



The MC75A: improving operational efficiency, customer service and customer loyalty in retail stores with dock-to-door mobility



The rugged MC75A supercharges your managers and associates with the tools required to provide differentiated service that earns sales and customer loyalty — all in an easy-to-use field proven form factor.

The challenge: consistent delivery of the highest level of customer service

In today's retail industry, competition and customer expectations are at an all time high. Customers now have more shopping choices — more brick and mortar stores, more products and more online retailers than ever before. The Internet has created a global marketplace, allowing customers to shop, check prices or access product information at any hour of the day or night and on any day of the year — all from the comfort of their own home, at work and even in the aisles of your store. With just a few keystrokes, customers can locate the product at the lowest price, with merchandise delivered to the front door the next day.

In this environment, earning and retaining customers is crucial to retail success. Your store must provide a consistent and superior shopping experience. Your shelves must always be stocked with the products your customers want — at the price they want. The store environment must always be impeccable — clean and neat. Store associates must be available and able to answer any questions quickly. And when making a purchase, your customers should not face long wait times at the register that could result in an abandoned sale and impact customer loyalty. But enabling this level of efficiency requires managers and associates to have instant access to each other, to information, and to the tools required to take immediate action on that information.

The solution: the Motorola MC75A

Motorola's MC75A can supercharge your managers and associates with the tools required to provide the dependable and extraordinary service that will earn sales — and customer loyalty. The MC75A gives your workers the power of a Point of Sale (POS) system, desktop computer, desk phone, pager, bar code scanner and more, all in a compact handheld device — everything your staff needs to provide your customers with consistent and dependable top-level service. The MC75A is designed to withstand daily use and abuse anywhere in your retail environment — from the sales floor to the backroom, loading dock and even out in the parking lot — wherever you have wireless LAN (WLAN) coverage.

BENEFITS:

Enable real-time end-to-end high touch customer care — associates can check stock, pricing and product information as well as execute payment transactions without leaving the customer's side

Enable your associates to develop more personalized customer relationships

Deliver differentiated service, improving customer satisfaction and loyalty

Improve manager and associate productivity

Improve inventory management — eliminate out of stocks, improve inventory selection, increase inventory turns and reduce inventory carrying costs

Eliminate annoying overhead paging systems with rich Voice-over-WLAN functionality, improving the shopping environment as well as collaboration throughout your entire retail team

Improve store security



The MC75A enterprise-class device takes its place as Motorola's most rugged EDA in a field proven form factor, providing the toolset your workers need as well as meeting the financial needs of your company and strict IT requirements. Compatibility with Motorola's Mobility Services Platform (MSP) enables centralized and remote support of all your MC75A devices, driving day-to-day mobility management costs to a new low. FIPS 140-2 Level 1 certification provides government grade security, helping ensure PCI compliance. And the combination of Motorola's flagship rugged design and world class support programs keeps your MC75A mobile computers in the hands of your workers — maximizing the uptime, return on asset (ROA) and value of this business investment.

True end-to-end retail mobility — applications and benefits

The MC75A offers the comprehensive voice and data capabilities required to fully empower workers and managers in small to mid-size retail stores, as well as department managers and store associates in larger retail operations. The MC75A will not only boost the productivity and efficiency of each and every individual worker who carries the device, but will also provide the real-time connection required to achieve a new level of collaboration across your entire retail team.

Enable real-time end-to-end high-touch customer care

With the MC75A in hand, associates and working managers have everything required to address almost every customer question or concern. As a result, associates never have to walk away from a shopper to obtain information, substantially reducing the risk of lost sales. And since associates can cater to shoppers' needs on-the-spot, customer loyalty increases. Some of the services that can now be performed in real-time include:

Inventory and price checks. The MC75A allows workers to check information in the store as well as other store locations without leaving the customer's side, reducing the risk of a lost sale.

Mobile Point of Sale (POS) Management.

The MC75A's wireless connection enables remote management of the POS. Now managers and

supervisors can check sales data, approve checks and perform other managerial POS-related functions on the fly — no need to travel to the POS or office.

Mobile POS and queue/line busting. With the MC75A, your associates have all the tools they need in hand to instantly perform virtually any transaction, right on the spot. The full complement of accessories includes a Magnetic Stripe Reader (MSR) and a Mobile Payment Module (MDM), enabling anywhere anytime processing of credit and debit cards — both MSR and chip-and-PIN based — as well as driver's licenses and loyalty cards. Now, your associates can execute purchases and returns, check gift card balances and loyalty points and even complete loyalty and credit card applications, anywhere in the store. Since managers now have mobile access to the POS, customers no longer have to wait for a manager to approve a void or an override — managers can complete these tasks wherever they may be in the store.

In addition, when long lines form at the POS, associates can pre-scan the items a customer wishes to purchase or return, and either print a receipt or save the transaction directly to a loyalty card. When customers reach the POS, the scanning allows cashiers to simply scan the barcode on the paper receipt or loyalty card for the total amount due, streamlining the process at the register.

The end result is the ability to serve more customers in less time. The reduced wait times improve customer service and satisfaction, while reducing the risk of abandoned sales, protecting revenue.

Instant access to product information. Associates and managers can scan merchandise or shelf tags to:

- check product information, availability and pricing for customers without requiring a trip to the back room
- locate a product specialist

In addition, connectivity to the Web provides access to a wealth of additional information to help close a sale. For example, manufacturer sites can provide additional detailed product information, while the ability to check competitor pricing in real-time can help a salesperson determine if and how much of a discount is appropriate to offer the customer.



Take retail efficiency and service quality to the next level with the MC75A

The MC75A is the ideal retail enabler for store associates and managers alike. Store associates can easily collect a wealth of information about your customers — from birthdays and sizes to personal shopping preferences — in order to provide the highly personalized service that earns customer loyalty. Managers can remain out on the sales floor where they are most effective, yet remain in touch with the information they need to better manage the store — from inventory and order status to critical messages, task management, sales information and promotional program status.

A better customer connection to strengthen customer relationships. The MC75A provides real-time access to email, text messaging, calendars and contact lists, allowing associates to improve customer relationship management (CRM).

Associates are empowered to:

- More easily establish a personalized relationship with your customers. Associates can engage with customers through their preferred communication method — voice, text or email — enhancing the customer experience and improving service levels. In addition, associates can easily capture and access personal preferences, sizes, birthdays and anniversaries, family member names and more, enabling targeted 1-to-1 marketing programs
- Strengthen customer relationships with proactive actions and fast response times. For example, in just seconds, associates can send a quick text, email or even place a call to:
 - Inform a customer that their special order is ready for pickup

- Alert a customer that a new shipment with items they may be interested in has just arrived

Improve the effectiveness of your managers through constant access to the right information

With the MC75A, your managers can remain where they're most effective — out in the store instead of in an office. The information they need to best manage your store is always in hand, including business critical information in your back-end systems, email, text messaging, contact lists and schedules.

Managers can now:

Stay on top of critical messages. Managers no longer have to remain at their desktop computer or near their desk phone to receive important communications from their suppliers, superiors or customers. Email can be managed in real-time to ensure rapid response times to supplier inquiries or customer commitments. For example, if a supplier has a question about an expedited customer delivery, the manager can be alerted immediately, eliminating the risk of a delayed shipment — and a disappointed customer.

Improve staff utilization through more efficient task management. Managers can delegate and assign tasks to individuals as well as monitor task completion. Employees can easily send a message acknowledging receipt and reporting completion of tasks, providing the audit trail required to improve accountability and simplify task management.

Instantly address scheduling issues. Managers can quickly identify and locate additional employees to cover gaps in schedules due to illness, employee breaks or shift changes or to manage unexpected surges in retail traffic. Schedules and staffing information is always available — no need to leave the sales floor to check schedules or make phone calls to locate available personnel.

Better manage inventory. The ability to monitor inventory levels and shipment status in real time ensures timely re-ordering, preventing costly out-of-stocks that lead to lost sales — and lost customers.

Better manage promotional programs. Real-time trend analyses allows managers to keep their fingers on the status of promotional programs, able to determine what steps should be taken to maximize success and meet sales goals. For example, if items are selling fast, managers can instantly allocate staff to restock shelves.

Stay a step ahead of the competition. The ability to monitor key competitors in real-time enables the faster development and execution of competitive strategies to protect revenue and customer loyalty.

Maximize merchandising strategies. More time on the sales floor gives store managers a first hand look at customer buying trends, so they can better assess the effectiveness of promotions, identify fast-moving products and address under-performing displays. With increased visibility, managers can proactively monitor inventory levels of best-selling items. As a result, shelves remain well stocked with the right products at the right times, allowing the retailer to capitalize on purchasing trends and avoid lost sales. If promotional items are selling poorly, managers can make on-the-spot decisions to improve the display, reduce the price or make better use of the selling space with a different product. In addition, the ability to capture and send a photo of a display can help document compliance or non-compliance. The end result is enhanced execution of in-store promotional activities, improving sales as well as margins.

Maximize associate productivity all shift long

Improve self-direction and time management. Associates can now maintain and monitor a running list of assigned tasks from supervisors, ensuring maximum productivity when retail traffic is slow.

Improve inventory management

The MC75A streamlines and error-proofs end-to-end inventory management, while providing real-time inventory visibility. As a result, inventory turns are increased, while inventory carrying costs are reduced.

Receiving. A quick scan of the bar codes on incoming items can instantly reconcile the shipment with the purchase order or invoice. In the event a box or item is damaged, associates can capture a high-resolution photo to document proof of condition. In conjunction with a small belt-style printer, associates can then quickly print tags and complete processing of the shipment. The result is a substantial reduction in 'dock-to-stock' times, ensuring that inventory is processed and available for sale as rapidly as possible.

Replenishment. A quick scan of a shelf or merchandise tag allows retail associates to send a message to clerks in the back room with replenishment details — quantities and items required to fill shelves on the sales floor. Managers can monitor inventory levels and re-order from suppliers or from other stores the instant the need arises.

Mobile price management. Product pricing can instantly be adjusted, reducing costly errors which can affect profit margin. Merchandise can be accurately verified via instant access to price look up (PLU) databases and other retail applications, reducing paperwork and increasing accuracy. Changes in price can be completed quickly and accurately, eliminating the possibility of an error at the POS and the associated liability related to charging an incorrect price for an item.

Markdowns. Items on temporary or permanent markdown can be quickly scanned and a new price tag instantly printed with an optional compact belt-worn printer, greatly reducing time, cost and the margin for error. Pricing deadlines are more easily met. And store agility is improved through the ability to rapidly respond to competitor promotions or the need to move older or perishable stock.

Improve inventory mix and reduce inventory costs with the MC75A

The MC75A offers the features required to streamline and error-proof the end-to-end inventory management process.

- A quick scan of the bar codes on incoming shipments enable instant reconciliation of orders for rapid put-away.
- A scan of a shelf or merchandise tag can send a replenishment order to a backroom clerk to keep shelves on the sales floor well stocked.
- Markups and markdowns can be performed on the fly with the MC75A and a compact belt-worn printer.
- Two accessories — a snap-on trigger handle or ring-style tiny Bluetooth scanner — bring comfort to scan intensive tasks. For example, workers can take rapid and cost-effective inventory counts, enabling frequent inventory takes that provide insight into customer buying trends for better purchasing decisions.

Inventory visibility improves, increasing inventory turns and reducing inventory carrying costs. And better buying decisions ensure that your customers find more of the products they want to purchase on the shelves of your store.



Price changes. Items selling particularly well can be geographically identified and marked up accordingly, while the same item in an area with lower demand can be reduced. In addition, after a sale, pricing can be adjusted on items quickly and easily.

Shelf audits. Associates can scan shelf tags and instantly print a new tag to correct or replace missing tags if necessary. Manual checking of pricing and stock numbers is eliminated, further reducing the opportunity for errors and freeing up time for associates to complete other tasks.

Inventory takes. The snap-on trigger handle accessory brings comfort to scan intensive activities, enabling workers to take rapid and cost-effective inventories. Frequent inventory takes become a reality, providing the increased visibility into buying trends that managers need to improve purchasing decisions and ensure customers find the products they want on the shelves of your store.

Eliminate paging and improve response times with rich cost-effective integrated voice

With the MC75A, your workers enjoy anywhere anytime high quality robust mobile voice throughout the entire retail environment — without the issues associated with the limited range of a cordless phone or re-occurring monthly cell phone charges.

Associates can call managers to resolve a customer-related issue. Managers can reach associates to execute urgent tasks. Customer calls can be forwarded to the right person, the first time, without long hold times. And store personnel can contact security or janitorial staff to report suspicious activity or request a clean-up, even if those workers carry a different type of device that operates on a different network — such as two-way radios.

Unprecedented rich voice functionality includes:

Motorola Integrated Voice Solutions. The integrated TEAM Express client enables the MC75A to communicate with different types of Motorola devices operating on different networks in your store — another industry first from Motorola. The retailer is free to select the right device for different workers, without creating ‘islands’ of voice. Workers with MC75A devices can use push-to-talk to reach other workers who carry two-way radios or other VoWLAN-enabled devices. Your entire retail team can instantly reach the individual or group required to get the job done.

Voice-over-WLAN (VoWLAN). VoWLAN provides cost-effective toll quality wireless voice wherever you have WLAN connectivity — from the retail floor to the parking lot and outdoor shopping areas. 802.11a support enables segmentation of the WLAN

for voice calls to ensure availability of service, while many Motorola-only WLAN features ensure the quality of the connection as users roam throughout the retail environment.

PBX integration. Workers can carry a virtual extension of a deskphone in their pockets, providing access to productivity-enhancing features including call-forward, conference calling and abbreviated 4-digit dialing.

Improve store security

Since the MC75A has the power to support live video and other demanding image-based applications, managers and associates can improve store security by:

- Viewing live video feed from security cameras, enabling rapid action to prevent theft and protect shoppers/associates in the store
- Taking pictures of suspicious customer/activity to provide supporting evidence when needed

Establish more effective and cost-efficient training programs

The MC75A has the processing power to enable employees to watch full-motion videos and presentations, allowing retailers to easily train new hires and keep all employees up on the latest products and store procedures. Instead of requiring associates to spend time away from the job in a classroom, workers can now simply take advantage of any quiet periods for training. And employees can be required to complete a simple form at the end of the training program that can provide managers with insight into which employees have completed which training sessions.

The Motorola MC75A: all the features required to take retail efficiency and service quality to the next level

This one device offers the right toolset for store associates and managers alike, simplifying the mobility architecture:

The most rugged field-proven design in the EDA category. The MC75A is Motorola MAX *Rugged*-certified, offering the industry leading drop, tumble and sealing specifications. The result is a small lightweight device that can provide dependable

performance, day in and day out, despite everyday inevitable drops as well as exposure to dust, grease or even a coffee spill.

Unsurpassed sophisticated and integrated voice functionality — only from Motorola. Cross-communications with the other devices in use in your store, regardless of network, allows retailers to confidently invest in technology, knowing that existing investments can be leveraged into new and future mobility solutions.

Maximum data capture capabilities. The MC75A allows your workers to capture whatever is needed to get the job done. The high-resolution 3.2 megapixel autofocus color flash-enabled camera combines with either a 1D laser or 2D imager, enabling workers to scan a bar code, capture a signature or a document — complete with legible fine print, snap a photo or transmit video. Advanced scanning functionality reduces labor time and increases inventory accuracy. With Motorola's patented bar code technology, the MC75A's omnidirectional scanning eliminates need for precise alignment of bar code and scanner. In addition, Motorola has the only software that enables first-time accurate capture of poor quality and even damaged bar codes. Finally, for properties that need to scan 1D and 2D bar codes, the MC75A's latest generation SE4500 imager brings 1D laser speeds to 2D imaging — an industry first — allowing retailers to implement 2D bar code capture without a reduction in scanning performance or employee productivity.

The most robust accessory ecosystem in this device class. A comprehensive accessory portfolio provides superior vertical market functionality, including snap-on debit and credit card readers, a trigger handle and a mini Bluetooth scanner worn on two fingers, bringing hands-free comfort to the most scan intensive tasks.

Most powerful architecture in this device class. The MC75A boasts the most powerful processing platform available in the EDA class today, with: the latest mobile operating system, Microsoft® Windows Mobile 6.5; the fastest processor in this device category, the PXA320 @ 806 MHz; and the most robust memory architecture, with 256MB RAM/1GB Flash plus a user accessible microSD slot that can accommodate up to 32GB of additional storage. The result is the power to run whatever applications are required to make your workers as efficient as possible — whether you require the ability to capture and transmit high resolution photos and real-time video or need substantial onboard storage.

Wireless connectivity. The MC75A is loaded with unique features that provide one of the industry's most robust wireless LAN connections (WLAN) available, ensuring application persistence regardless of where your employees roam. Support for 802.11a/b/g enables easy integration with virtually any WLAN — and support for 802.11a enables network administrators to segregate voice traffic to ensure quality of service and availability for all Voice-over-WLAN (VoWLAN) calls.

The Motorola advantage — a complete solution

In addition to the features your workers need to deliver a consistent and differentiated shopping experience, the MC75A offers the return on investment (ROI) required to satisfy financial decision makers as well as the manageability and security to satisfy the most demanding IT departments by providing:

Mission critical support with low cost management. Motorola's unique Service from the Start with Comprehensive Coverage includes accidental damage to internal and external components as well as normal wear and tear — considerably reducing unexpected repair expenses. Advance Exchange Support provides next business day replacement of devices that require repair. The result is maximum uptime, maximum device utilization and maximum return on investment (ROA).

Government grade security. Motorola MAX *Secure* provides best-in-class security features, critical for enabling easy and cost-effective compliance with PCI and other government regulations. The MC75A

is FIPS 140-2 certified, and supports the most advanced encryption and authentication algorithms as well as Virtual Private Networks (VPNs). As a result, even the most sensitive information is secure, such as customer credit card data — regardless of whether it is resident on the device or traveling over your wireless networks.

Remote and centralized management.

Compatibility with the Motorola Mobility Suite allows your IT department to remotely stage, provision, monitor and troubleshoot devices anywhere in the world from virtually any centralized location, dramatically reducing day-to-day management time and costs. Device-level intrusion protection offers additional security, protecting data stored on the device as well as data transmitted to and from the MC75A. With Motorola's AppCenter, retailers can prevent unauthorized device usage and reduced productivity by choosing which device features and software applications workers can access.

Best in class applications. Our partner channel offers deep knowledge of best-practices in the retail industry as well as a wealth of applications that have been validated on the MC75A for rapid, cost-effective deployment.

A simple, scalable mobility architecture.

The convergence of multiple technologies enables the MC75A to take the place of a wired POS, cordless phone, scanner, camera and desktop computer. The substantial reduction in the number of devices to purchase and manage reduces capital and operational expenses. Compatibility with existing MC70 and MC75 accessories further simplifies the mobility architecture and preserves investments in existing Motorola retail mobility solutions.

For more information on how you can leverage the benefits of the MC75A in your retail establishment, please visit us on the Web at www.motorola.com/MC75A or access our global contact directory at www.motorola.com/enterprise/contactus



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