select the right device for each work group, yet still enable instant voice communications throughout the entire retail workforce. The result is a highly effective retail operation with a sharp competitive edge. On each and every store visit, your customers will be greeted by highly knowledgeable sales associates capable of delivering the most extraordinary service, well-stocked shelves with the items they want, and a clean, safe store environment.

For more information on how your retail operations can benefit from Motorola's Integrated Voice Solutions, access our global contact directory at www.motorola.com/enterprisemobility/contactus or visit us at www.motorola.com/integratedvoice



Motorola's Integrated Voice Solutions portfolio: a device for every retail worker

No matter what type of workgroups you have or what their communications requirements are, there is a Motorola device to meet your needs. The examples on this page illustrate how Motorola's portfolio might be utilized throughout the retail environment.

Technology Enablers:

TEAM Express Voice Client

This simple download, available to a broad range of Motorola voice-enabled mobile computers, provides PTT connectivity between Motorola mobile computers and TEAM devices.

TEAM Radio Link Solution (RLS)

At the heart of Motorola's Integrated Voice Solution is the Radio Link Solution (RLS), which provides voice interoperability between the two-way radio network and the WLAN. The RLS enables instant push-to-talk communications between two-way radios and other Motorola mobile devices, including TEAM VoWLAN smartphones, TEAM Express enabled mobile computers and TEAM badges.



Store/department managers: Motorola Total Access & Mobility (TEAM) VoWLAN Solution

The TEAM VoWLAN solution enables mobile access to the key communication services that store management need to maximize productivity and responsiveness — toll-quality PBX telephony; PTT; access to email, contacts and calendars; Internet and intranet access; text messaging; and access to line of business (LOB) applications. Managers can now move throughout the store as needed, yet still: answer calls from customers, supervisors, suppliers and store associates; reach store employees; monitor sales, inventory levels and competitive intelligence; delegate tasks and place orders.



Regional managers: voice- and WAN-enabled rugged Enterprise Digital Assistants (EDAs)

WWAN/WLAN dual mode rugged EDAs are ideal for supervisors who routinely travel inside and outside the store walls. Mobile managers responsible for multiple stores can remain in constant touch with the application access they need to best manage the stores, as well as the ability to monitor and respond to phone calls, text messages and email, improving availability and responsiveness — regardless of location.



Store associates: voice- and LAN-enabled durable Enterprise Digital Assistants (EDAs)

This rugged line of devices allows associates to execute virtually any task, right on the spot, including direct customer-facing activities — from scanning a bar code to checking price and availability, as well as executing markdowns and markups. Add a mobile payment module (MPM) and the device becomes an instant mobile point of sale (POS). The high cost of installing permanent physical cash registers is eliminated. The result? Store associates never need to leave the customer's side, providing a new level of personalized service that starts the moment a customer walks into the store.



Stockroom employees: voice-enabled rugged mobile computers

Rugged design, rich bar code scanning and RFID functionality help automate backroom, warehouse and distribution center processes. Workers can rapidly and accurately process incoming shipments, decreasing dock-to-stock time. Cost-effective real-time inventory takes provide the trending information required to help you stock your shelves with the products your customers want. Inventory turns are increased — decreasing inventory-related costs and improving profitability. And with voice functionality, backroom staff is easy to reach, available instantly to restock shelves or deliver an oversized item to the sales floor for purchase.



Cashiers and clerks: voice-only PTT devices

At just 2.5 in. x 1.5 in./6.35 cm x 3.8 cm and weighing in at only 1.6 oz./45.37g, the TEAM Enterprise Wireless Badge (EWB100) is ideal for cashiers and clerks who work out on the sales floor building displays, arranging merchandise or bagging purchases. The tiny affordable device can be worn on a lanyard or clipped to a shirt or belt, allowing associates and supervisors to easily reach this workgroup as needed.



Security and janitorial staff: two-way radios

Motorola's CLP radio is at home in customer facing retail environments, yet can provide a crucial voice connection to security and janitorial personnel. This cost-effective mobile solution is easy-to-deploy — no additional infrastructure is required. The unobtrusive, small and lightweight CLP offers simple one-button PTT operation with strong audio for clear communications anywhere in your store environment — from the parking lot to the warehouse and sales floor — allowing any store employee to report a suspicious event or report a spill for instant cleanup, protecting the safety of customers and minimizing store liability.



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