



# The Motorola MC75A: Transform the hotel enterprise to increase employee productivity and enhance the guest experience



The rugged, field proven MC75A handheld mobile computer provides the comprehensive set of mobile voice and data features required to increase task efficiency and accuracy as well as staff utilization throughout your facility — from inventory management and asset tracking to asset maintenance and food service. And since the MC75A offers the most rugged specifications available in this device class, your workers can count on dependable operation, regardless of whether they are repairing the plumbing inside a guest room, landscaping the grounds, or serving food at the pool or on the beach.

## Leveraging the power of mobility to put your guest experience in a class of its own

Consistent guest loyalty is the cornerstone of success in the hospitality industry. Acquiring that loyalty requires the delivery of a dependable and exceptional guest experience. Motorola's MC75A can play a key role in helping hotels achieve this goal by providing mobile workers with the mobile voice and data required to streamline everyday processes. Motorola's most rugged Enterprise Digital Assistant (EDA), the MC75A is designed to endure constant use in demanding environments — ideal for maintenance engineers who traverse every inch of your property in all kinds of weather to waitstaff serving food in restaurants, at the pool and on the beach.

Paper and pen are replaced with the ability to instantly access, capture and transmit information in real time, reducing cycle times and improving response times and staff productivity. In addition, real-time visibility into task status allows managers to better manage staff and track on-the-job performance. The increased task efficiency and accuracy in 'back of house' operations improves management of inventory, assets, maintenance and food service, enabling the delivery of differentiated service that improves room utilization, guest satisfaction, guest return rates — and profitability.

## The Motorola MC75A — everything you need to maximize the success of your mobile hospitality solutions

The MC75A has what it takes to enable mobility in key hospitality functions. The device is not only packed with the features your end-users need, it is also easy to deploy and easy to manage. The perfect blend of technology innovation and ergonomic simplicity, the MC75A takes its place as one of the world's premier EDAs, offering an extraordinary value — top of the line functionality without top of the line pricing. The MC75A offers:

### BENEFITS:

Improve the productivity of your maintenance staff, ensuring that guests find your grounds and their room in pristine condition — from the moment they arrive to the moment they leave.

Enable rapid, accurate and cost-effective inventory management, reducing administration time while eliminating the risk of stockouts in food service, housekeeping, maintenance and more.

Get the asset visibility required to locate, retire and replace assets as needed, with minimal effort

Ensure minimal wait times and maximum order accuracy in sit-down, take-out, poolside and beachside restaurants with wireless tableside ordering and payment, instant access to menus and ingredients and more

- The most robust processing architecture in this device class, able to handle virtually any application, no matter how demanding
- The most robust rugged specifications in this device class in a field proven form factor, ensuring dependable operation for years
- The most robust data capture possible, with an integrated bar code scanner and camera that enable the capture of 1D and 2D bar codes, signatures, high resolution still images and video, and documents as large as 8.5 in. x 11 in., complete with legible fine print
- Motorola's industry leading scanning performance, which: eliminates the need to align bar code and scanner; allows scanning of even damaged or dirty bar codes; and enables an industry first — laser-quality performance on 2D bar codes
- The most expandable device in this category, with accessories that enable real-time payment processing and rapid, yet comfortable inventory takes
- The only device in this category that can process magnetic stripe or Chip and PIN-based debit and credit cards to enable a cashless payment environment
- The only device in this category to offer native FIPS 140-2 Level 1 certification, enabling the government grade security that ensures compliance with Payment Card Industry (PCI) regulations
- An extra bright screen that is easy to see — even in outdoor environments
- The only device in this category to enable push-to-talk one-one and group calls not only to other Motorola mobile computers, but also with users who carry different types of devices running on completely different networks — such as two-way radios\*
- Robust 802.11a/b/g support and many patented Motorola-unique features enable seamless roaming and desktop-style application performance

Add an industry standard platform for easy integration into your existing technology architecture; a world-

class partner channel with best-practices knowledge and field-tested ready-to-use applications; and a powerful centralized management solution to stage, provision, monitor and troubleshoot all your MC75A devices anywhere in the world and you have a recipe for a successful mobile hospitality solution.

## Applications — the MC75A in action in inventory management, asset tracking, asset maintenance and food service

### Mobile facilities maintenance: keep your property in 'showcase' condition from the moment your guests arrive to the moment they depart

First impressions are the most important — a customer's entire visit can be colored by the first impression of your property upon arrival. And while maintenance occurs 'behind the scenes', it is this function that ensures that your guests are greeted by impeccable grounds and properly prepared rooms where everything is in good working order — from the plumbing and air conditioning to the phone, television and Internet connection.

With the MC75A, maintenance engineers are not only more productive, they have the tools they need to resolve more work orders faster, and on the first visit. Workers no longer need to carry a clipboard, constantly return to the office to pick up work orders and locate needed manuals and file folders. Now:

- Supervisors can issue real-time electronic work orders right to the MC75A, enabling faster response times as well as the real-time visibility into work order status required to improve work order management.
- Work orders can be re-prioritized in real time, ensuring that the most important jobs are always done first.
- The same staff can now get more work done in a day, improving staff utilization. Maintenance staff no longer needs to waste time hunting for the information required to complete the task. Real-time data allows workers to access equipment manuals and complete step-by-step checklists to ensure maintenance is properly performed, complete with an audit trail that

\* A TEAM Voice client must be resident on the device; communication between Motorola's two-way radios and other non-radio devices requires Motorola's Radio Link Server (RLS), sold separately

## Maximize asset utilization and value with the MC75A

The MC75A can help hotels better manage assets, ensuring that: workers can locate the assets required to set up a banquet or conference; supervisors have the information they need to determine the schedule and budget for asset replacement; and technicians have the data required to ensure asset maintenance is performed right — and on time. The MC75A automates asset management, allowing employees to easily capture tracking information and check asset history to determine if maintenance is due. In addition, maintenance technicians can access asset history, complete with maintenance routines, improving productivity and ensuring that maintenance is performed on time. The result? Hotels have the information required to maximize asset utilization, lifecycle — and value.



improves accountability. Real-time voice, courtesy of VoWLAN functionality and PBX integration, combines with the ability to take and transmit high-resolution photos and videos to increase the ability to complete repairs on the spot: engineers can not only call other in-house experts as well as the equipment manufacturer's service center, but send the rich intelligence required for better collaboration.

The result is the peace of mind that your guests will experience immaculate grounds and a room where everything is in top working order, from the moment they arrive to the moment they depart, improving the quality of the guest experience. In addition, the efficiency increase in the maintenance function helps improve room availability — better protecting revenue and increasing profitability.

### Mobile inventory management: real-time inventory visibility for a properly-stocked hotel — and reduced inventory costs

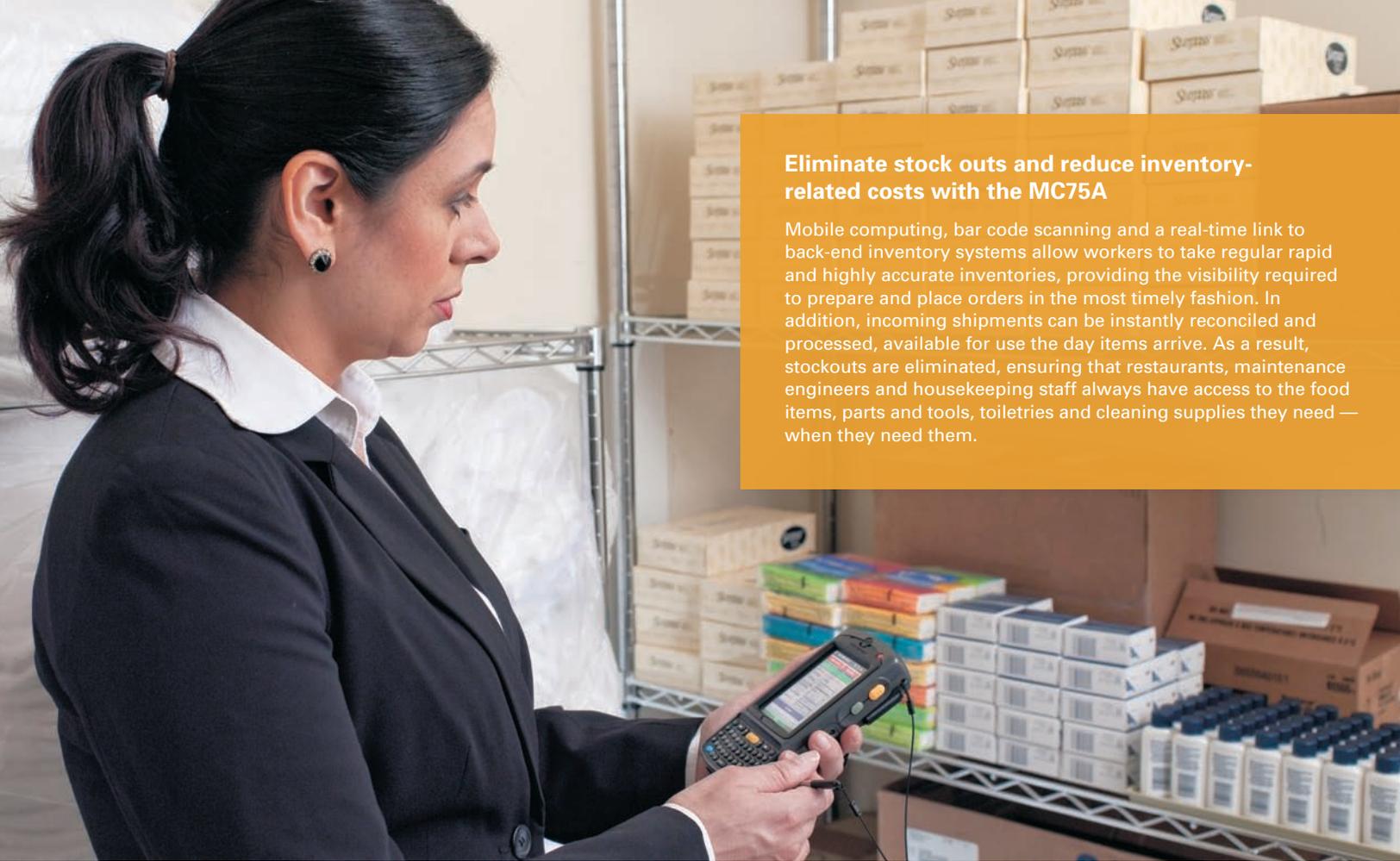
The MC75A can provide a direct link between mobile workers and your inventory control systems, reducing costs, improving replenishment speed and eliminating waste. Bar code scanning allows hospitality operators to log inventory as it is received

and perform cycle counts — rapidly and accurately. With a quick scan of the bar codes on product shipments and pallets, orders can be instantly reconciled. Shipment errors can be spotted in seconds, allowing workers in receiving to refuse inaccurate orders and eliminate the waste associated with additional processing time.

As a result, restaurants are always properly stocked to ensure availability of menu items. Tools and parts are always available for maintenance engineers to complete service. Housekeeping has everything required to keep rooms clean and toiletries and mini-bars properly stocked in guest rooms. And real-time inventory visibility improves the replenishment function, reducing the cost of food and supplies — and increasing profit margins.

### Mobile asset tracking: minimize asset management effort and maximize capital budgets

In a hotel, there are many assets to track, including furniture, televisions and small appliances such as coffee makers in guest rooms; computer equipment in the business center; large appliances such as vacuum cleaners in housekeeping; and folding chairs and tables in banquet and conference rooms.



## Eliminate stock outs and reduce inventory-related costs with the MC75A

Mobile computing, bar code scanning and a real-time link to back-end inventory systems allow workers to take regular rapid and highly accurate inventories, providing the visibility required to prepare and place orders in the most timely fashion. In addition, incoming shipments can be instantly reconciled and processed, available for use the day items arrive. As a result, stockouts are eliminated, ensuring that restaurants, maintenance engineers and housekeeping staff always have access to the food items, parts and tools, toiletries and cleaning supplies they need — when they need them.

Mobile computers with bar code scanning can substantially automate and error proof the asset tracking function. Instead of requiring the completion of paper forms that are then entered into the computer at a later date, employees can simply scan the bar code label on an asset and enter other information on an electronic form, such as asset location and condition. Inventory can be taken in record time with minimal labor costs, and the enterprise enjoys instant visibility into a rich set of information on assets for all properties. Armed with this information, hotels can better project when assets in all properties will require maintenance, improving capital planning and budget management.

### Mobile food service: minimize wait times, maximize order accuracy

The Motorola MC75A can provide a critical link between food services and order points, including room service as well as sit down and take-out restaurants inside a hotel, on the beach, at the pool — or in a sports arena or other entertainment venue.

### Tablesides/seat-side ordering

The MC75A provides a real-time platform for food service personnel to enter and wirelessly transmit orders directly from the table to the bar or kitchen.

Pencil and paper are eliminated, along with time spent running to the Point of Sale (POS) terminal, improving efficiency at this major restaurant choke point. Orders are more accurate — handwriting errors and keying mistakes at the POS are eliminated. And the increased efficiency of the ordering process improves service times. The result is an increase in tips and table turns — improving server satisfaction as well as restaurant revenue.

### Real-time menu and ingredient information

With the MC75A, servers are also more knowledgeable. Real-time access to up-to-date detailed menu information allows servers to properly inform patrons of any changes in the menu, from specials to selections that are no longer available. Instant access to ingredient lists can help ensure that patrons with food allergies and dietary restrictions do not inadvertently order the wrong item — without requiring numerous trips to the kitchen.

### Wireless tableside payment

The MC75A also enables servers to become complete mobile POS stations, able to complete payment transactions on the spot in your sit-down restaurants, at the pool or on the beach. Signature capture allows guests of the hotel to sign for their

purchases — and the wireless connection enables servers to instantly verify room number and guest name. With the addition of two accessories — a credit and debit card reader and a compact wearable mobile printer — servers can process payments right at the table, complete with printed receipt. And robust security includes government grade FIPS 140-2 Level 1 certification, support for the most advanced encryption and authentication algorithms and more, enabling cost-effective compliance with Payment Card Industry (PCI) regulations.

As a result:

- Servers are more productive — there is no need to walk to the POS, wait for processing, return to the table for a signature and return the paperwork to the POS.
- Your customers enjoy a substantial improvement in security — their card is never out of sight. The card cannot be misplaced. Skimming is no longer possible. The card cannot be inadvertently or purposefully charged twice, nor can the card accidentally wind up in the hands of another customer.
- The ability to process virtually any credit or debit card, including chip and PIN-based cards as well as gift and loyalty cards, provides two benefits. Customer convenience is improved. And hospitality operators with properties around the world can standardize on one mobile device to support all locations, simplifying the architecture and cost of mobility applications.

#### **Line-busting in quick-serve environments**

Quick service operations can use the MC75A to perform 'service triage' to reduce bottlenecks and long wait times during peak service times. For example, at the coffee shop counter, quick service restaurant or take-out deli, the MC75A can be called into play to take orders from customers waiting in lines. This flexible solution can also process payment via credit or debit card. As a result, lines move faster and orders are ready to go in record time.

#### **Room service**

With the MC75A in hand, you are never out of touch with your room service delivery staff. Staff is easily notified an order is ready for pickup, ensuring prompt service of hot food. In addition, upon delivery, staff can collect an electronic signature, reducing the need and cost associated with handling paper receipts.



#### **Minimize wait times and maximize order accuracy in your restaurants with the MC75A**

The MC75A improves the efficiency and quality of your food service, enabling the delivery of consistent and stellar service throughout your entire property — in sit-down and quick-serve restaurants as well as at the pool or beach. With wireless tableside ordering, the kitchen can start working on the order before waitstaff leaves the table. Servers can check menu availability and recipe ingredients without any trips to the kitchen. The ability to collect signature, verify room numbers for guest charges and process payments right at the table eliminates bottlenecks at the Point of Sale (POS) and improves security — credit cards are always within site of their owners. Line-busting enables 'service triage' at the coffee kiosk and other take-out areas. And the ability to alert room service staff when orders are ready allows patrons to experience the restaurant quality food service in the privacy of their rooms.

## The Motorola advantage — a complete solution, a fast ROI and a low TCO

In addition to all the features your hotel staff needs, the MC75A offers the rapid return on investment (ROI) and low total cost of ownership (TCO) required to satisfy financial decision makers — and the manageability and security to satisfy the most demanding IT departments:

- **Rapid return on investment (ROI) and low total cost of ownership (TCO).** The MC75A addresses strategic business initiatives that deliver a rapid return on investment (ROI), including improved employee productivity, customer service levels, customer retention and revenues. The rugged design and available world-class service programs maximize device uptime, while Motorola's centralized remote management solution dramatically reduces the cost of managing mobile devices, providing a low total cost of ownership (TCO).
- **Government grade security.** Since hotels handle sensitive guest credit card data on file for the duration of guest stays, compliance with Payment Card Industry (PCI) regulations is a must. A comprehensive suite of security features brings the security level of wireless devices on par with that of wired devices, enabling simplified and cost-effective compliance. The MC75A is the only device in its class that offers the FIPS 140-2 Level 1 certification required for sensitive government agencies, bringing government grade security to hospitality operations. The MC75A also offers support for the most advanced encryption and authentication protocols, Mobile Virtual Private Networks (MVPNs) and much more.
- **Mission critical support.** The field-proven, rugged design of the MC75A combines with world-class mission critical support programs to keep the MC75A in the hands of your workers — protecting business continuity. Uptime, device utilization and return on asset (ROA) are all maximized. 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, regardless of where in the world your properties are located. Uptime, device utilization and return on asset (ROA) are all maximized.

- **Best in class applications.** Motorola's award-winning partner channel offers deep experience in hospitality, offering the best-practice knowledge plus best-in-class field-tested applications that are certified to run on the MC75A, reducing deployment time and cost and overall risk.
- **Low cost 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 of extra layers of security to better protect data that is resident on the device and 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.

Take your guest experience to new heights with the mobility solution that delivers maximum uptime, device utilization and return on asset (ROA) — the MC75A from Motorola.

***For more information on how you can leverage the benefits of the MC75A in your hotel, please visit us on the Web at [www.motorola.com/MC75A](http://www.motorola.com/MC75A) or access our global contact directory at [www.motorola.com/enterprise/contactus](http://www.motorola.com/enterprise/contactus)***





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