The Motorola ES400

Transform field sales and field service workers from informed to empowered

With the ES400, field service workers can carry the equivalent of an office-in-a-pocket, all in a small and compact consumer-style design. In addition to voice calls, email and text messaging, users can: access the back-end applications — from order entry to work order management; collect signatures for Proof of Delivery/ Proof of Service; and capture and transmit color photos that can be annotated with text and voice comments, taking the value of multimedia data to the next level. The result? The field workforce is no longer simply informed, but empowered to act instantly, improving productivity and operational efficiency.

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 drives 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 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: turn 'action item' into 'action taken' with the Motorola ES400

The Motorola ES400 provides field sales and field service workers with the real-time voice and data communications required to drive customer service and productivity levels up — and costs down. With business and productivity tools in their pockets, this mobile workforce is transformed from simply informed to truly empowered, able to turn 'action items' in to 'actions taken'. The result? No more delayed information. No more paper forms. Just instant access to the information and resources required to get the job done, right on the spot.

Field sales and service workers who can benefit from this robust mobile computer in a consumer-style form factor, include:

Account Managers
- Enable fast and accurate order processing on site for faster order delivery
- Reduce the order-to-cash cycle
- Improve productivity — managers can visit more customers per day
- Improve customer service

Merchandisers
- Enable collection of more information in the store in less time with bar code scanning and the ability to take and add voice and text annotations to photos
- Enable better management of promotional display compliance
- Enable easy collection of competitive information
- Improve product demand visibility for better production management

Field Service
- Enable workers to receive and complete electronic work orders
- Improve productivity — enable workers to complete more jobs per day
- Scan parts as they are consumed and automatically track time to ensure accurate billing
- Integrated GPS provides proof of location
- Signature capture provides proof of service/proof of delivery
- Enable dispatch to better plan routes to minimize mileage, fuel costs and vehicle wear-and-tear

The ES400 packs big business functionality into a pocket-sized smartphone-style device that is one part 3.5G world cell phone and one part robust mobile computer. The ES400 provides real-time access to business critical applications and communications, as well as the ability to automate the capture of practically any type of data. Users can capture bar codes, documents and signatures as well as videos and photographs that are rich with business intelligence — including voice and text comments, annotation markers for detailed references and a geostamp that contains time, date and location where the photo was taken. And a Motorola-only custom and customizable business-class user interface makes accessing and using business features and applications easier than ever.

The carrier-agnostic ES400 offers global support for most cellular networks. The device can be activated on either the 3.5G GSM HSPA or CDMA Rev A cellular networks — or both — at any time. Now, a single pool of devices can be deployed and re-deployed as needed, maximizing device utilization and return on asset. And for field personnel who travel through areas better served by different networks, the ability to enable multiple WWAN connections ensures connectivity — period. And no matter where your workers are located, you can provide them with a wireless connection they can count on.

Field sales

The slim ES400 helps enterprises maximize the value of account managers and merchandisers.

Account Managers

The ES400 helps account managers strengthen customer relationships, better monitor product inventory in the store and place faster, more accurate orders to replenish retailer shelves. With the ES400 in hand, account managers have what it takes to execute virtually any task, right on the spot. Paper-based processes are eliminated along with the associated administrative burden, freeing this workforce to spend more time with more customers — and generate more orders per day.

Account managers can:

- Scan products on the shelves to easily check pricing as well as check and reserve available stock in the warehouse

- Place and process orders in real time, complete with solid delivery dates

- Capture signatures for real-time authorization of sales orders

Field sales benefits

While the ES400 directly benefits the account manager, their real-time actions also improve operational efficiency throughout the enterprise:

Account Management	Enterprise
• Improves customer service levels	• Real-time orders improve demand forecasting, inventory and production management
• Increase sales	• Reduces order cycle times, enabling faster delivery of orders
• Improves productivity — the same sales force can make more sales calls per day	• Reduces order-to-cash cycle, improving cash flow
• Improves data integrity with automated data capture — 'errorless' orders minimize the cost of doing business	• Reduces capital and operational costs by replacing multiple devices with a single easy to carry and easy to manage device
• Improves customer relationships to strengthen loyalty and improve customer retention	

- 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

- 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®

- Access up-to-the-minute real-time directions via GPS to minimize travel time between stops and circumvent traffic jams

Merchandisers

The ES400 provides the tools merchandisers need to collect more business intelligence, faster and more accurately. This device provides this workforce with the right features, functions, durability and enterprise class support required — all at the right price.

Merchandisers can:

- Scan the bar codes of product on the shelf, providing real-time visibility into demand

Close more sales per day with the ES400

The ES400 can provide account managers with everything needed to close more sales. A quick scan of an item can display product information, available inventory, pricing and delivery times. Direct access to the order entry system enables orders to be processed in real time. And the ability to capture a signature provides real-time authorization of sales orders. Paperwork is eliminated, giving account managers more time to complete more sales calls per day. And with real-time visibility into product demand, enterprises can improve demand forecasting as well as inventory and production management.

Merchandising benefits

The ES400 benefits the merchandising function as well as other areas in the enterprise:

Merchandising	Enterprise
• Improves productivity — time spent collecting and processing paper-based information can now be spent visiting more stores per day	• Real-time visibility into out-of-stock conditions helps minimize lost sales opportunities
• Improves the value of this worker through the ability to collect more types of information	• Real-time visibility into product demand improves production management
• Ensures data accuracy through automated data capture	• Faster response times to competitive campaigns to preserve sales opportunities
	• Faster response to non-compliant or damaged displays help protect the success of promotional campaigns
	• Reduces capital and operational costs by replacing multiple devices with a single easy to carry and easy to manage device

- Receive and complete electronic work orders

- Receive electronic forms and checklists that guide merchandisers through the collection of the right information, eliminating paper and reducing training requirements

- Capture and transmit videos and richly annotated color photos of manufacturer and competitive displays

- Access up-to-the-minute real-time directions via GPS to minimize travel time between stops and circumvent traffic jams

Field service

The field service workforce not only represents a substantial business cost, they are also your primary source of customer interaction post sale. It is their performance that will directly impact customer satisfaction and perception of your brand — and your profitability. The comprehensive functionality of the ES400 provides the tools required to get the job done rapidly and right, regardless of whether these workers are managing medical devices in homes, delivering laboratory specimens for testing in medical laboratories, repairing laptops or servicing copy machines. With the ES400 in hand, this workforce can close more work orders per day, deliver better customer service and improve efficiencies throughout the business — from decreased invoice cycle times to better inventory management.

Field service workers can:

- Dynamically receive, accept and close out electronic work orders — instead of paper

- Access customer repair history for faster and better issue resolution

- Check warranty and service level agreements to ensure the accurate capture of billable hours and parts

Field sales benefits

While the ES400 improves the field service function, benefits also ripple throughout the enterprise:

Field Service Operations	Enterprise
• Improves productivity — time spent collecting and processing paper-based information can now be spent completing more work orders per day	• Same-day invoicing reduces cash-to-cash cycle times and improves cash flow
• Improves customer service, satisfaction and loyalty levels — technicians are on time and can more frequently complete the job on the first visit	• 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
• Ensures data accuracy through automated data capture	• Reduces capital and operational costs by replacing multiple devices with a single easy to carry and easy to manage device
• Increases revenue through the accurate capture of labor and parts as well as cross- and up-selling	• Ability to capitalize on up-sell/cross-sell information to drive new revenue streams
• Better management of parts inventory — prevents out of stocks and reduces stocking levels and associated inventory costs	
• Reduces truck rolls	
• Reduces fleet costs	
• Improves vehicle utilization	
• Improves vehicle lifecycle by minimizing mileage	

Complete more work orders per day with the ES400

Field technicians not only represent a substantial business cost, they are also your primary source of customer interaction post-sale. It is their performance that will directly impact customer satisfaction and perception of your brand — and your profitability. The comprehensive functionality of the ES400 provides this workforce with the tools they need to get the job done rapidly — and right. A quick scan of the bar code on the equipment to be serviced displays the electronic work order, with links to past service records and detailed repair routines. The work order can be completed on the spot — no paperwork to complete later and invoices can be issued the same day. And with integrated GPS, realtime directions and the ability to monitor the location of technicians in the field ensures that the right technician arrives at the right job — on time, every time.

- Scan parts as they are consumed to ensure accurate capture of all appropriate charges and provide real-time visibility into parts inventories

- View a list of items to cross-sell or upsell — such as a product accessory or extended warranty

- 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®

- Capture and transmit electronic signatures to validate proof of service and expedite billing

- Snap a high-resolution color photo for proof of condition or proof of service, complete with a geostamp for proof of location

- Automatically capture on-the-job start and stop times for accurate labor costing and payroll

- Capture signatures for proof of delivery (PoD)

- Automatically track mileage, eliminating the need to manually compile mileage reports

- Call customers to confirm appointments, site access and the arrival of pre-shipped parts

- Access up-to-the-minute real-time directions via GPS to minimize travel time between stops and circumvent traffic jams

The integrated GPS capability in the ES400 also allows dispatchers to monitor the location of field service personnel throughout the day to:

- 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

The ES400: enterprise-class security, manageability, durability, lifecycle and support deliver a low total cost of ownership (TCO)

Unlike similar consumer-style devices, the ES400 offers a 3-year life cycle as well as enterprise-class security, durability, manageability and support plans.

- **Security.** A complete suite of solutions addresses security, one of the biggest mobility concerns, offering:

  – A built-in biometric fingerprint reader prevents unauthorized access, protecting the data on the device and your network resources.

  – Motorola's tested and validated Mobile Virtual Private Networks (MVPNs) bring wired-line security to wireless communications, without the typical performance degradation.

  – Motorola's Mobile Security Suite (optional) enables remote locking and wiping of lost or stolen devices as well as comprehensive device-level protection, including a firewall, intrusion prevention, enforced authentication, data encryption and integrity monitoring.

- **Manageability — a single global point of control.** Motorola's Mobility Services Platform (optional) provides remote, centralized and highly cost-effective end-to-end management of all your ES400 devices, regardless of where they are located.

- **Durability.** The ES400 offers something most consumer-style devices do not — durable construction. In addition, the ES400 is the only device in its category to offer five separate durability ratings that help ensure reliable operation despite all day everyday use, ensuring the ability to survive 4 ft./1.22 m drops; 300 consecutive 1.6 ft./0.5 m hits; and exposure to dust and moisture.

- **A three year availability cycle.** Where consumer-style devices frequently complete their lifecycle in six to twelve months, the ES400 will be available for a minimum of three years. The high cost associated with purchasing, deploying and supporting many different models at any one time is eliminated.

- **World-class support.** Two available services help maximize device uptime and minimize support costs. Service from the Start with Comprehensive Coverage covers virtually anything that might happen to the device, including accidental damage, normal wear and tear and even select accessories that ship with the ES400. And our Managed Device Service simplifies day-to-day support through proactive device monitoring and a multi-lingual help desk manned with technicians who can remotely diagnose and resolve device issues — helping you keep the ES400 in the hands of your mobile users.

For more information on how Motorola's ES400 Global EDA can improve your field sales and field service operations, please visit us on the web at www.motorola.com/ES400 or access our global contact directory at motorola.com/enterprisemobility/contactus

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