APPLICATION BRIEF

Direct Store Delivery (DSD) and Route Accounting:

Achieving peak efficiency with best-in-class mobile technology

The Motorola MC9500-K is packed with the features and functionality required to achieve peak efficiency throughout DSD and route accounting operations. The rugged design is built for life out in the field. The real-time connection to your line of business applications and telephony system combines with advanced data capture capabilities, allowing workers to perform virtually any task, anywhere, all on one device.

The challenge: the impact of paper-based processes and batch mode mobile computing in DSD and route accounting operations

Direct Store Delivery (DSD) and Route Accounting operations are complex — regardless of the type of product your enterprise delivers. Whether these mobile workers are involved in the delivery of baked goods, dairy products and soft drinks to local grocers and convenience stores, car parts to automotive dealerships or cement and other construction materials to a building site, your drivers need to wear many hats throughout the workday. At each customer site, these workers handle everything from the physical delivery to general order management (including additions and changes), invoicing, merchandising and general customer service. How efficiently and effectively these workers perform this wide variety of tasks can have a substantial impact on the health of DSD/route accounting operations — and your business.

For enterprises that are utilizing paper-based forms, the mobile workforce is subjected to the tedious and error-prone capture of information throughout the day via paper and pen. The information collected by your drivers must then be touched a second time and entered into your computer system — either by the driver or administrative staff — resulting in costly labor intensive processes and the extraordinarily slow movement of information throughout your business.

While enterprises that have batch mode mobile computers have automated and improved the accuracy of data capture out in the field, the lack of a real-time connection to business systems still results in a substantial degradation of employee and overall operational efficiency — and customer service. In addition, these offline devices are a generation or two behind today's best-in-class 'always on' mobile computers, preventing enterprises from reaping the benefits of the latest mobile technology — a potential competitive disadvantage.

The lack of real-time communications — from either paper-based processes or batch mode mobile computing — can ripple throughout the enterprise, impacting:

KEY BENEFITS

Improve driver productivity by eliminating paperwork — the same number of drivers can now make more stops per day

Increase data accuracy through automated data capture

Reduce the order-to-cash cycle time and improve profitability with real-time invoice processing

Improve routing and reduce fleet costs by minimizing mileage, fuel costs, maintenance and repair

Reduce the cost of mobility — device lifecycle is maximized through rugged design; the ability to easily change cellular networks and keypads on site; and a new universal accessory system

Improve promotional and competitive intelligence — real-time photos from the field allow supervisors to take timely and appropriate actions to respond to everything from customer non-compliance to a competitive promotion

Provide real-time training programs and instructional videos to ensure timely and cost-effective training — crucial for companies that deliver complex products or hazardous materials

Improve consistency and timing of marketing initiatives — provide electronic presentations and videos that drivers can present to customers to promote new products and special offers, right on the MC9500-K screen

- **Customer service and retention:** Your field workforce interfaces with your customers day in and day out. As the main connection to your customers, the efficiency and effectiveness of these workers directly impact customer satisfaction, retention and perception of your brand.
- **Operational efficiency — and your cash flow:** Your DSD/route accounting drivers represent a pivotal point in the flow of information through your enterprise. To get the job done, drivers require access to information in your business systems as well as the ability to collect and enter information into business systems. Anything less than a real-time connection to your ERP, invoicing and other crucial line of business applications slows the movement of information to and from drivers, impacting cycle times for inventory management, order processing, delivery and invoicing — as well as the order-to-cash cycle. In addition, when drivers need to capture information on paper and then later enter that information into the computer, productivity is reduced — along with the number of possible stops per day.
- **Vehicle costs:** Your vehicle fleet represents one of your largest capital investments. The inability to monitor real-time location of your drivers and their vehicles can result in route inefficiencies — which can rapidly translate into increased wear and tear, mileage and fuel costs as well as poor utilization of these high dollar assets.
- **Employee costs:** Less than peak efficiency can translate into the need for a larger workforce in DSD as well as other operational areas of your business. Paperwork and government regulations for product traceability can reduce the number of stops per worker, rippling into the need for more drivers to meet customer demands. Paperwork that must be entered into the computer likely requires the addition of administrative staff. Additionally, internal quality compliance might require more workers to double check orders before they are loaded on the truck.

The solution: best-in-class real-time mobile computing

To develop a product that best addressed these needs, Motorola drew on its depth of industry knowledge and experience in route accounting. And it shows. The Motorola MC9500-K is packed with the features and functionality required to achieve peak efficiency throughout your DSD and route accounting operations. With a real-time connection to your line of business applications and telephony system, your workers can perform virtually any task, on the spot. Wasted time is eliminated, effectively streamlining your business processes and reducing cycle times throughout your operations.

Ideally suited for life in the field, this premium industrial-class mobile computer offers an advanced feature set that's built for the mobile workforce out on the road, yet designed for IT employees in the backroom. The result is an impressive list of benefits that easily justifies this technology investment:

- **Motorola MAX *Rugged*:** The embodiment of Motorola's next generation rugged design, the MC9500-K offers the most rugged specifications in this device category, including: the ability to survive multiple 6 ft./1.8 m drops to concrete throughout the entire operating temperature range as well as 2,000 3.2 ft./1m tumbles; IP67 sealing, providing the highest level of dust protection plus the ability to survive submersion in liquid; a unique Monocoque housing; complete internal integration of all antennas (WWAN, WLAN and GPS); polycarbonate touch panel for increased impact resistance — and more. The highly unique tumble test provides real world testing, replicating the stress of a potentially common occurrence — the tumbling that occurs as a driver pulls away from the account when the device was inadvertently left on the rear bumper of a vehicle. With these stringent rugged technical specifications, you can be confident that the Motorola MC9500-K can withstand the everyday rigors of the route.
- **Superior ergonomics for one-handed use:** Your users frequently need to use one hand to carry a box, push a hand truck and more — and may find themselves in diverse environments, from rain and snow to extreme heat, humidity and cold. Researched and field-tested ergonomics enabled the creation of a form factor that offers true one-handed use due to:
  - strategic placement and size of the keys
  - a lighter, sleeker and easier-to-grip design that is always balanced in the hand, regardless of the presence of any snap on attachments, hand preference or hand size — with or without gloves

- **Next generation architecture for next generation performance:** The MC9500-K offers the most robust architecture in its class, with the most powerful processor (Marvell PXA320 @ 806 MHz), the most user accessible microSD card slot that can accommodate up to 16GB and a larger memory footprint. The result is the power to provide superior performance for even the most demanding applications, allowing enterprises to take full advantage of the MC9500-K's capabilities.

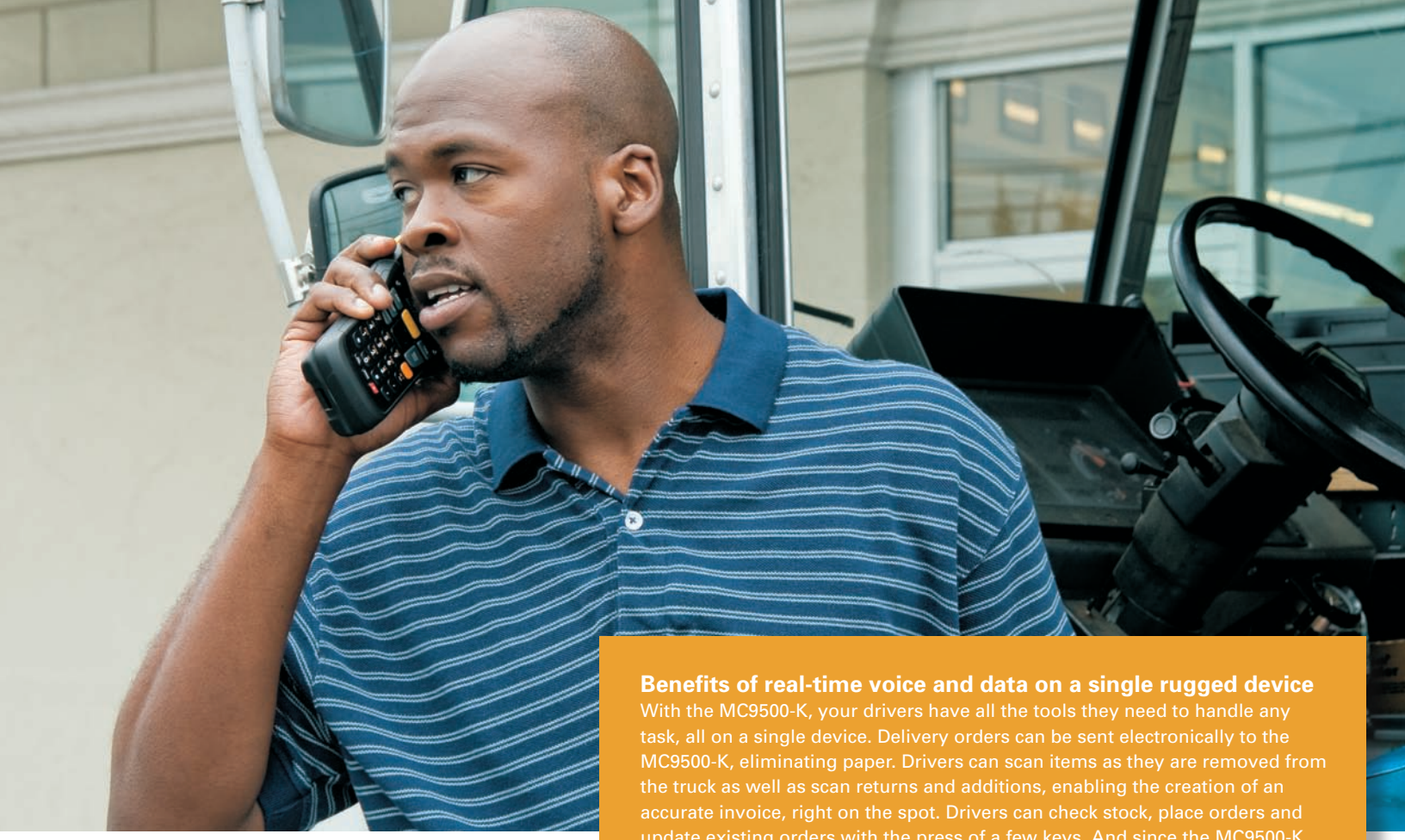
- **Comprehensive and best-in-class advanced data capture options:** The MC9500-K allows enterprises to integrate either a 1D laser scanner or 2D imager and a digital camera, enabling the capture of more robust enterprise data. The MC9500-K offers a 3 megapixel autofocus color camera with flash, which allows users to take close-up as well as standard range photos for maximum flexibility. In addition, Motorola's scanning functionality delivers superior performance for first-time accurate capture of virtually any bar code. The 1D laser scanner provides best-in-class 1D bar code scanning performance, including the ability to capture even damaged and poor quality bar codes, while Motorola's revolutionary 2D imager provides an industry first — stunning performance on both 1D and 2D bar codes and omnidirectional simplicity (no need for users to align bar code and scan element).

- **Motorola MAX *Battery*:** Your workers spend the bulk of every day out in the field — continuous battery power is critical to worker productivity, business continuity and maximum utilization of this business asset. The MC9500-K offers the only battery on the market with information indicators that display current charge level and general battery health (if battery is capable of holding a full charge). This patented feature allows backroom managers to easily identify and remove batteries that can no longer hold a full charge from the battery pool — and users to easily identify whether the battery in their device at start the day is capable of providing power for a full shift.

- **Motorola MAX *FlexWAN*:** Until today, businesses have been forced to purchase mobile devices that are proprietary to a specific cellular network. But in many DSD and route accounting operations, this can be an exceptionally difficult decision, since different networks may provide better coverage for workers in different areas. The MC9500-K offers a groundbreaking design that completely eliminates this issue by providing true WAN technology independence. Enterprises can purchase the device with or without a WWAN radio, and add or change the WWAN subsystem to enable connectivity to the desired cellular network as needed, right in the back room — no need to send the device to a Motorola service depot. Known as Motorola MAX FlexWAN, a feature of Motorola Mobility Architecture eXtensions (MAX), this complete cellular network independence allows today's businesses to deploy and redeploy a single pool of devices on the cellular network that will provide the best coverage for users in different geographies — or a different part of town.

- **Motorola MAX *Sensor*: Interactive Sensor Technology (IST) — enterprise-class motion sensing:** The MC9500-K offers an integrated accelerometer that starts where typical consumer-style accelerometer integration ends, allowing businesses to achieve real business value from motion sensing technology. Right out of the box, the device supports dynamic screen orientation and offers an array of power management features. In addition, the ability to access and integrate accelerometer data into customized applications allows enterprises to more fully leverage the value of motion sensing technology, such as a 'man-down' application to improve employee safety or the ability to track the number of device drops, improving employee accountability.

- **Motorola MAX *Keypad*:** In order to ensure maximum simplicity in data entry, you need the keyboard that best matches your application type. The MC9500-K offers a complete portfolio of keypads designed to meet virtually any data entry requirement — from heavy text entry to calculator-style numeric data. In addition, the modular keypad architecture enables the swapping of keypads in minutes, right in your backroom, allowing: modification of the MC9500-K to meet the needs of new applications; re-deployment of unused MC9500-K devices in another area of the business; and the ability to replace the keypad in the event of keypad damage. Finally, for larger deployments, this patented feature enables the cost-effective manufacture of custom keypads, allowing enterprises to tailor key size, placement, color and text to best complement applications.



Benefits of real-time voice and data on a single rugged device

With the MC9500-K, your drivers have all the tools they need to handle any task, all on a single device. Delivery orders can be sent electronically to the MC9500-K, eliminating paper. Drivers can scan items as they are removed from the truck as well as scan returns and additions, enabling the creation of an accurate invoice, right on the spot. Drivers can check stock, place orders and update existing orders with the press of a few keys. And since the MC9500-K is also a cell phone, drivers can reach sales, dispatch and more to address customer needs before departing the customer site. Now, drivers are more productive. Delivery times are faster. Orders are more accurate. Customer service is improved. Invoicing cycle times are reduced, improving cash flow. And the ability to reduce the number of devices your drivers need to automate business processes effectively reduces the cost of mobility.

- **Motorola *Backroom Management*:** When you choose Motorola's MC9500-K, you get more than the industry's premier rugged mobile computer — you get an elegant system designed to simplify and reduce the cost of mobility. The first of its kind, the Motorola Universal Accessory System provides an unprecedented level of flexibility that maximizes backroom density and enables migration to future generation Motorola rugged mobile computers — without requiring an upgrade of the backroom infrastructure. The form-factor agnostic cradling approach ensures that the backroom infrastructure you buy today can live beyond one generation of mobile computers and can even accommodate popular existing Motorola mobile computers (via an adapter available in the near future). As a result, the need to 'rip and replace' accessories with the purchase of every new mobile computer is eliminated, substantially simplifying and reducing the cost of backroom management — and enabling enterprises to achieve a superior return on investment (ROI) and total cost of ownership (TCO) for the entire MC9500-K ecosystem.

So many features… so many applications

You may be wondering if you really need all the features of the MC9500-K, and how you can put them to use in your enterprise. Following is a brief overview of how best-in-class DSD and route accounting operations can utilize the many features of the MC9500-K — and the benefits they deliver:

Real-time line-of-business transactions and advanced data capture deliver big benefits

The 3.5G broadband cellular connection of the MC9500-K supports the fastest speeds possible over today's current networks. The result is the speed you need to expand the edge of your network to wherever your DSD and route accounting workforce is located. Your workers no longer need to collect paper orders or download electronic orders in the office in the morning. Instead, delivery orders can be sent directly to the MC9500-K. Paperwork is eliminated and dynamic route changes can be issued easily throughout the day with the press of a few keys, allowing dispatchers to easily accommodate urgent orders from customers throughout the workday. In addition, your workforce can check warehouse stock, submit an order, update an existing order, create an accurate up-to-the-minute invoice and more, executing just about any transaction imaginable in real time — right on the customer's site. The resulting streamlining of your business processes increases the end-to-end efficiency of your supply chain, enabling maximum business velocity.

Now, orders are processed instantly and delivered faster. Real-time visibility into orders and order status improves inventory management, virtually eliminating out of stocks, increasing inventory turns and reducing inventory capital and warehouse space requirements. Customer requests can be addressed instantly — including order status information or changes to an existing order. And perhaps most importantly, delivery drivers can collect an uneditable electronic signature for irrefutable proof of delivery and submit an electronic invoice before leaving the customer location, substantially decreasing the order-to-cash cycle, improving cash flow and profitability.

With Motorola's best-in-class high performance bar code scanning, your workers can count on the first-time, every time capture of bar codes, further improving transaction accuracy and employee productivity. For example, the ability to scan items as they are loaded onto the truck in the morning ensures that the right products are onboard and provides updated inventory information. The ability to scan items as they are removed from the truck ensures that the right items are delivered to the right customer. Last, the ability to scan returns — for example, damaged products or products with an expired shelf life — ensures real-time accuracy for even the most complex invoices.

Real-time voice and text-based communications improve business agility

Real-time voice and data communications improves your ability to respond to changing business conditions throughout the workday, honing your competitive edge. The ability to extend the deskphone extension and feature set to the MC9500-K combines with push-to-talk (PTT) walkie-talkie style instant voice communications (carrier dependent) to ensure that your drivers can reach and be reached by co-workers, dispatch, supervisors and customers regardless of the fact that they are constantly on the move throughout the business day. In addition, real-time alerts can be sent via a group voicemail, one-to-many PTT broadcast, text message or email — for example, a pricing update or a special offer created in response to newly received

competitive intelligence, a low-inventory alert on a best-selling item, or even an individual alert to notify a driver to collect payment on an overdue invoice at the next delivery stop.

Video for marketing support, real-time training and human resources (HR) compliance

The MC9500-K offers the processing power, display quality and crystal clear voice required to enable enterprise-class video applications. For DSD and route accounting operations, this translates into the ability to provide real-time up-to-the-minute marketing support and product training, as well as HR compliance, especially important for industries that are subject to government safety regulations.

Real-time marketing support

In DSD and route accounting, managers typically publish and circulate paper-based sell sheets to communicate product messages and available promotional programs — for example, to educate workers on new products or announce the availability of a new display. It is up to workers to then create and present their own sales pitch in their own words, resulting in potential inconsistencies and inaccuracies in messaging. However, with Motorola's Mobility Services Platform (MSP), a powerful centralized management toolset for mobile computers, dual-purpose product videos can be automatically downloaded to all MC9500-K devices. Workers can watch the videos, get up to speed on new products and promotions, and then show the videos to customers, right on the screen of the MC9500-K, ensuring 100% consistency and accuracy in the conveyance of marketing information. In addition, not only can you require that drivers present the video to each customer, you can create an application that allows you to easily track video presentations, providing visibility into when, where and to whom videos were presented, maximizing the visibility and success of new products and promotional programs.

Real-time training and HR compliance

Route accounting operations with complex set-up and delivery requirements frequently require ongoing training. For example, a cement truck operator also acts as a chemical engineer, responsible for proper handling of the cement to ensure proper consistency (known as the slump number) upon delivery. In home healthcare, workers delivering hospital beds need to know how to set-up and demonstrate bed functions to clients. And if a patient requires the delivery of an oxygen tank, the delivery vehicle is a potential safety hazard — constant training is mandated to protect the safety of your drivers, other drivers on the road and the recipients of the tank.

Often, this training is instructor-led, conducted in an office location — an expensive method of training. Drivers must spend time in a classroom instead of on the road selling and delivering product, plus there is the cost of the instructor, tracking attendance, updating employee records and completing compliance reports.

The MC9500-K can completely overhaul the training process. A comprehensive training application can be automatically downloaded to all appropriate MC9500-K mobile computers along with an icon on the desktop that indicates the date by which training must be completed. A double click of the icon can launch the program and require a scan of the employee badge to validate employee identify. The application can present a series of slides that provide information about the training program, and then play the video at the appropriate time. After the video, workers can be presented with an electronic test, and upon completion, test scores can be automatically computed. Finally, an automatic and uneditable date and time stamp validates when the course was completed. Upon completion, the employee's training history can be automatically updated, the right information sent to the compliance data base and an email notification automatically sent to supervisors and HR, enabling real-time tracking of training and training compliance status.

Still image capture for rich business intelligence

The best-in-class MC9500-K camera provides the features and functionality required to support imaging applications that provide as much value as bar code scanning. The 3 megapixel autofocus digital color camera with flash is the most robust camera in this device class. The camera provides superior imaging flexibility, enabling the capture of crisp close-up and panorama-style photographs, documents and signatures. And the fast 3.5G wireless broadband connection enables the easy and rapid transmission of large image files to your business systems.

Signature capture and more for proof of delivery

Signature capture enables the capture and transmission of instant proof of delivery and compliance verification. Dynamic screen orientation simplifies signature capture. There is no need for the

A real-time window into all your locations with real-time rich business intelligence
The high resolution autofocus color camera camera in the MC9500-K allows drivers to easily capture a wealth of promotional and competitive intelligence at each stop, and then transmit that information to supervisors in real time. The autofocus functionality provides complete flexibility — drivers can take a wider shot to capture an entire display or a close-up photo to capture details Now, supervisors can view real-time business intelligence from all delivery locations, easily monitoring customer compliance or non-compliance with a current promotional program as well as competitive promotional activities.

customer to orient the device properly to sign — the screen will change orientation based on how the customer is holding the device. In addition, when no one is available to sign for a delivery, a geostamped photograph can provide proof of delivery. For example, the driver of a cement truck can take a photo of the cement pump in action, complete with an uneditable time and location stamp that proves when and where the material was delivered.

Document capture

The ability to capture a photograph of a document, complete with legible fine print, enables electronic recordkeeping — eliminating the need to maintain paper documentation and the associated costs, such as labor to file the paper and the filing cabinets required to store the files.

Business intelligence

Staying on top of competitive promotions and validating retailer compliance with your own promotions is crucial to optimizing product sales. And when it comes to capturing that intelligence, a picture is worth a thousand words.

The high resolution autofocus color camera in the MC9500-K allows drivers to easily capture a wealth of promotional and competitive intelligence at each stop, and transmit that information to supervisors in real time. The result is the visibility required to increase business agility, allowing enterprises to respond nearly instantly to real-time business conditions — better protecting profitability.

For example, a supervisor of a very large, distributed DSD team can require each driver to take three photos to document the three most important concerns at every customer site — from a competitive display to a damaged display and documentation of compliance or non-compliance with a promotional program. A date and timestamp can be automatically appended to the record, while a comment field can allow drivers to enter the client name and an explanation of what the photograph is depicting — and why it is important. The photographs can then be transmitted in real time, appearing nearly instantly in the supervisor's real-time dashboard.

Real-time signature capture for instant invoice processing
The ability to capture and transmit signatures at the moment of delivery can reduce invoicing cycle times from days or even weeks to hours, enabling same day invoicing. The reduction in the order-to-cash cycle time improves cash flow, financial agility, strength — and profitability.

The result is a real-time rolling view of the entire geographic commerce area for which the supervisor is responsible. The photographs provide intelligence that would otherwise be less-than timely or too costly to gather — an aggregate real-time view of rich business intelligence for each and every store — despite the fact that stores are spread out across hundreds or even thousands of miles. As a result, the supervisor has the data required to quickly and easily determine where to concentrate actions, and which actions will have the most impact on the business.

Proof of condition

The autofocus camera enables the capture of detailed close-up photos as well as an entire scene, allowing drivers to document proof of condition wherever required out on the route, including:

- Damaged, undamaged or defective materials
- Damage that might have occurred to the vehicle while unattended in a parking lot
- An accident scene, including a panorama-style shot of the entire site to support determination of responsibility as well as close-up shots to document damage to each vehicle

Mobile GPS — enabling powerful business class location-based applications

While GPS can be permanently mounted in your vehicles, DSD and route accounting operations are better served by deploying GPS on a handheld device. Drivers can still access turn-by-turn directions and dispatch can still track vehicle location in real time — but the ability to utilize GPS outside the vehicle enables new applications that allow enterprises to more fully leverage GPS functionality.

Dynamic routing

With a MC9500-K in hand, dispatch can monitor the real time location of the entire workforce. In addition, if inventory is scanned on and off the truck, dispatch can also see the inventory available in each and every truck. Now, if an urgent order is received from one of the company's largest customers, dispatch

can quickly identify and re-direct the nearest truck with the right inventory to make the additional stop. In addition, if a refrigerated truck breaks down, the closest truck with available cargo space can be identified and directed to the scene. The load can be quickly transferred to the operational truck, eliminating a disruption in the delivery schedule — and preventing the high cost of dissatisfied customers and the loss of the load.

Real-time navigation

Regardless of whether your routes are static or dynamic, or whether your drivers are new or seasoned, real-time turn-by turn directions provide drivers with the shortest route to the next stop, keeping drivers on time despite traffic jams and road closures.

Breadcrumbing

The ability to view a graphic representation of planned versus actual routes on a map allows dispatchers to spot and address any exceptions — for example, drivers who may be deviating regularly from planned routes. The result is more granular management of your field workforce — and better control over delivery times as well as mileage and fuel costs.

Geofencing

Geofencing builds on breadcrumbing, sending instant alerts to all appropriate parties when a driver deviates from a planned route. For example, if an armored car driver takes a wrong turn or remains in a location longer than expected and does not respond to a phone call from a supervisor, the driver could be in danger, allowing the instant dispatch of emergency personnel.

In addition, the ability to keep a watchful eye on driver location provides a deterrent to drivers who might otherwise deviate from the route to run a personal errand, protecting the productivity of your workforce, vehicle utilization and the timeliness of your deliveries.

Geocoding of assets

DSD drivers frequently deliver goods to grocers and convenience stores in working containers that remain with products. In large DSD operations, this inventory of field-based assets can easily be worth millions of dollars — a substantial investment. To date, tracking these assets has been virtually impossible, a very costly labor intensive task.

The MC9500-K provides all the features required to enable granular tracking of each and every single container-style asset out in the field. As drivers deliver product, in addition to scanning the product in the container, drivers can also scan the bar code on the container. GPS can automatically append the latitude and the longitude to the bar code, effectively geostamping the bar code. A database can enable the automatic lookup of the customer that is associated with those coordinates, allowing the automatic creation of a detailed asset report that lists every one of your customers — and all the containers resident in each specific store.

As a result, with just seconds of effort per customer visit, enterprises have the information required for proper tax reporting of assets as well as better asset management, improving asset utilization while reducing loss and theft, safety stocking levels and capital requirements.

The MC9500-K — a wealth of benefits for a superior ROI

The next generation of Motorola's signature MC9000 Series rugged mobile computers, the MC9500-K builds on the MC9000 and introduces many new capabilities defined through extensive research and field-testing. The result is a groundbreaking device with an unsurpassed feature set that takes rugged mobile computing innovation to a new level. With the MC9500-K, you can simply expect more: a more rugged design, more data capture options, more intelligence, more processing power and better ergonomics, all in a sleeker, lighter and easier-to-use form factor that offers a completely new approach to accessories, battery and backroom management.

The MC9500-K provides everything your workers need to conduct business in real time, improving business agility and in turn, customer service, satisfaction and retention. In addition, its unique feature set is designed to significantly reduce costs, allowing enterprises to:

- **Reduce capital expenditures:**
  - The MC9500-K offers the functionality of five separate devices — a cell phone, a mobile computer, a camera, a bar code scanner and GPS — substantially reducing the number of devices you need to purchase.

- Since the backroom infrastructure is now form factor agnostic, the backroom accessories you purchase today will continue to serve your needs in the future, eliminating the high cost of 'rip and replace' to update device cradles and battery chargers.
- The maximum rugged specifications expand device lifecycle, eliminating the more frequent replacement required for consumer style devices.
- Device utilization and lifecycle are maximized through superior modularity. Right in the backroom, keypads can be changed to support new applications and the WWAN subsystem can be changed to support a different cellular carrier.
- GPS enables better tracking of the containers in use in your delivery operations, reducing safety stocking levels as well as theft and loss.

- **Reduce operational expenses:**
  - Since the MC9500-K offers the functionality of multiple devices, there are fewer devices for employees and IT to manage.
  - GPS improves route efficiency, reducing vehicle fleet costs — mileage, wear and tear, maintenance costs and fuel costs are reduced while utilization of these high dollar investments is increased.
  - The increase in the productivity for your field workforce improves workforce utilization — the same number of workers can handle more stops per day, helping control staffing costs.
  - Compatibility with Motorola's Mobility Services Platform (MSP) provides the comprehensive centralized management capabilities required to enable IT to stage, provision, monitor and troubleshoot all MC9500-K mobile computers — regardless of where in the world they are located. As a result, one of the largest costs associated with any mobility deployment is minimized — the day-to-day management of the mobile devices.
  - Since Motorola mobile computers are built on a common technology platform, existing applications developed for other Motorola mobile computers can be rapidly ported to the MC9500-K, reducing deployment time and costs while improving the ROI for existing applications.
  - Repair costs are contained and reduced with Motorola's Service from the Start with Comprehensive Coverage support program. This exceptional service is truly comprehensive, providing technical software support as well as end-to-end protection for your device. Normal wear and tear, internal and external components damaged through accidental breakage and select accessories that ship together with the MC9500-K are all covered — at no additional charge.

- **Future proof this crucial business investment:**
  - Often, mobile devices must be replaced because the technology is outdated or too rigid to meet changing business needs. But the MC9500-K offers the very latest technology platform and features plus the flexibility to change cellular networks and keypads, enabling the device to serve business needs until it truly reaches the end of its physical maximum lifecycle.

As a result, this extraordinary device delivers truly extraordinary business value by bringing an exceptionally rapid ROI and a new low TCO to rugged mobile computing solutions.

For more information on how you can reap the benefits of the MC9500-K in your DSD or route accounting operations, access our global contact directory at www.motorola.com/enterprisemobility/contactus or visit www.motorola.com/mc9500

Featuring Motorola Mobility Architecture eXtensions (MAX)

Motorola Mobility Architecture eXtensions (MAX) allows Motorola mobile computers to deliver extraordinary value — a truly unprecedented return on investment (ROI) and total cost of ownership (TCO). This unique set of Motorola features turbo charges Motorola mobile computers, driving ease-of-use, ease-of-management, flexibility, modularity, lifecycle and overall system performance to new heights. Features in the MC9500-K include...

MAX *Rugged*
With MAX *Rugged*, you can count on a device built for the most demanding business environments. A minimum of three specifications — industry leading mechanical stress and endurance tests plus environmental sealing — insures dependable performance and maximum lifecycle.

MAX *FlexWAN*
Customer upgradeable 3.5G WAN offers true WAN technology independence. Purchase the MC9500-K with or without the WAN subsystem and add or change WAN technologies (GSM/CDMA) as needed right in the backroom — no need to return the device to a service center.

MAX *Backroom Management*
This game-changing backroom management approach eliminates the high cost of 'rip and replace' in the backroom with a future-proof Universal Accessory System that supports the Motorola MC9500-K, popular existing Motorola mobile computers as well as future generations of Motorola mobile computers.

MAX *Keypad*
A modular keypad architecture allows the exchange of keypads in minutes, right in the backroom, allowing the mobile computer to adapt to changing application requirements and enabling instant on-site replacement in the unlikely event of keypad damage.

MAX *Battery*
Information indicators integrated into the battery itself, displaying the state of charge and the state of health. Users can be sure that they start the day with a battery capable of lasting a full shift — and backroom managers can more efficiently manage the battery pool.

MAX *Sensor*
Offers true enterprise class Interactive Sensor Technology (IST), including dynamic screen orientation, power management, free fall detection and the ability to integrate motion-related data into customized applications.

MAX *Secure*
MAX *Secure* provides the security features required to ensure secure data transmissions over either the WLAN or the WWAN — including highly sensitive applications in government and public safety.

MAX *Data Capture*
Integrate best-in-class advanced data capture functionality, including: 1D, 2D and DPM bar code scanning; signature capture; high resolution image and document capture; RFID and more.

MAX *Locate*
Best-in-class implementation of locationing technology, such as GPS, for line-of-business applications that further increase user productivity and ensure business continuity.

About Motorola: end-to-end mobility solutions for deployment simplicity and success

Every day, organizations of all sizes all over the world count on Motorola Enterprise Mobility Solutions to maximize personnel effectiveness, improve services, and increase revenue potential. When you choose Motorola for your mobility solution, you get the peace of mind that comes with choosing an industry leader as your technology partner. Motorola offers the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in virtually every size organization in nearly every major industry. And our end-to-end solutions offer the simplicity of a single accountable source — regardless of the number of vendors involved.

Our comprehensive product offering includes: rugged and enterprise class mobile computers with extensive advanced data capture and wireless communications options; rugged two-way radios for always on voice communications; private wide area and local area wireless and outside the four walls — and to network multiple locations; comprehensive RFID infrastructure, including fixed, mobile and handheld RFID readers; a partner channel delivering best-in class applications; software solutions that enable centralized and remote management of every aspect of your mobility solution; and a complete range of pre-and post-deployment services to help get and keep your mobility solution up and running at peak performance every day of the year.

MOTOROLA

www.motorola.com