



The Motorola MC75A

Improving productivity and profitability in field sales, field service and direct store delivery (DSD)



Your field workforce has the most contact with your customers. With the MC75A, field workers can maximize the value of each and every customer visit. Built to withstand the demands of everyday use out in the field, this lightweight yet rugged device keeps employees connected to the information and people required to get the job done as efficiently and effectively as possible. The proof is in the results:

- Better customer service and improved customer retention
- Improved workforce productivity — more customer visits per worker per day
- Increased sales
- Reduced costs
- Faster order-to-cash cycle times for improved financial agility

The challenge: the high cost of the disconnected field workforce

Your field workforce spends the most time with your most valuable asset — your customers. Regardless of whether this workforce is involved in field service or field sales, the quality of their interaction with your customers, their on-the-job productivity and the efficiency of the overall field service operation has a direct impact on the health of your business. It is the level of service they provide that will lead to customer satisfaction and retention — or dissatisfaction and attrition. And inefficiencies in these business units drive the cost of a field visit up, directly impacting your margins and your profitability.

If these workers spend the day out in the field disconnected from your core business systems, they must act as the link between your customer sites and your business applications, forced to collect information on paper that must then be entered into the computer at a later time. Data must be touched twice, inserting time and the opportunity for errors into your business processes. The lag time between when information is collected, entered and finally visible in your computer systems impacts the accuracy of other critical business initiatives, from demand forecasting to production line scheduling and inventory management. In addition, your mobile workforce and your vehicle fleet are two of your most expensive assets. Without a real-time connection to this field workforce, supervisors cannot monitor the location of these mobile workers or the disposition of work orders and sales calls — information required to best manage customer service levels and control the costs of these business divisions.

The solution: the next evolution in EDA power — Motorola's rugged MC75A

Put the tools in the office and more in the hands of your mobile workforce with the MC75A, Motorola's premier 3.5G Worldwide Enterprise Digital Assistant (EDA). This rugged field proven form factor is not only packed with enterprise-class features — it is also designed to withstand the hardship of everyday life in the field. With rich mobile voice and data capabilities in an easy-to-use device, your workers can take whatever action is required, right in the field.

The MC75A enables a host of real-time applications for field sales, field service and DSD, including:

- Work order management
- Dispatch/dynamic routing
- Order management (includes new orders, change orders and returns)
- Proof of Delivery/ Proof of Service
- Invoicing and payment processing
- Technical training
- Product upselling/cross-selling
- Real-time navigation
- Inventory management/ track and trace
- Alerts
- Competitive activity tracking

Paper forms are eliminated and field operations are streamlined, improving productivity, customer service, task accuracy and inventory management as well as increasing the velocity of order and payment cycle times.

Reduce costs and increase sales with new capabilities

The same number of employees can now handle more work orders and more sales calls in a day, helping contain and reduce staffing costs. In addition, the MC75A opens the door for new services that can further impact profitability and business agility. For example, a snap-on, secure mobile payment module enables workers to process payments with a credit or debit card — and the instant payments improve cash flow and the general financial strength of your company. In addition, support for real-time video can enable new repair personnel to collaborate with product experts in the office or out in the field in real time, providing access to the expertise required to complete the job in one visit.

The right tool for the right job...with the right total cost of ownership (TCO)

When it comes to field mobility, the MC75A is the right tool for the job. Where smartphones have a short lifecycle of roughly a year, are not easy to manage and offer consumer-style performance and durability, the M75A offers a three to five year lifecycle, rugged specifications that meet and exceed the latest military specifications (MIL-STD 810G) and IEC standards, centralized management and comprehensive enterprise-class data capture, including:

- The same scanning technology utilized by the world's largest retailers
- A high-resolution camera designed to capture photos, videos and documents, complete with legible fine print
- Integrated best-in-class GPS to support rich business-class location-based applications that enable enterprises to better manage and reduce the costs associated with field workers and the associated vehicle fleet.
- An ecosystem of accessories that expands the reach of mobile solutions, enabling enterprises to easily add new features and even modify the device design to maximize user comfort in virtually any task.

Turbocharge field sales, DSD and route accounting operations with the MC75A

Whether your field sales force is involved in traditional field sales activities, DSD or Route Accounting operations, the MC75A offers the functionality required to eliminate paper processes and their associated administrative burden. Virtually any task can be completed instantly, in real time. The increase in efficiency and productivity frees this workforce to spend more time with customers to generate more orders per day, strengthen customer relationships and improve customer loyalty and retention.

The field sales/DSD/route accounting workforce can now:

Access real-time information/applications and automate data capture

- Receive electronic sales leads in real-time
- Access inventory and pricing systems to enable the creation of real-time bids
- Scan products on the shelves to easily check pricing as well as check and reserve available stock in the warehouse
- Scan product as it is loaded into the vehicle and delivered to automate track and trace in the last mile for deliveries and pharmaceutical samples
- Receive real-time alerts via voicemail, text message, email or a push-to-talk broadcast announcement for:
 - General information — such as pricing updates, special offers, low inventory warning on specific items
 - Customer specific information, for example, to collect payment on an overdue invoice
- Access comprehensive customer intelligence — including past and open orders, service records, email address and phone number, birthday, buying preferences and more — strengthening the 1-to-1 relationship as well as uncovering cross-selling and up-selling opportunities

- Access detailed information on new products via videos, presentations or product information sheets
- Access training videos for complex set-up and delivery routines
- Snap a series of photos in a store to collect rich customer-specific and competitive information (such as a snapshot of a damaged or competitive display)
- Access up-to-the-minute real-time directions via GPS to minimize travel time between stops and circumvent traffic jams

Process transactions remotely

- Place and update orders in real time, complete with solid delivery dates
- Scan damaged and returned products to enable the creation of an accurate invoice, right at the customer site
- Capture signatures for real-time authorization of sales orders and proof of delivery (PoD)
- Capture high-resolution photos to document proof of condition for deliveries and pickups, eliminating the opportunity for costly disputes
- Process credit and debit cards to enable on-the-spot payment (Note: Motorola Magnetic Stripe Reader or Mobile Payment Module required.)
- Provide an on-the-spot copy of the signed order, either electronically via email or printed wirelessly on a third-party mobile printer via Bluetooth®

Improve collaboration with voice

- Enable one-number reach by extending the desk phone and all its functionality to the handheld mobile device

Dispatch can now:

Better manage and reduce the cost of the mobile workforce

- Better plan daily routes to minimize mileage, fuel costs and wear-and-tear on trucks

Benefits in field sales, DSD and route accounting

The benefits of field mobility ripple throughout field sales operations and into the enterprise:

...in Field Sales/DSD/Route Accounting Operations

- Improves response times through instant access to data, co-workers, customers, supervisors and other associates
- Ability to act immediately improves customer service levels
- Ability to handle more sales leads and quickly capture accurate replenishment information increases revenue
- Improves productivity — the same sales force can make more sales calls per day
- Improves data integrity with automated data capture — ‘errorless’ orders minimize the cost of doing business
- Improves customer relationships to strengthen loyalty and improve customer retention
- Improves lead generation management with up-to-the-minute accurate information

...in the Enterprise

- Real-time orders improve demand forecasting, inventory and production management
- Reduces order cycle times, enabling faster delivery of orders
- Mobile processing of invoices and payments reduces order-to-cash cycle times, improving cash flow
- Cost-effective ‘last mile’ traceability reduces the cost of regulatory compliance and protects your brand
- Real-time competitive data enables faster response times to competitive initiatives
- Reduces capital and operational costs by replacing multiple devices with a single easy to carry and easy to manage device



Your field workers spend practically every minute of every day with your customers.

Your customers' perception of your company rests heavily on their performance.

With Motorola's MC75A in hand, your field workforce will have everything they need to deliver stellar service, every time. Workers can check inventory and place orders, access past service history to help resolve an equipment issue; scan the bar codes on shipments before they are removed from the truck to ensure the right customer receives the right products; and provide fast and secure on-the-spot payment options via credit or debit card — all in real time.

Streamline field service operations with the MC75A

The field service workforce not only represents a substantial business cost, but also your primary source of customer interaction post sale. The performance of these workers will directly impact customer satisfaction, the perception of your brand — and your profitability. Regardless of whether your field workforce is repairing or inspecting equipment, the MC75A automates the capture of data and provides real-time access to information, co-workers, customers, supervisors and more. As a result, the field workforce can act as efficiently and accurately as possible.

Field service workers can now:

Access real-time information/applications and automate data capture

- Dynamically receive, accept and close out electronic work orders — instead of paper
- Access customer repair history for faster and better issue resolution
- Access detailed equipment information, step-by-step maintenance routines and repair

procedures, eliminating the need to carry product manuals and user guides and ensuring service is performed properly

- View a list of items to cross-sell or up-sell, such as a product accessory or extended warranty, helping transform this traditional non-sales function into a revenue generating division
- Access up-to-the-minute real-time directions via GPS to minimize travel time between stops and circumvent traffic jams
- Scan bar codes on parts and tools as they are loaded into the truck at the start of the day, providing real-time vehicle inventory visibility
- Automatically track job start and stop times for accurate labor tracking
- Automatically track mileage, eliminating the need to manually compile mileage reports

Process transactions remotely

- Process credit and debit cards for on-the-spot payment of services to reduce days-sales-outstanding (DSO)
- Capture and transmit electronic signatures to validate proof of service and expedite billing

Improve the accuracy of charges and the speed of billing and payment cycle times

- Check warranty and service level agreements to ensure the accurate capture of billable hours and parts
- Scan parts as they are consumed to ensure accurate capture of all appropriate charges and provide the real-time inventory visibility required to prevent costly out-of-stocks
- Automatically capture on-the-job start and stop times for accurate labor costing and payroll
- Capture signatures for proof of delivery (PoD)
- Provide an on-the-spot copy of the signed work order for proof of authorization before work begins, either electronically via email or printed wirelessly on a third-party mobile printer via Bluetooth®
- Collect payment upon completion of the job via Motorola's Magnetic Stripe Reader (credit card reader) or Mobile Payment Module (credit and debit card reader)
- Provide an on-the-spot invoice or receipt, either sent electronically via email or physically printed with the addition of a mobile printer
- Snap a high-resolution color photo for proof of condition or proof of service, complete with a geostamp for proof of location

Improve collaboration with voice

- Call customers to confirm appointments, site access and the arrival of pre-shipped parts
- Enable one-number reach by extending the desk phone and all its functionality to the handheld mobile device, improving collaboration between the field workers, their support staff and supervisors

Dispatch can now:

Better manage and reduce the cost of the mobile workforce

- Better plan daily routes to minimize mileage, fuel costs and wear-and-tear on trucks
- Ensure territories are properly balanced to best utilize this workforce
- Enable highly efficient dynamic routing of new urgent work orders through the automatic identification of the closest technician with the right skillset, tools and parts

Benefits in field service

The benefits of field mobility ripple throughout field sales operations and into the enterprise:

...in Field Service Operations

- Improves productivity — time spent collecting and processing paper-based information can now be spent completing more work orders per day
- Improves customer service, satisfaction and loyalty levels — technicians are on time and can more frequently complete the job on the first visit
- Ensures data accuracy through automated data capture
- Increases revenue through the accurate capture of labor and parts as well as cross- and up-selling
- Better management of parts inventory — prevents out-of-stocks and reduces stocking levels and associated inventory costs
- Reduces fleet costs and improves vehicle utilization by reducing mileage and truck rolls

...in the Enterprise

- Same-day invoicing and/or payment via credit or debit card reduces cash-to-cash cycles times and improves cash flow
- Improves utilization of accounting and administrative staff — the elimination of paper in the field substantially reduces the need to manage paper and enter data into the computer
- Reduces capital and operational costs by replacing multiple devices with a single easy to carry and easy to manage device
- Ability to capitalize on up-sell/cross-sell information to drive new revenue streams

The MC75A advantage: a complete solution, a fast return on investment (ROI) and a low total cost of ownership (TCO)

In addition to the features required to streamline your mobile field workforce, the MC75A offers a return on investment (ROI) that satisfies financial decision makers as well as the manageability and security to satisfy the most demanding IT departments by providing:

Government grade security

Out in the field, your workforce will need to access sensitive customer and company information and may even handle credit card information for transaction processing. You can count on the MC75A to keep your data safe. This high-powered EDA is FIPS 140-2 certified, and supports the most advanced encryption and authentication algorithms as well as Virtual Private Networks (VPNs). All data is secure — regardless of whether it is resident on the device or traveling over your wireless networks.

A single global point of control for cost-effective management

Compatibility with the Motorola Mobility Suite provides granular device control and radically reduces one of the largest costs associated with mobility — day-to-day management. Motorola Mobility Services Platform (MSP) enables extraordinary centralized control of all your MC75A mobile computers — IT can remotely stage, provision, monitor and troubleshoot tens of

thousands of devices inside and outside the four walls virtually anywhere in the world, all from a central location. Device-level intrusion protection and Mobile Virtual Private Network (VPN) solutions provide additional extra layers of security to better protect data that is resident on the device as well as in transit to and from the MC75A and your network. And AppCenter allows enterprises to easily define which features and software applications users can access, preventing unauthorized device usage that could reduce productivity.

Best-in-class applications

Motorola's award winning partner channel offers deep experience in field mobility, offering the best-practice knowledge plus best-in-class field-tested applications that are certified to run on the MC75A, reducing deployment time, cost and overall risk.

World-class support

The MC75A is eligible for Motorola's Service from the Start with Comprehensive Coverage, a unique all-inclusive service that significantly reduces your unforeseen repair expenses by covering normal wear and tear as well as internal and external components damaged through accidental breakage — all at no additional charge. Options such as Commissioning Service and Express Shipping further minimize downtime in the unlikely event your device requires repair. And Motorola's global reach ensures fast support when you need it, regardless of where in the world your properties are located. Uptime, device utilization and return on asset (ROA) are all maximized.



Serve more customers and provide better service — with Motorola's MC75A.

For more information on how Motorola's MC75A premium 3.5G Worldwide EDA can improve the productivity and efficiency of your field sales and field service operations, please visit us on the web at www.motorola.com/MC75A or access our global contact directory at motorola.com/enterprisemobility/contactus



MOTOROLA

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