



MC55 Partner Brief

Executive Summary

Your customers are mobilizing more applications and business functions every day, with clear benefits. Mobile voice improves accessibility, communication, management and collaboration throughout the enterprise. And mobile data moves computing power and enterprise applications off the desktop and into the hands of workers, enabling them to take whatever action is needed, right on the spot. As a result, business processes are streamlined, productivity is improved and customer service — and customer retention rates — are improved.

The demand to mobilize an increasing number of job functions and applications outside of the four walls is driving the need for a more powerful mobile computing platform in a compact form factor. Service personnel, meter readers, first responders, delivery drivers and more need the features and reliability required to perform mission and business tasks throughout the workday in a device that is easy to carry and easy to use.

To meet this growing market need, Motorola has introduced a new mid-range device to its leading Enterprise Digital Assistant (EDA) portfolio. As the smallest and lightest Motorola rugged Enterprise Digital Assistant (EDA), the MC55 packs the power of a cell phone, walkie-talkie, bar code scanner, digital camera and mobile computer in a robust enterprise class device designed for all day everyday use inside and outside the four walls. The MC55

offers enterprise rugged construction, manageability, security and scalability — with true consumer styling and ergonomics. This highly flexible product family provides task workers as well as managers with the sophisticated yet cost-effective mobile voice and data services required to achieve maximum productivity, reduce response times and improve service levels in a wide variety of industries — from retail, healthcare and hospitality to field sales, field service, parcel/post and manufacturing.

The MC55 is available in two versions and many configurations to meet the needs of a diverse set of mobile workers. The MC5590 offers WLAN voice and data along with Bluetooth connectivity for headsets, modems, printers and a host of other Bluetooth devices — making it ideal for healthcare, retail, hospitality and other workers and managers inside the four walls. The MC5574 offers a best-in-class GPS for location-based applications, WWAN, WLAN, and Bluetooth connectivity for those workers who spend most of their time outside in the field, but also time inside the four walls as well. A multitude of configurations for each model enables your customers to purchase the right feature set for each worker group — instead of having to purchase all features for all workers.

A full suite of data capture applications — including 1D or 2D bar code scanning and an optional 2 megapixel high-resolution auto-focus digital color

camera — give workers the power to take action anywhere inside or outside the four walls. Your customers can choose a 1D laser scanner for ultimate performance in intense bar code scanning applications or a 2D imager to scan 1D and 2D bar codes. The optional high-resolution camera can be added to either the 1D laser scanner or 2D imager, allowing workers to use the same device to scan bar codes as well as document a damaged incoming shipment or capture a signature. And a complete ecosystem of accessories extends the MC55's versatility to meet the needs of various applications — including an MSR in Q3 2009.

Designed from the ground up to support voice as well as data, the MC55 offers a superior voice experience. Functionality includes push-to-talk (PTT) walkie-talkie style instant communications over the WLAN and support for IP telephony, using partner software to extend deskphone features to the MC55. The XScale™ PXA 270 520MHz processor, Microsoft's latest Windows Mobile operating system and a robust memory architecture combine to provide support for the most demanding enterprise tasks and applications. The large 3.5 inch high resolution color QVGA display offers easy viewing in virtually any lighting, while multiple keypad configurations — numeric, QWERTY, PIM (MC5590 only), AZERTY and QWERTZ — enable the device to be easily customized for the job at hand.

While the MC55 offers the ergonomics of a consumer-styled device, it provides the performance and rugged construction to withstand all day every day use throughout the enterprise — from the sales floor to the receiving dock. With IP54 sealing and conforming to Motorola's drop and tumble specifications, the rugged device can withstand multiple drops to concrete, heat, cold, dusty environments, rain and more. And compatibility with Motorola's Mobility Services Platform (MSP) provides extraordinary centralized control of all your customer's MC55 devices, offering remote staging, provisioning, monitoring and troubleshooting of devices.

The MC5590 (WLAN-only) is a Class 1A product; training and certification are not required to sell the MC5590. The MC5574 is a Class 2 product; partners that meet this segmentation designation have authorization to sell the MC5574.

Product positioning within Motorola's EDA portfolio

As shown in Figure 1, the MC55 is part of Motorola's bracketed portfolio strategy that surrounds competitive products with function and price alternatives, while providing customers with specifically designed products for specific application needs. The MC55 is Motorola's latest mid-range EDA and is designed to replace the MC5040 and PPT8846 in the EDA portfolio. This size-optimized and state-of-the-art WWAN/WLAN mobile computer expands Motorola's leadership position in field service applications in transportation and logistics, parcel & post, manufacturing and government vertical markets — as well as 'inside the four walls' applications, including retail, healthcare and hospitality environments.

The market opportunity

The following is an assessment of the total available market, as well as the product positioning by market application, geography, company size and more.

What the experts are saying

Mobility has become a key IT initiative and critical component for businesses of all sizes. In fact, a 2007 survey of executives at North American and European enterprises found that 63 percent are increasing mobile data spending and 56 percent are increasing mobile voice spending.¹ As a result, the mobile workforce continues to expand — both outside and inside the four walls. According to IDC, there will be one billion mobile workers by 2011.

The increased spending for mobile voice and data solutions presents an excellent opportunity for Motorola's Enterprise Mobility portfolio, including the MC55 EDA. Venture Data Corporation (VDC) predicts the rugged mobile computing market will reach \$7 billion by 2011.² And Figure 2 presents the market opportunity for the rugged handheld subset within the overall mobile computing market.

1 - Forrester, Enterprise Network And Telecommunications Survey, North America And Europe, 2007

2 - VDC Enterprise Mobility Report, 2008

Figure 1:
Product Line Positioning within EDA Portfolio

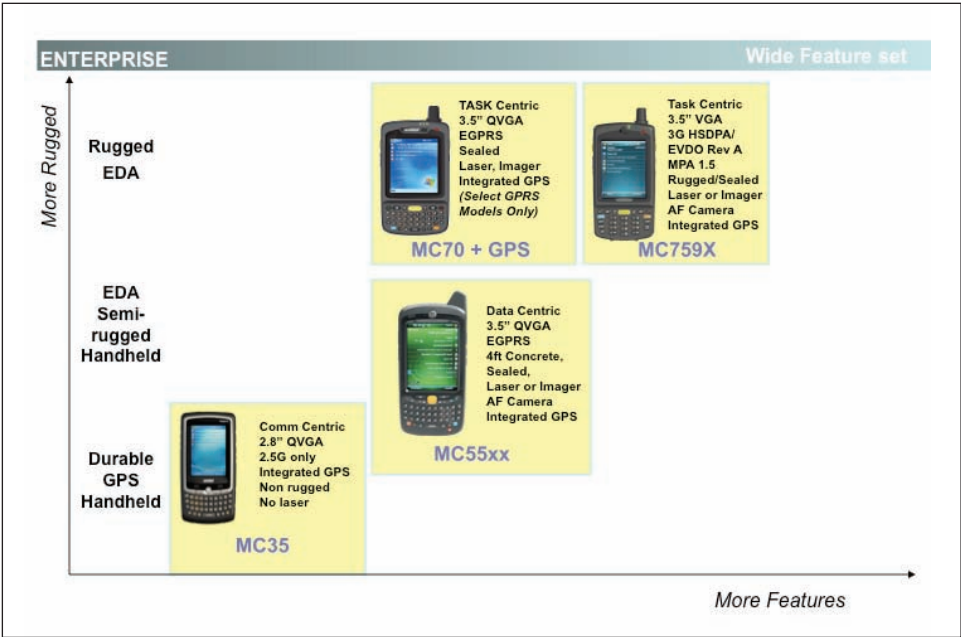
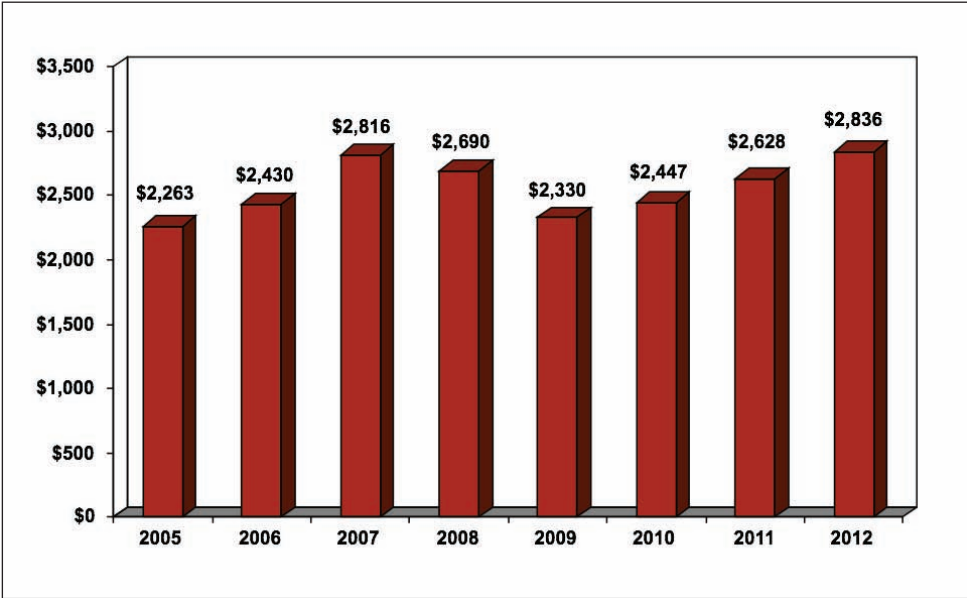


Figure 2:
Worldwide Rugged/Handheld PDA Market 2005-2012, in Millions of Dollars



Market positioning: competitive products

Part of Motorola's bracketed portfolio strategy, the MC55 represents the mid-range EDA offering. As shown in the charts below, the MC5590 and MC5574 are the only devices in this category to offer 1D and/or 2D bar code scanning in addition to a color high resolution camera, integrated 802.11a/b/g (MC5590) or 801.11b/g (MC5574) wireless LAN networking, Microsoft's latest mobile operating system (Windows Mobile 6.1 Classic/Professional), the latest Bluetooth protocol and the most memory. In addition, the MC55 is

the only device in this category with a drop test performed across the entire operating temperature range as well as a tumble specification, ensuring reliable all day everyday operation in the enterprise environment. And finally, the MC55 also offers a number of power-related advantages, including the most powerful battery, an optional extended battery and IEEE1725 compliance — ensuring power for a full shift regardless of how demanding your customer's applications may be, as well as improving the reliability, quality and safety of the entire MC55 power chain.

Figure 3: Price Performance Comparison: MC5590

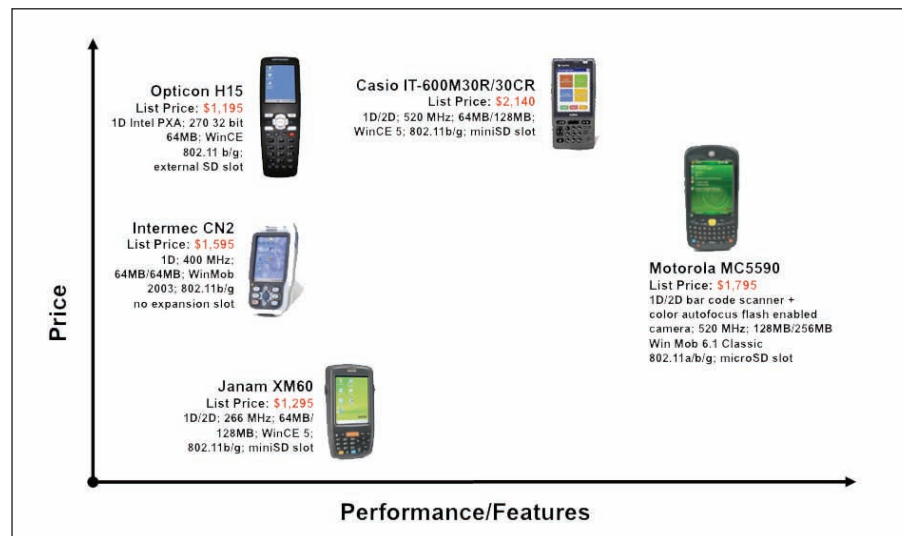
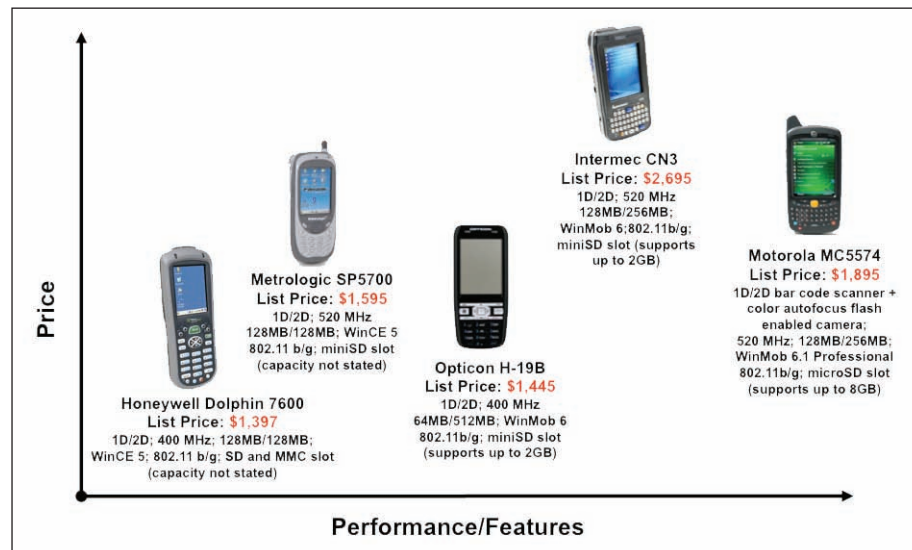


Figure 4: Price Performance Comparison: MC5574



Vertical, geographical and horizontal markets

Market (Technology)	Applications
Field Service/ Field Sales	Asset management Inspection and repair Dispatch Maintenance Meter reading Signature capture Photo authentication Voice Location based service
Parcel/Post	Proof of delivery Pick-up and delivery Sorting and distribution
Healthcare	Patient Records Prescription administration Physician reference Voice communications: over LAN Pager replacement
Retail	Manager terminal Voice communications: over LAN Task management Store reports Scheduling Email and messaging Mobile point of sale Line Busting Mobile CRM Receive incoming/customer calls
Hospitality	Mobile check-in/point of sale Task management Voice communications Receive incoming/guest calls
Manufacturing	Plant operations Voice communications: over LAN

“Mobility remains a high-priority CIO issue that will drive steady growth in demand for mobile products and services for several years.”

- Gartner Group

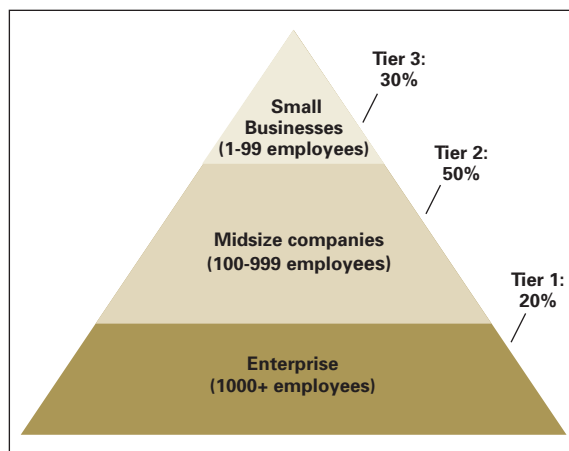
Target customer: prospect titles

During the sale of the MC55, you can expect to work with several key players:

- CIO
- Director of IT
- CTO
- Business Line VP or Director (for example: operations, customer service, repair or warehouse operations)
- RFP Project Manager/Purchasing Director

Market opportunity by company size

Figure 5: Market Pyramid for MC55



Business proposition

This section outlines the investment required to sell the MC55 Enterprise Digital Assistant, the revenue opportunities associated with hardware and accessories, as well as the incremental revenue opportunities associated with software application development and advanced services.

Your investment

The investment required by Motorola business partners to sell the MC55 is summarized in the following chart:

Description	Approximate Cost
Motorola Sales Tools	Available at no cost
Certification Costs	Not required
Cost for Demo Kit	\$1,895.00

The many revenue opportunities

Hardware revenue: product and accessories

The following table lists the available MC55 configurations, illustrating the revenue potential from the hardware portion of an MC55 sale. In addition to the hardware configurations, the MC55 supports a full ecosystem of accessories for additional revenue opportunities. For a complete and up-to-date list of all available configurations and accessories for the MC55, please refer to Solution Builder.

MC5574 Configurations			
Customer Order P/N	Description	Discount Category	List Price
QWERTY Keypad Configurations			
MC5574-PUCDKQRA9WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE950 Laser Scanner, QWERTY, Extended Battery	1A	\$1,835
MC5574-PUCDKQRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE950 Laser Scanner, QWERTY, Standard Battery	1A	\$1,795
MC5574-PKCDKQRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS GPRS EDGE, 802.11 b/g, SE4400 PICO Imager, QWERTY, Standard Battery	1A	\$1,895
MC5574-PYCDKQRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE950 Laser Scanner, 2 MP autofocus camera, QWERTY, Standard Battery	1A	\$1,895
MC5574-PZCDKQRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE4400 PICO Imager, 2 MP autofocus camera, QWERTY, Standard Battery	1A	\$1,995
MC5574-P7CDKQRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, 2D DOT Imager, 2 MP autofocus camera, QWERTY, Standard Battery	1A	\$1,995
MC5574-P7CDKQRA9WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, 2D DOT Imager, 2 MP autofocus camera, QWERTY, Extended Battery	1A	\$2,035
Numeric Keypad Configurations			
MC5574-PUCDKRRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE950 Laser Scanner, Numeric, Standard Battery	1A	\$1,795
MC5574-PKCDKRRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE4400 PICO Imager, Numeric, Standard Battery	1A	\$1,895
MC5574-PKCDKRRA9WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE950 Laser Scanner, Numeric, Extended Battery	1A	\$1,935
MC5574-PYCDKRRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE950 Laser Scanner, 2 MP autofocus camera, Numeric, Standard Battery	1A	\$1,895
MC5574-PZCDKRRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE4400 PICO Imager, 2 MP autofocus camera, Numeric, Standard Battery	1A	\$1,995
MC5574-P7CDKRRA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, 2D DOT Imager, 2 MP autofocus camera, Numeric, Standard Battery	1A	\$1,995

MC5574 Configurations (continued)			
Customer Order P/N	Description	Discount Category	List Price
QWERTZ/AZERTY Keypad Configurations			
MC5574-PYCDKYRF6WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE950 Laser Scanner, 2 MP autofocus camera, QWERTZ, French, Standard Battery	1A	\$1,895
MC5574-PYCDKYRG6WR	Windows Mobile 6.1, 128 RAM/256 Flash, SiRFstarIII integrated GPS, GPRS EDGE, 802.11 b/g, SE950 Laser Scanner, 2 MP autofocus camera, AZERTY, German, Standard Battery	1A	\$1,895
MC5590 Configurations			
QWERTY Keypad Configurations			
MC5590-PU0DKQQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner, QWERTY, Standard Battery	1A	\$1,695
MC5590-PK0DKQQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE4400 PICO Imager, QWERTY, Standard Battery	1A	\$1,795
MC5590-PK0DKQQA9WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE4400 PICO Imager, QWERTY, Extended Battery	1A	\$1,835
MC5590-PY0DKQQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner & Camera, QWERTY, Standard	1A	\$1,795
MC5590-PZ0DKQQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE4400 PICO Imager & Camera, QWERTY, Standard	1A	\$1,895
Numeric Keypad Configurations			
MC5590-PU0DKRQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner, Numeric, Standard Battery	1A	\$1,695
MC5590-PU0DKRQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner, Numeric, Extended Battery	1A	\$1,735
MC5590-PU0DKRQA9WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE4400 PICO Imager, Numeric, Standard Battery	1A	\$1,795
MC5590-PK0DKRQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner & Camera, Numeric, Standard Battery	1A	\$1,795
MC5590-PZ0DKRQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE4400 PICO Imager & Camera, Numeric, Standard Battery	1A	\$1,895
QWERTZ/AZERTY Keypad Configurations			
MC5590-PY0DKZQG6WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner & Camera, QRTZ, Standard Battery, German	1A	\$1,795
MC5590-PY0DKYQF6WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner & Camera, AZRT, Standard Battery, French	1A	\$1,795
PIM Keypad Configurations			
MC5590-PU0DKNQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner, PIM, Standard Battery	1A	\$1,695
MC5590-PU0DKNQA9WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner, PIM, Extended Battery	1A	\$1,735
MC5590-PK0DKNQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE4400 PICO Imager, PIM, Standard Battery	1A	\$1,795
MC5590-PY0DKNQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE950 Laser Scanner & Camera, PIM, Standard Battery	1A	\$1,795
MC5590-PZ0DKNQA7WR	Windows Mobile 6.1, 128 RAM/256 Flash, 801.11 a/b/g, SE4400 PICO Imager & Camera, PIM, Standard Battery	1A	\$1,895

MC55 Accessories

Customer Order P/N	Description	Discount Category	List Price
Cradles and cradle accessories			
CRD5500-1000UR	Single Slot USB charging cradle with a bay for spare battery charging. Requires Power Supply KT-14000-148R and country specific three wire grounded AC power line cord.	1A	\$130.00
CRD5500-4000CR	Four Slot charge only cradle charges four terminals at one time. Requires Power Supply 50-14000-241R, DC line cord 50-16002-029R and country specific three wire grounded AC power line cord.	1A	\$250.00
CRD5500-4000ER*	Four Slot Ethernet charging cradle. Charges and provides Ethernet connectivity to four terminals at one time. Requires Power Supply 50-14000-241R, DC line cord 50-16002-029R and country specific three wire grounded AC power line cord.	1A	\$500.00
VCD5500-1000R*	Vehicle Cradle charges a terminal only. Does not accommodate spare battery charging.	1A	\$200.00
8710-050006-01R	Wall Mount Cradle Bracket for mounting four slot cradles only.	1A	\$35.00
Cradle kits			
CRD5500-100UR	Single Slot Cradle Kit: includes Single Slot USB cradle (CRD5500-1000UR), Power Supply (KT-14000-148R), and US three wire grounded AC power line cord (23844-00-00R).	1A	\$185.00
CRD5500-101UR	Single Slot Cradle Kit: includes Single Slot USB cradle (CRD5500-1000UR) and Power Supply (KT-14000-148R). Purchase country specific three wire grounded line cord separately.	1A	\$175.00
CRD5500-400CR	Four Slot Charge Only Cradle Kit: includes Four Slot Charge Only cradle (CRD5500-4000CR), Power Supply (50-14000-241R) with DC line cord (50-16002-029R), and US three wire grounded AC power line cord (23844-00-00R).	1A	\$401.00
CRD5500-401CR	Four Slot Charge Only Cradle Kit: includes Four Slot Charge Only cradle (CRD5500-4000CR) and Power Supply (50-14000-241R) with DC line cord (50-16002-029R). Purchase country specific three wire grounded AC power line cord separately.	1A	\$391.00
CRD5500-400ER*	Four Slot Ethernet Cradle Kit: includes Four Slot Ethernet cradle (CRD5500-4000ER), Power Supply (50-14000-241R) with DC line cord (50-16002-029R), and US three wire grounded AC power line cord (23844-00-00R).	1A	\$651.00
CRD5500-401ER*	Four Slot Ethernet Cradle Kit: includes Four Slot Ethernet cradle (CRD5500-4000ER) and Power Supply (50-14000-241R) with DC line cord (50-16002-029R). Purchase country specific three wire grounded AC power line cord separately.	1A	\$641.00
Battery chargers and charger accessories			
BTRY-MC55EAB00	Standard Capacity Spare Battery: 2400 mAh standard capacity spare battery.	1A	\$55.00
BTRY-MC55EAB02	Extended Capacity Spare Battery: 3600 mAh standard capacity spare battery.	1A	\$75.00
BTRY-MC55EAB00-10	Standard Capacity Battery – 10 pack	1A	\$415.00

* CRD5500-4000ER (including kits CRD5500-400ER and CRD5500-401ER) and VCD5500-1000R will be available for booking in April 2009; a follow up PMB will be released announcing their availability.

MC55 Accessories (continued)

Customer Order P/N	Description	Discount Category	List Price
Battery chargers and charger accessories contd.			
BTRY-MC55EAB00-50	Standard Capacity Battery – 50 pack	1A	\$1,790.00
BTRY-MC55EAB02-10	Extended Capacity Battery – 10 pack	1A	\$565.00
BTRY-MC55EAB02-50	Extended Capacity Battery – 50 pack	1A	\$2,440.00
SAC5500-4000CR	4 Slot Battery Charger – charges up to 4 MC55 Batteries	1A	\$180.00
SAC5500-400CR	4 Slot Battery Charger Kit: includes KT-14000-148R Power Supply and 23844-00-00R US AC Line Cord	1A	\$235.00
SAC5500-401CR	4 Slot Battery Charger Kit: includes Power Supply KT-14000-148R	1A	\$225.00
Cable accessories			
25-108022-01R	USB Charge and Communication Cable from the Terminal to Host system. Charging requires Power Supply (50-14000-249R) and country specific two wire ungrounded AC power line cord.	1A	\$75.00
25-112560-01R	Charge Only Cable. Charging requires Power Supply (50-14000-249R) and country specific two wire ungrounded AC power line cord.	1A	\$50.00
25-68596-01R	USB Client Communication Cable for Cradle to the host system.	1A	\$17.00
Power supplies and adapters			
50-14000-249R	AC power supply with barrel jack. Allows for charging of MC55 terminal without a cradle. Requires USB (25-108022-01R) or Charge only (25-112560-02R) cable. Order country specific two wire AC power line cord separately.	1A	\$35.00
KT-14000-148R	Provides power to the Single Slot Cradle (CRD5500-1000UR) and Four Slot Battery Charger (SAC5500-4000CR). Order country specific three wire grounded AC line cord separately.	1A	\$45.00
50-14000-241R	Provides power to the Four Slot Charge Only and Ethernet Cradles (CRD5500-4000CR and CRD5500-4000ER). Order country specific three wire grounded AC line cord separately.	1A	\$100.00
VCA5500-12R	Auto Charge Cable, 12 Volt (Cigarette Lighter Adapter)	1A	\$120.00
Power line cords			
50-16002-029R	DC cable for power supply 50-14000-241R	1A	\$41.00
23844-00-00R	US AC line cord, grounded, three wire for power supplies KT-14000-148R and 50-14000-241R	1A	\$10.00
50-16000-182R	US AC line cord, un-grounded, two wire for power supply 50-14000-249R	1A	\$5.00
50-16000-217R	AC Line Cord, 1.8M, grounded, three wire, AS 3112 plug. Associated Country: Australia, China, New Guinea. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-218R	AC Line Cord, 1.8M, grounded, three wire, NEMA 1-15P plug. Associated Countries: Japan. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-219R	AC Line Cord, 1.8M, three wire, grounded BS1363 plug. Associated Countries: Hong Kong, Iraq, Malaysia, Singapore, United Kingdom. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00

Customer Order P/N	Description	Discount Category	List Price
Power line cords contd.			
50-16000-220R	AC Line Cord, 1.8M, grounded, three wire CEE 7/7plug. Associated Countries: Europe, Abu Dhabi, Bolivia, Dubai, Egypt, Iran, Korea, Russia, Vietnam. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-221R	AC Line Cord, 1.8M, grounded, USA NEMA 5-15P. Associated Countries: Brazil, United States. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-256R	AC Line Cord, 1.8M, grounded, CEE7/7 plug. Associated Country: Korea. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-257R	AC Line Cord, 1.8M, grounded, three wire, IEC 60320 C13 plug. Associated Country: China. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-669R	AC Lind Cord, 1.8M, grounded, three wire, BS 546 Plug. Associated Country: India. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-671R	AC Line Cord, 1.8M, grounded, CIE 23-16 plug. Associated Country: Italy. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-672R	AC Line Cord, 1.8M, grounded, three wire, S132 Plug. Associated Country: Israel.	1A	\$15.00
50-16000-678R	AC Line Cord, 36"L grounded, three wire. Associated Countries: Brazil, United States. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-255R	AC Line Cord, 1.8M, ungrounded, two wire, CEE7/16. Europe, Abu Dhabi, Bolivia, Dubai, Egypt, Iran, Korea, Russia, Vietnam. For power supply 50-14000-249R.	1A	\$6.00
50-16000-670R	AC Line Cord, 1.8M, ungrounded, two wire, BS 1363 Plug. Associated Countries: Bermuda, Hong Kong, Iraq, Malaysia, Singapore, and United Kingdom. For power supply 50-14000-249R.	1A	\$15.00
50-16000-664R	AC Line Cord, 1.8M, ungrounded, two wire, GB 2099-1-1996 plug. Associated Country: China. For power supply 50-14000-249R.	1A	\$10.00
50-16000-666R	AC Line Cord, 1.8M, ungrounded, two wire AS 3112 plug. Associated Country: Australia. For power supply 50-14000-249R.	1A	\$10.00
Miscellaneous			
VCH5500-1000R	Vehicle Holder Mount. Accommodates the MC55 with the standard and extended battery.	1A	\$50.00
VCH5500-101R	Vehicle Holder Kit: includes Vehicle Holder Mount (VCH5500-1000R) and Auto Charge Cable (VCA5500-12R).	1A	\$170.00
SG-MC5511110-01R	Hard case rigid holster with large swivel clip for rugged applications.	1A	\$30.00
SG-MC5521110-01R	Soft case holster with plastic belt clip.	1A	\$25.00
KT-119150-03R	Spare stylus, 3 pack.	1A	\$20.00
KT-119150-50R	Spare stylus, 50 pack.	1A	\$255.00
Stylus-00001-03R	Spare spring loaded stylus, three pack.	1A	\$50.00
Stylus-00001-10R	Spare spring loaded stylus, ten pack.	1A	\$165.00
KT-67525-01R	Spare screen protectors, three pack	1A	\$57.00

Software revenue

Application development provides an additional revenue opportunity. Many customers will require the development of new end-user or other supporting software, or the ability to extend existing business applications to the MC55. As a result, software partners will have the opportunity to develop and integrate a range of vertical applications, including applications for field service/sales, product delivery, asset management, routing and scheduling, retail, hospitality, healthcare and more.

Integration and Advanced Services revenue

Motorola's Advanced Services are complementary services that partners can leverage to augment their existing services portfolio. These skill-intensive services help our customers integrate and adopt Motorola-specific technology or mobility solutions into their business, and are designed and packaged to be resold easily through and to our channel partners. Partners may choose to augment their in-house capabilities, enabling entry into new markets without the costly services investment. Conversely, partners who do not possess in-house resources have the opportunity to resell and deliver Motorola's Advanced Services — helping them compete more aggressively and provide differentiation in the increasingly competitive enterprise mobility market.

Selling Enterprise Mobility Services as part of the complete solution provides you with a significant opportunity to earn more revenue and increase your profit margin. Motorola's flexible, channel-ready services are structured to allow for a seamless lifecycle model, fostering complete customer satisfaction and reduced overall service delivery costs. In addition, Motorola's Customer Services deliver ongoing support and maintenance post deployment, helping to ensure maximum uptime and peak system performance for your customers. When you resell Motorola's Enterprise Mobility Services, you ensure your customers get the services they need — when they need them.

Key selling points

In this section, we take a look at the value proposition the MC55 delivers to your customers, the key product differentiators and questions that can help you qualify an MC55 solution sales opportunity.

The value proposition

The MC55 EDA delivers a number of strategic business benefits:

- **Maximizes mobile worker productivity:**
By providing voice and critical business applications on a single, small lightweight and easy to use high-powered device, the MC55 gives workers all the tools needed to conduct business and take action right on the spot. A robust feature set provides whatever functionality is needed to streamline business processes — eliminating essential time wasted in day-to-day operations. Voice calls, walkie-talkie style instant communications and messaging ensure that task workers are instantly accessible and responsive throughout the business day for more effective management and improved overall staff utilization — so the same workforce can accomplish more during the workday.
- **Enables a new level of customer service excellence:** The ability to access the right data and communicate with the right people at the right time translates into faster customer response times and enhanced service levels. And mobile access to critical business data means field service workers, store associates and other mobile workers have everything they need to instantly address customer needs — right on the spot.
- **Delivers superior Return on Investment (ROI):**
With a rapid ROI, the MC55 is easy to cost-justify. The versatile device takes the place of as many as five business devices — cell phone, walkie-talkie, bar code scanner, digital camera and mobile computer. There are fewer devices to purchase and manage — substantially reducing capital and operational expenses for your customers. The MC55's GPS capabilities support a host of location-based applications, including the ability to best route vehicles to reduce mileage and wear-and-tear. Fuel and maintenance costs are reduced and vehicle utilization is increased — without impacting customer service levels. In addition, the MC55 is designed for a three to five year lifecycle, offering a lifespan two to three times that of the average consumer-grade PDA to better preserve your customer's hardware and application investments.

- **Reduces the cost and complexity of the mobility architecture:** The MC55 features a multitude of variants and configurations to allow your customers to purchase the right feature set for each set of workers, instead of all features for all workers — reducing capital expenditures and the overall cost of the mobility solution.
- **Maximizes existing technology investments:** Inside the enterprise campus, the MC55 can be integrated with your customer's existing enterprise wireless LAN and PBX — improving the return on investment for those existing technology investments, while delivering a wide range of true value-add, customer-centric applications.
- **Reduces total cost of ownership (TCO):** While the MC55 approaches the styling and sleekness of a consumer device, it delivers true enterprise-class ruggedness. With IP54 sealing against dust and water intrusion, drop and tumble testing to concrete, the MC55's rugged construction means less breakage, lower repair costs and less employee downtime. And while the MC55 is built for business, accidents happen — and when they do, customers want to know the support needed is right at hand to keep operations running at peak performance. The MC55 is eligible for Service from the Start with Comprehensive Coverage, which includes coverage for: normal wear and tear; internal and external components damaged through accidental breakage; and select accessories that ship together with Motorola's MC-prefixed mobile computers for no additional charge. This unique service:
 - Delivers seamless coverage at a lower cost — truly more for less
 - Helps protect product uptime
 - Significantly reduces unexpected repair expenses
 - Provides service peace of mind and investment protection
 - Differentiates Motorola from the competition

Differentiators

The MC55 offers a number of strategic and technical product differentiators including:

- **Multi-mode data capture:** The MC55 offers a full suite of advanced data capture options, with perhaps the most flexibility in the industry to match the right options to the right workers — including the ability to integrate a bar code scanner and a high resolution camera.
 - 1D laser scanner for applications with intense bar code scanning requirements
 - 2D imager to capture 1D and 2D bar codes
 - 2-megapixel auto-focus high resolution color camera plus either the 1D laser scanner or 2D imager for workers who need to document images as well as read bar codes, allowing the easy capture of a signature for mobile point of sale — or a photograph at the receiving dock to document a damaged incoming shipment
 - An auto-focus camera, unlike the fixed focus of most competitive products, providing superior image quality and greater application flexibility — including the unique ability to capture full-sized documents with fine print
- **Integrated 802.11 a/b/g radios:** Enables seamless connectivity with an enterprise wireless LAN, in the office or a hot spot. The MC5574 offers 802.11b/g WLAN in addition to WWAN connectivity, enabling cost-effective voice connection within the four walls. The MC5590 (WLAN-only) model offers tri-mode 802.11a/b/g support. While most competing devices lack support for 802.11a, the MC5590's dual band support for 2.4GHz (802.11b/g) and 5GHz (802.11a) allows for flexible provisioning — IT can allocate voice on a dedicated VLAN on 802.11a, while allocating data on 802.11b/g. 802.11a is ideal for VoWLAN applications, as it is free from many typical interference sources at 2.4GHz while also delivering superior call capacity.
- **Designed for voice applications:** The MC55 features improved acoustic/mechanical design, supports Wi-Fi Multimedia (WMM) for voice packet tagging, 802.11a/b/g for flexible

deployment of voice on 802.11a (MC5590 only), push-to-talk walkie-talkie capability via Motorola's TEAM Express voice client or 3rd party VoIP clients, VQM for voice partner support (e.g., Avaya), fast secure AP-to-AP roaming, and API's as well as an EMDK for voice partner support (e.g., IP Blue, TabletMedia).

- **Bluetooth v2.0 Enhanced Data Rate:** While other EDAs in its class offer Bluetooth v1.2, the MC55 supports Bluetooth v2.0 for improved throughput, enhanced security and greater compatibility with more device types.
- **Mobility Platform Architecture (MPA):** Enables easy and cost-effective porting of applications from other MPA-based Motorola mobile computers.
- **Rugged, built to industrial and military (MIL-STD) specifications:** Unlike consumer PDAs and VoIP phones, the MC55 EDA provides the convenience of a compact lightweight form factor with industry leading construction to endure the rigors of all day, every day use in a wide variety of enterprise environments:
 - Drop Testing: The MC55 passes Motorola's drop and tumble testing, which exceeds traditional competitive drop specifications by testing across the entire operating temperature range. The MC55 is built to withstand:
 - » 4 ft./1.2 m drop to concrete, 2 drops per 6 sides over the operating temperature range
 - » 250 1.6 ft./0.5 m tumbles (equiv. to 500 drops)
 - IP54 sealing, providing protection against dust and water
 - Operating temperature range: The MC55 delivers reliable operation across a very wide range of temperatures — from 14° F to 122° F / -10° C to 50° C.
- **Supports Motorola's Mobility Services Platform (MSP) for unprecedented simplicity in managing mobile devices:** The addition of Motorola's Mobility Services Platform (MSP) enables enterprises to provision, update, troubleshoot and often repair mobile devices, regardless of where in the world they are physically located, from a centralized remote location.

- **Investment protection:** Enterprise Mobility Services are one of the top differentiators of Motorola products. Customers rely on Motorola to keep their businesses running. Help them protect that investment with one of the most complete services Motorola has ever offered. For the MC55, customers can protect their investment with Service from the Start with Comprehensive Coverage. This unique service goes far beyond normal wear and tear to cover internal and external components damaged through accidental breakage, as well as select accessories that ship together with MC55 mobile computers for no additional charge. There's no better way to give your customers total peace of mind.

Qualifying your customer

The following questions will help uncover underlying needs that can be addressed with the MC55.

Uncover the business problem:

- What business problem are you trying to solve through use of a mobile device?
- Is device size and weight an issue with users?
- Who is the intended user group (for example, field repair personnel, delivery drivers, store associates, nurses)?
- What applications are you looking to create (new) or mobilize (existing)? Examples: customer relationship management (CRM) or sales for automation (SFA)
- Are your mobile workers currently using a mobile device? If so:
 - Does the solution offer any data functions or bar code scanning?
 - Is the device performing to your enterprise standards from both a processing power and durability point of view?
 - What do you see as the benefits and drawbacks of this device?

- How easy is it to manage the mobile devices (initial provisioning, updating of firmware and configuration, troubleshooting)? Does management of the mobile devices create any internal issues?

Uncover the opportunity and areas where the strengths of the MC55 are key selling points:

- Would on-the-job performance improve if your employees had mobile access to information?
- Do you have a mix of mobile employee needs? Would your technology architecture benefit from the ability to deploy one mobile computer for many types of workers?
- Do you need to be able to more efficiently manage your staff?
- Do your workers need voice communications throughout the business day, but are forced to locate a wired phone to place or pick up a call?
- Is customer service suffering because employees cannot quickly and easily obtain the information they need to provide on-the-spot service?
- Are portability and device weight key factors?
- Do your workers use a combination of mobile devices — such as a mobile phone for voice, a handheld computer for data access, a bar code scanner or a camera?

Specific questions for field service/field sales opportunities:

- Do managers/dispatch have difficulties distributing tasks to employees? Do they know when a task has been completed?
- Would the productivity and effectiveness of your field force be improved with the ability to input orders, review pricing, and access CRM/SFA data from the customer site?
- Could your organization benefit from faster billing cycles with real-time order processing and invoicing?
- Could GPS location-based applications improve utilization of mobile worker and vehicles?

- Are drivers often in dense urban areas, remote locations, areas with dense foliage or other places that typically have weak GPS signals?

Specific questions for retail opportunities:

- Do managers have difficulties distributing tasks to employees? Do they know when a task has been completed?
- Could your organization benefit from improved intra-employee communication?
- When customers call, how long do they wait before their question is answered?
- Do you experience high staff turnover rates? Do you struggle with inconsistent service quality among associates?
- How do store associates currently find information — price, availability and location?
- Could you improve sales and customer satisfaction with faster response times and more informed responses?
- Do your customers have trouble locating store associates for assistance?
- Are checkout lines long during peak shopping times? Do you have a solution in place for line busting/mobile POS?

Questions for healthcare opportunities:

- Who is the intended user group (for example, maintenance staff, transport personnel, nurses, physicians)?
- Question for a physician user group: Could productivity and the quality of patient care be improved if physicians had instant anywhere/anytime access to a real-time up-to-date patient record on, and could order medication and tests as well as access test results electronically?
- Question for a nurse user group (in-hospital): If your nurses could monitor equipment in patient rooms (such as EKG machines and medication pumps) while on the move through the hospital, scan the bar code on medication and the patient wristband to ensure that the right medication is being administered to the right patient and access the nurse call system in real time, how would nurse productivity and the quality of patient care be affected?

- Question for visiting nurses (field-based): Would you like to give your visiting nurses real-time access to patient records; the ability to take and transmit a photo of a wound or other injury to consult a physician for the best course of action; bar code scanning to enable accurate and rapid inventorying and replenishment of medication and medical supplies in patient homes?
- Are overhead pagers used frequently? Would point of care be improved with fewer noisy pages?
- Do nurses/physicians have to track down a wired phone in order to place or receive a call?
- Are nurses able to look up information (for example, patient records, prescription data) at the patient's bedside?
- Do facility managers have difficulties distributing tasks to employees? Do they know when the task has been completed?
- Could you benefit from improving intra-staff communication?

Questions for hospitality opportunities:

- Are you able to locate your employees quickly in order to respond rapidly to guest requests?
- Is staff workload balanced?
- Do you know who your most productive workers are to enable you to reward and properly motivate? Can you easily identify underperformers that could benefit from additional training?
- Would you like to be able to improve management of staff and tasks? Can you quickly and easily dispatch tasks to housekeeping and other mobile workers as they move through the hotel complex throughout the day? Do you know how long tasks take, and when workers are ready for the next task?
- Are you able to respond quickly to guest requests — from a call for more towels to repair of a leaky

faucet or malfunctioning air conditioning?

- How could your facility benefit from a curbside check-in/mobile point of sale solution?

Specific questions for parcel/post opportunities:

- Do managers/dispatch have difficulties distributing route updates/new orders to drivers?
- Would the productivity and effectiveness of your field force be improved with the ability to confirm delivery and document damage right from the customer site?
- Would customer service improve with real-time tracking and delivery verification?
- Could GPS location-based applications improve utilization of drivers and vehicles? What location-based applications would benefit your field workers?
- Are drivers often in dense urban areas, remote locations, areas with dense foliage or other places that typically have weak GPS signals?

Uncover the technical environment:

- What security protocols are currently in use?
- What security protocols are required in your mobility solution?
- What back-end systems will you need to integrate?
- What are your expectations with regard to EDAs/PDAs?

Service-related questions:

- What level of post-sales service and support do you expect?
- How long can you afford to be without your product?
- Is turnaround time flexible? Is cost more important than turnaround time?
- What is the impact of downtime on your business?



Enterprise Mobility Services opportunity

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes Enterprise Mobility Services. Selling services up front with the product results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

Motorola's flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Enterprise Mobility Services benefit your customers' businesses by:

- Providing expert product repair and telephone technical support

- Protecting product uptime
- Ensuring they get the most value from their Motorola investment
- Protecting their investment in our technology

Customer Services for the MC55

Seamless integration with Motorola's Customer Services team helps ensure ongoing support for your customer's complete solution. Our experienced support engineers are available to assist customers with problem diagnosis and resolution — helping to ensure their mission-critical systems are always up and running at peak performance. The following Enterprise Mobility Services are available to keep the MC55 operating at peak performance throughout its lifecycle:

Customer Services	Service Description	Time of Purchase	Length of Coverage	Service Part Number
Service from the Start – Bronze with Comprehensive Coverage	<ul style="list-style-type: none"> • Multiple years of seamless coverage at a one-time cost • Includes coverage for: <ul style="list-style-type: none"> – Normal wear and tear – Internal and external components damaged through accidental breakage – Select accessories that ship together with Motorola's MC-prefixed mobile computers: Includes styluses, screen protectors, hand straps and battery doors (where applicable) 	Up front with the hardware (or within 30 days thereafter)	Three years or five years	SSB-MC55XX-30 SSB-MC55XX-50
Service from the Start – Gold with Comprehensive Coverage	<ul style="list-style-type: none"> • Depot repair with 3-day in-house turn-around time for Bronze-level service • Advance device replacement for Gold-level service • Automatic application of engineering changes 			SSG-MC55XX-30 SSG-MC55XX-50
Service Center Support – Bronze	<ul style="list-style-type: none"> • Seamless coverage, renewable in one-year increments • Depot repair with 3-day in-house turn-around time for Bronze-level service • Advance replacement for Gold-level service • Telephone technical support, customer's local time 	Any time	One year or three years	SCB-MC55XX-10 SCB-MC55XX-30
Service Center Support – Gold				SCG-MC55XX-10 SCG-MC55XX-30
Motorola Enterprise Mobility Software Support	<ul style="list-style-type: none"> • Full access to technical support resources • Rights to download software releases 	Any time	One Year	SWS-EMHW-0250-10 SWS-EMHW-1000-10 SWS-EMHW-5000-10
			Three Years	SWS-EMHW-0250-30 SWS-EMHW-1000-30 SWS-EMHW-5000-30
			Five Years	SWS-EMHW-0250-50 SWS-EMHW-1000-50 SWS-EMHW-5000-50

Part numbers and pricing are subject to change. Please refer to Solution Builder for the most up-to-date information and global pricing.

Available options

The following option can be ordered alongside the above Customer Services agreements:

Option	Must Be Purchased With...	Length of Agreement	Part Numbers
Commissioning Service Option	Service from the Start – Bronze with Comprehensive Coverage	Three years Five years	OPT-COMM-30 OPT-COMM-50
	Service Center Support – Bronze	One year Three years	OPT-COMM-10 OPT-COMM-30
Express Shipping Option	Service from the Start – Bronze with Comprehensive Coverage – OR – Service from the Start – Gold with Comprehensive Coverage	Three years Five years	OPT-EXPSHIP-30 OPT-EXPSHIP-50
	Service Center Support – Bronze – OR – Service Center Support – Gold	One year	OPT-EXPSHIP-10
Battery Maintenance Option	Service from the Start – Bronze with Comprehensive Coverage – OR – Service from the Start – Gold with Comprehensive Coverage	Three years	Premium: OPT-MC5X-BTMT1X-30 OPT-MC5X-BTMT2X-30 Standard: OPT-MC5X-STBT1X-30 OPT-MC5X-STBT2X-30
Fastrack Option (U.K. only)	Service from the Start – Gold with Comprehensive Coverage	Three years Five years	OPT-MC55XXFSTRK-30 OPT-MC55XXFSTRK-50

Part numbers and pricing are subject to change. Please refer to Solution Builder for the most up-to-date information and global pricing.

You have an excellent opportunity to upsell Service from the Start programs with the MC55. Service from the Start programs ensure a specific level of support for your customers' mission-critical mobility operations. Customers can pay "a little now" for extended services or pay "a lot later" in the event of a repair and lost downtime.

Sales tools

This section details the product classification, where you can find additional information, available training and certification programs, and dates of availability.

Key dates

Event	Date
MC5590	
First book date	November 22, 2008
General Availability	January 1, 2009
MC5574	
First book date	February 28, 2009
First customer shipments	March 6, 2009
	AT&T Certification: April 2009
	Rogers Certification (Canada): May 2009

Sales and reference materials

For the latest information and sales support materials, please visit the following resources:

Partner Hallway MC55 page:

http://www2.symbol.com/osp/nac/partner_select/product_services/mobile_comp/MC55_over.html

MC55 Product Home:

www.motorola.com/mc55

Enterprise Mobility Services:

- **External**

www.motorola.com/business/comprehensivecoverage

- **Internal**

<http://compass.mot.com/go/embservices>

- **Partners**

http://www2.symbol.com/osp/nac/partner_select/product_services/services/index.html

MOTO S.M.A.R.T:

<http://my.mot.com/portal/site/embsales>

Product classification

The MC5590 is a Class 1A product that is available for purchase and sale by all partners that meet the requirements for this segmentation. The MC5574 is a Class 2 product. Partners that meet this segmentation designation have authorization to sell the MC5574 model.

Training and certification

Training and certification are not required to sell any MC55 model.

Why Motorola

When it comes to delivering mobility solutions your customers can depend on, turn to the company chosen by enterprises around the world in nearly every industry — Motorola. Every day, companies of nearly every size — from a majority of the Fortune 500 companies to small to medium size organizations — count on Motorola to streamline processes and maintain a competitive edge. When you choose Motorola enterprise mobility solutions, you choose a leader that offers over 30 years of experience in bar code reading, mobile computing and wireless infrastructure technology development and deployment — including a long history of industry firsts. When you choose Motorola's mobility solutions, you give your customer the power to drive inefficiencies out of business operations — and productivity and profitability in.

Contact information

For more information on how the MC55 and other Motorola enterprise mobility solutions can help your customers, please contact us at 1.800.722.6234 or +1.631.738.2400, or visit us on the web at: www.motorola.com/mc55

PARTNER BRIEF

MC55 Partner Brief



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