



MC3100 Partner Brief

Executive Summary


Mobility solutions continue to be a key priority in retail and warehousing, helping companies hone their competitive edge by reducing cycle times and mistakes, increasing worker productivity and throughput. The MC3100 Series from Motorola brings seamless anytime mobility to key-based applications inside the four walls — in the aisles of the retail store, in the warehouse, on the loading dock and out in the yard. With this robust and affordable mid-range device, your retail and warehouse customers will have the power to do more with less, reducing costs while boosting customer satisfaction and the bottom line.

Building on the category leading Motorola MC3000 mobile computer, the MC3100 Series leverages Motorola's new Mobility Platform Architecture (MPA) 2.0, offering advanced computing power, industry-leading data capture options, enhanced security and superior ergonomics. The rugged and ergonomic device easily integrates into your customer's existing technology environment — 802.11a/b/g supports deployment on virtually any wireless LAN. And backward compatibility with the entire MC3000 accessory ecosystem plus the ability to easily port existing applications developed for the MC3000

and other Motorola mobile computers provides a cost-effective upgrade path to the latest in mobile computing technology for the very large MC3000 installed base.

The MC3100 is purpose-built for demanding environments within the enterprise walls. Its rugged specifications meet applicable MIL-STD and IEC specs for drop, tumble and sealing, dramatically reducing repair costs and downtime. The Polycarbonate Insert Mold Decorated (IMD) keypad greatly improves keypad durability. In addition, compatibility with Motorola's Mobility Suite provides comprehensive management solutions that drive device management costs to a new low. The result is an exceptional return on investment (ROI) and low total cost of ownership (TCO).

New features include Motorola's Interactive Sensor Technology (IST), enabling leading edge motion-based applications such as power management, free-fall event logging and dynamic screen orientation. In addition, the ability to utilize the motion-based data in custom applications allows your customers to maximize the value of motion sensing technology. And a new rugged audio jack



ensures voice quality for wired headsets, providing support for voice-directed applications, such as voice picking.

The MC3100 also offers enhanced security. Support for FIPS 140-2 combines with support for the most advanced wireless LAN encryption and authentication algorithms, enabling compliance with the most stringent industry regulations, including sensitive government applications. And an integrated UHF Gen 2 RFID tag in the MC3100 allows any enterprise customer who has already deployed RFID portals or handhelds to automatically track the movement and location of their mobile computers for real-time inventory and enhanced accountability — right out of the box.

Six different models are available, providing your customers with the flexibility to meet the specific needs of their applications and end users. Form factors include a straight-shooter for standard scanning, gun for scan-intensive applications or a rotating turret that enables user to adjust scanning position. All three models offer a choice of operating systems: Microsoft Windows Mobile 6.X Classic for a familiar and intuitive interface that reduces training time or Windows CE 6.0 Pro for a robust programming environment that supports the development of rich custom applications. And all models are available with a variety of keypads, allowing your customers to meet the needs of virtually any application — from heavy text entry to calculator-style numeric data.

The MC3100 also offers industry-leading high performance scanning. Your customers can choose between the Symbol SE950 1D laser scanner or the Symbol SE4500 1D/2D imager. The SE950 enables rapid and accurate capture of all 1D symbologies, while the revolutionary SE4500 redefines imaging technology — offering laser-like performance on 1D bar codes and equally stunning performance on 2D bar codes.

Last, the MC3100 presents an excellent opportunity to update the large existing MC3000 installed base. The MC3100 is 100 percent compatible with the existing MC3000 accessory ecosystem, allowing customers to leverage their existing investment mobility investment. And since Motorola's mobile computers are all built on a common platform — including the MC3000 — existing applications can

be seamlessly migrated to the MC3100. The result is the ability to offer your customers the advantages of the latest in mobile computing technology — at a lower cost.

The market opportunity

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

Recent reports from leading technology research firms, Gartner Group, VDC Research Group and Forrester Research, show that mobility solutions remain a priority for today's enterprises due to their ability to help companies better navigate through tough financial times by cutting costs, increasing worker productivity and efficiency and improving throughput. All three research firms cite continued growth in the industry, illustrating the resilience of the mobility market — even in a down economy.

For example, Gartner¹ sees continued growth in the rugged mobile computing market, predicting a 5 percent increase to \$3.15 billion in 2009. Gartner expects "slow but steady market growth in the range of 8% to 13% compounded annually, punctuated by occasional periods of rapid growth brought on by new technologies."

In the same Gartner report, Motorola received the highest vendor rating — 'Strong Positive' — which is defined as a company that is viewed as a provider of strategic products, services and solutions, with:

- Customers who are continuing with planned investments
- Potential customers who consider this vendor a strong choice for strategic investments

According to VDC Research Group², "the fundamentals in this market remain sound, especially considering the material productivity benefits to be gained and the increase in strategic importance of mobile and wireless investments among enterprise and government organizations." The company predicts an anticipated increase from \$2.686 B in 2008 to \$3.294 B in 2013 — just over 22 percent in five years.

Motorola Mobility Architecture eXtensions (MAX)

The MC3100 Series incorporates several Motorola Mobility Architecture eXtensions (MAX) — a set of Motorola unique features that allows your customers to maximize the value of Motorola mobile computers through a superior return on investment (ROI) and total cost of ownership (TCO). Motorola MAX turbo charges Motorola mobile computers, driving ease-of-use, ease-of-management, flexibility, modularity and lifecycle to new heights.

The MC3100 offers the following Motorola MAX features:



Motorola MAX Rugged

With MAX *Rugged*, you can count on a device built for the most demanding business environments. All MAX *Rugged* devices offer three specifications:

- Mechanical stress testing — a drop specification performed across the entire temperature range
- Mechanical endurance testing — a tumble specification that defines the number of consecutive drops the device can endure
- Environmental sealing



Motorola MAX Secure

MAX *Secure* provides your customers with an array of security features that ensures secure communications in the most sensitive environments — including government and public safety. Features include:

- FIPS 140-2 certification
- Fusion 3.0 or higher, which provides support for:
 - virtually all of today's wireless LAN authentication and encryption protocols
 - Cisco CCXv4
 - many value-add security features over either Motorola or Cisco WLAN infrastructure



Motorola MAX Sensor

Motorola MAX *Sensor* offers true enterprise class Interactive Sensor Technology (IST) that allows today's businesses to more fully leverage the value of motion sensing technology. The integrated accelerometer enables dynamic screen orientation and improved power management — and the open architecture allows organizations to access and integrate accelerometer data into customized applications.



Motorola MAX Data Capture

With MAX *Data Capture*, your customers can count on advanced data capture functionality, including: best-in-class 1D laser scanners and 2D imagers. In addition, with MAX *Data Capture*, your customers won't have to choose between data capture functions — they can integrate the data capture options needed to best serve their business, all in a single Motorola mobile computer.

Strong upgrade opportunity

The MC3100 offers an excellent upgrade opportunity for the MC3000's existing base of more than 750,000 customers. Many in this large installed base may be looking to upgrade their mobility solution and take advantage of the MC3100's many advantages — including the more powerful platform, the new SE4500 2D imager engine, MPA 2.0 architecture, and enhanced rugged design. Motorola's common platform ensures that custom applications created for the MC3000 or other Motorola mobile computers can be easily ported to the MC3100 devices and the MC3100 is also backward compatible with the entire MC3000 accessory ecosystem. As a result, you can offer your MC3000 customers the opportunity to migrate to the latest mobility technology, without the high costs and complexity typically associated with such an upgrade.

Market positioning: competitive products

As the chart below illustrates, the MC3100 Series allows you to offer your customers a great value — more features and superior performance at a lower cost.

Price Performance Comparison: MC3100

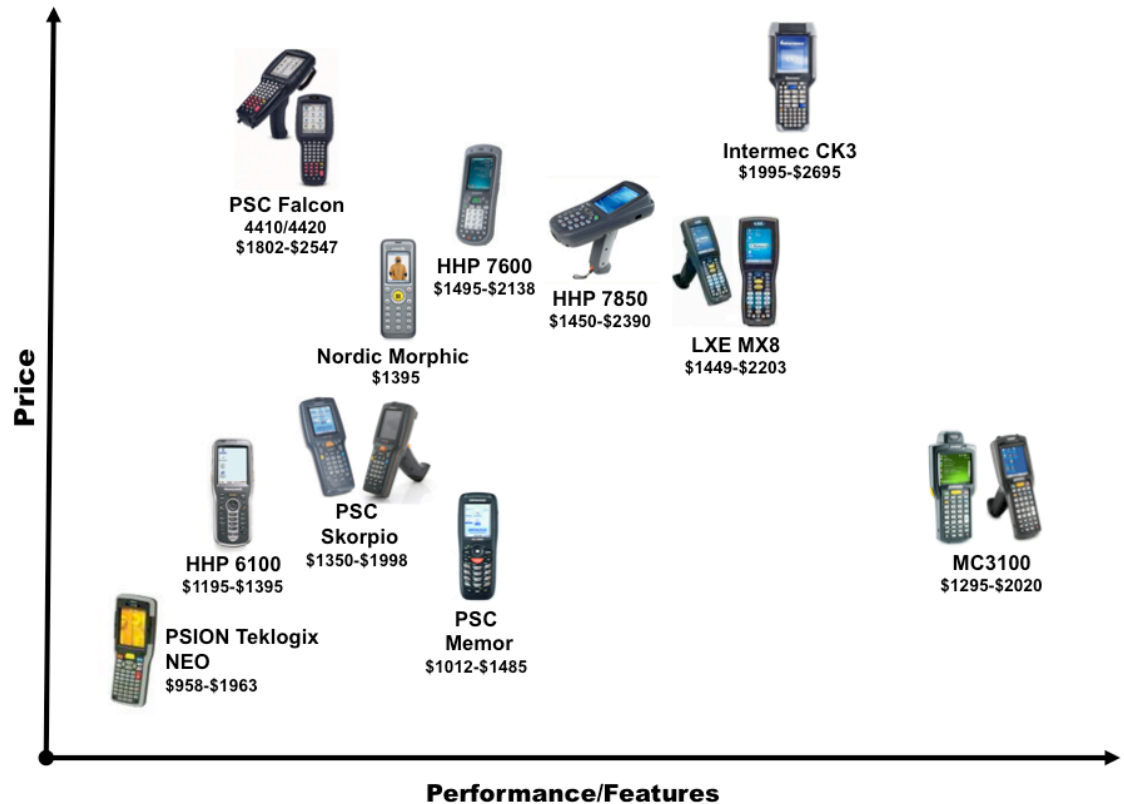


Figure 1

Target markets and applications

The MC3100 Series is targeted at the following markets and users.

Market	Applications
Retail Users: Receiving dock personnel, warehouse personnel, supervisors, in-store personnel	<ul style="list-style-type: none"> • Warehouse management • Price audits/changes • Store receiving • Picking and putaway • Inventory management • In-store communications • Voice-directed applications • Label printing
Warehouse/distribution Users: Warehouse personnel, loading-dock personnel, supervisors	<ul style="list-style-type: none"> • Warehouse management • Picking and putaway • Returns processing • Voice-directed applications • EDI transactions • Yard management
Government: Federal and State & Local Users: Warehouse personnel, loading-dock personnel, supervisors	<ul style="list-style-type: none"> • Warehouse management • Asset management • Voice-directed applications

Target customer: prospect titles

During the sale of the MC3100, you can expect to work with several key players:

Primary decision makers:

- CIO
- Director of IT

Other players:

- Business Line VP or Director (for example: customer service or warehouse operations)
- RFP Project Manager/Purchasing Director

Business proposition

This section outlines the investment required to sell the MC3100 Series, 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 MC3100 is summarized in the following chart:

Description	Approximate Cost
Motorola Sales Tools	Available at no cost
Certification Costs	Not required
Cost for Demo Units	Available for purchase

Market opportunity by company size

Figure 2:
Market Pyramid for MC3100: 2009/2010

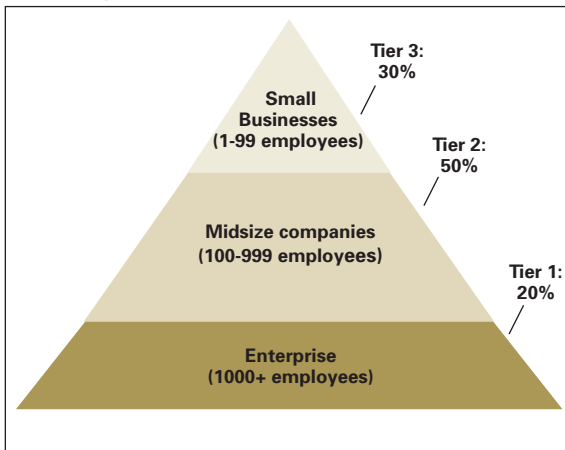
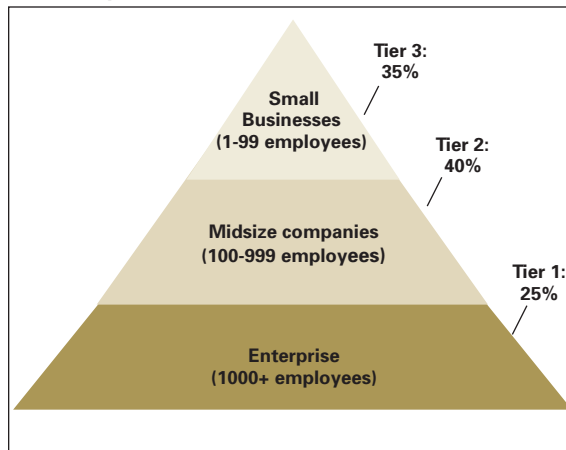


Figure 3:
Market Pyramid for MC3100: 2011/2012



Hardware revenue: devices and accessories

The following charts list the available MC3100 Series configurations, as well as the available accessories and peripherals.

For a complete and up-to-date list of all available configurations for the MC3100 Series, please refer to Solution Builder.

Customer Order P/N	Description	Discount Category	List Price
Rotating Turret Models			
MC3100-RL3S01E00	Batch, Bluetooth, Limited Audio, Rotating Head, 1D Laser SE950, Color-touch display, 38 Key, Standard Capacity Battery, CE 6.0 Pro, 128MB RAM/256MB ROM, English, World Wide	1A	\$1,295
MC3190-RL2S02E0W	802.11 a/b/g, Bluetooth, Full Audio, Rotating Head, 1D Laser SE950, Color-touch display, 28 Key, Standard Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,595
MC3190-RL3S02E0W	802.11 a/b/g, Bluetooth, Full Audio, Rotating Head, 1D Laser SE950, Color-touch display, 38 Key, Standard Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,595
MC3190-RL2S12E0W	802.11 a/b/g, Bluetooth, Full Audio, Rotating Head, 1D Laser SE950, Color-touch display, 28 Key, Standard Capacity Battery, WM 6.1 Classic, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,645
MC3190-RL4S12E0W	802.11 a/b/g, Bluetooth, Full Audio, Rotating Head, 1D Laser SE950, Color-touch display, 48 Key, Standard Capacity Battery, WM 6.1 Classic, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,645
MC3190-RL3S02EIW	802.11 a/b/g, Bluetooth, Full Audio, Rotating Head, 1D Laser SE950, Color-touch display, 38 Key, Standard Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, Interactive Sensor Technology, World Wide excluding United States	1A	\$1,620
MC3190-RL3S02E0U	802.11 a/b/g, Bluetooth, Full Audio, Rotating Head, 1D Laser SE950, Color-touch display, 38 Key, Standard Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, United States only	1A	\$1,595
MC3190-RL4S12E0U	802.11 a/b/g, Bluetooth, Full Audio, Rotating Head, 1D Laser SE950, Color-touch display, 48 Key, Standard Capacity Battery, WM 6.1 Classic, 128MB RAM/512MB ROM, English, United States only	1A	\$1,645
MC3190-RL3S02EIU	802.11 a/b/g, Bluetooth, Full Audio, Rotating Head, 1D Laser SE950, Color-touch display, 38 Key, Standard Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, Interactive Sensor Technology, United States only	1A	\$1,620
Straight Shooter Models			
MC3190-SL3H02E0W	802.11 a/b/g, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE950, Color-touch display, 38 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,645
MC3190-SI2H02E0W	802.11 a/b/g, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4500, Color-touch display, 28 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,795

Customer Order P/N	Description	Discount Category	List Price
Straight Shooter Models, contd.			
MC3190-SI3H02E0W	802.11 a/b/g, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4500, Color-touch display, 38 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,795
MC3190-SI4H02E0W	802.11 a/b/g, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4500, Color-touch display, 48 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,795
MC3190-SL3H02E0U	802.11 a/b/g, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE950, Color-touch display, 38 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, United States only	1A	\$1,645
MC3190-SI3H02E0U	802.11 a/b/g, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4500, Color-touch display, 38 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, United States only	1A	\$1,795
MC3190-SI4H02E0U	802.11 a/b/g, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4500, Color-touch display, 48 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, United States only	1A	\$1,795
Gun Models			
MC3190-GL3H02E0W	802.11 a/b/g, Bluetooth, Full Audio, Gun, 1D SE950, Color-touch display, 38 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,795
MC3190-GL4H02E0W	802.11 a/b/g, Bluetooth, Full Audio, Gun, 1D SE950, Color-touch display, 48 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,795
MC3190-GL3H12E0W	802.11 a/b/g, Bluetooth, Full Audio, Gun, 1D SE950, Color-touch display, 38 Key, High Capacity Battery, WM 6.1 Classic, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,845
MC3190-GI3H02E0W	802.11 a/b/g, Bluetooth, Full Audio, Gun, 2D SE4500, Color-touch display, 38 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,945
MC3190-GI2H12E0W	802.11 a/b/g, Bluetooth, Full Audio, Gun, 2D SE4500, Color-touch display, 28 Key, High Capacity Battery, WM 6.1 Classic, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,995
MC3190-GI3H12E0W	802.11 a/b/g, Bluetooth, Full Audio, Gun, 2D SE4500, Color-touch display, 38 Key, High Capacity Battery, WM 6.1 Classic, 128MB RAM/512MB ROM, English, World Wide excluding United States	1A	\$1,995
MC3190-GL2H02EIW	802.11 a/b/g, Bluetooth, Full Audio, Gun, 1D Laser SE950, Color-touch display, 28 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, Interactive Sensor Technology, World Wide excluding United States	1A	\$1,820

Customer Order P/N	Description	Discount Category	List Price
Gun Models, contd.			
MC3190-GL3H02E0U	802.11 a/b/g, Bluetooth, Full Audio, Gun, 1D SE950, Color-touch display, 38 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, United States only	1A	\$1,795
MC3190-GL4H02E0U	802.11 a/b/g, Bluetooth, Full Audio, Gun, 1D SE950, Color-touch display, 48 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, United States only	1A	\$1,795
MC3190-GL3H12E0U	802.11 a/b/g, Bluetooth, Full Audio, Gun, 1D SE950, Color-touch display, 38 Key, High Capacity Battery, WM 6.1 Classic, 128MB RAM/512MB ROM, English, United States only	1A	\$1,845
MC3190-GL4H12E0U	802.11 a/b/g, Bluetooth, Full Audio, Gun, 1D SE950, Color-touch display, 48 Key, High Capacity Battery, WM 6.1 Classic, 128MB RAM/512MB ROM, English, United States only	1A	\$1,845
MC3190-GI3H02E0U	802.11 a/b/g, Bluetooth, Full Audio, Gun, 2D SE4500, Color-touch display, 38 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, United States only	1A	\$1,945
MC3190-GI3H12E0U	802.11 a/b/g, Bluetooth, Full Audio, Gun, 2D SE4500, Color-touch display, 38 Key, High Capacity Battery, WM 6.1 Classic, 128MB RAM/512MB ROM, English, United States only	1A	\$1,995
MC3190-GL2H02EIU	802.11 a/b/g, Bluetooth, Full Audio, Gun, 1D Laser SE950, Color-touch display, 28 Key, High Capacity Battery, CE 6.0 Pro, 128MB RAM/512MB ROM, English, Interactive Sensor Technology, United States only	1A	\$1,820

MC3100 Accessories

Customer Order P/N	Description	Discount Category	List Price
Cradles			
CRD3000-1001RR	Single Slot Serial/USB Cradle with Spare Battery Charging Only. Requires power supply (KT-14000-148R) and country specific 3 wire grounded AC line cord, order USB (25-68596-01R) or RS232 (25-63852-01R) cables separately	1A	\$160.00
CHS3000-4001CR	Four Slot Charge Only Cradle Only. Purchase power supply (50-14000-241R), DC Line cord (50-16002-042R) and country specific 3 wire grounded AC line cord separately	1A	\$259.00
CRD3000-4001ER	Four Slot Ethernet Cradle Only. Purchase power supply (50-14000-241R), DC Line cord (50-16002-042R) and country specific 3 wire grounded AC line cord separately	1A	\$509.00
Batteries and charging accessories			
21-32665-45AR	MC3000 UBC Adapter; accommodates standard and high capacity battery pack	1A	\$90.00
UBC2000-I500DR	UBC 4 Slot base: Includes PS 50-14000-242R and DC cable 50-16002-011 Must Order US AC Line Cord (23844-00-00R) separately	1A	\$180.00
UBC2000-45AR	UBC KIT: Contains UBC Base (UBC2000-I500DR) and 4 UBC Adapters (21-32665-45AR)	1A	\$275.00

Customer Order P/N	Description	Discount Category	List Price
Batteries and charging accessories			
SACX000-4000CR	MC50, MC70 and MC3000 4 slot battery charger. Charges spare standard and high capacity batteries. Includes shim for MC70. Requires 50-14000-148R PS and country specific AC line cord	1B	\$200.00
SACX000-410CR	MC70, MC50 and MC3000 4 slot charger kit, includes charger and power supply. Order country specific 3 wire grounded AC line cord separately	1B	\$258.00
SACX000-411CR	MC70, MC50 and MC 3000 4 slot charger kit, includes charger power supply	1B	\$245.00
KT-32665-02R	Power supply kit for UBC adapter, Includes PS 50-14001-0013R, DC cable 50-16002-004R, and 4 rubber feet	1A	\$100.00
50-14000-249R	Power Supply for charging cable	1B	\$35.00
KT-14000-148R	Power Supply for Single Slot Cradle	1B	\$45.00
50-14000-241R	Power Supply for 4-Slot Cradle	1A	\$100.00
23844-00-00R	US AC Line Cord, 7.5FT 3 wire	1A	\$10.00
50-16000-182R	Line Cord for 50-14000-249R PS (2 Wire)	1A	\$5.00
50-16002-042R	DC Line Cord for Four Slot Cradles	1A	\$41.00
BTRY-MC3XKAB0E	MC3000/MC3100 2740 mAh Spare Battery	1A	\$68.00
BTRY-MC31KAB02	MC3100 4800 mAh Spare Battery	1A	\$90.00
BTRY-MC3XKAB0E -10	MC3000/3100 2740 mAh Spare Battery; package of 10	1A	\$476.00
BTRY-MC31KAB02-10	MC3100 4800 mAh Spare Battery; package of 10	1A	\$630.00
Cables			
25-67868-03R	USB Client Communication and Charging Cable	1A	\$70.00
25-67869-03R	CBL: Charge, USB-Host	1A	\$90.00
25-63852-01R	RS232 Cable for cradle	1A	\$22.00
25-68596-01R	USB Client Communication Cable for CRD3000. This cable connects between the MC3000 Serial Cradle and the host system	1A	\$17.00
25-67866-03R	RS232 Communication and Charging Cable	1A	\$70.00
25-91514-01R	CBL ASSY: MC3000, ZEBRA ROAD WARRIOR PTR	1A	\$105.00
25-67873-03R	MC3000 Auto Charge Cable 12V	1A	\$150.00
25-70103-03R	MC3000 Charge Only Cable	1A	\$55.00
25-91512-01R	MC3000 O'Neil MF2T Printer Cable	1A	\$70.00
25-91513-01R	MC3000 Zebra QL Printer Cable	1A	\$95.00
25-91514-01R	MC3000 Zebra Road Warrior Printer Cable	1A	\$105.00
25-124389-01R	Headset Adapter cable: MC3100 2.5mm jack with unique locking screw to bare wires	1A	TBD
25-124411-01R	Headset Adapter cable: MC3100 2.5mm jack with unique locking screw to Headsets like VXi and RCH50	1A	TBD

Customer Order P/N	Description	Discount Category	List Price
Soft goods			
11-69293-01R	Fabric holster secures to a belt and includes shoulder strap	1A	\$65.00
8710-050005-01R	Plastic Holster secures to a belt	1A	\$10.00
11-72959-04R	Rubber Boot for MC3090 Gun for both imager and laser configurations	1A	\$7.00
11-70899-04R	Rubber Boot for MC3000 for the brick imager configuration	1A	\$7.00
BOOTSCANTURRETR	Rubber Boot for MC3000 for the brick rotating head laser configuration	1A	\$10.00
11-76201-01R	Fabric Holster for MC3090 Gun for both imager and laser configurations	1A	\$70.00
SG-MC3021212-01R	Fabric Holster for MC3090 Gun for both imager and laser configurations	1A	\$70.00
11-08062-01R	Belt for Holster (11-64896-01)	1A	\$32.00
SG-MC3123242-01R	Spare MC3100 Gun hand strap	1A	TBD
SG-MC3123243-01R	Spare MC3100 Turret and Straight Shooter hand strap	1A	TBD
Snap-on			
MSR3000-100R	MSR	1A	\$250.00
Miscellaneous			
KT-82057-03R	Screen protector; pack of 3	1A	\$25.00
8710-050006-01R	Wall Mount Cradle Bracket for mounting Four-Slot Cradles Only	1A	\$35.00
KT-128372-01R	Kit: MC3100 1X battery door	1A	TBD
KT-128373-01R	Kit: MC3100 2X battery door	1A	TBD
KT-128374-01R	Kit: MC3100G 2X battery door 1A	1A	TBD
11-128366-01R	Audio jack cover for straight shooter, package of 5	1A	TBD
11-128366-02R	Audio jack cover for Rotate/Turret, package of 5	1A	TBD
11-128366-03R	Audio jack cover for Gun, package of 5	1A	TBD
KT-32665-01R	Kit: Wall Mount, UBC2000	1A	\$26.00

Software revenue

Application development provides a strong revenue opportunity for software partners and system integrators. Many customers will require the development of new end-user or other supporting software in order to develop meaningful end-user solutions — such as inventory management, warehouse management, pricing lookup, receiving, and more.

In addition, the MC3100 Series is compatible with Motorola's flagship mobile device management solution, Mobility Services Platform (MSP), providing an additional sales opportunity. With MSP, your customers can easily and cost-effectively stage, provision, monitor and troubleshoot MC3100 Series and other Motorola mobile computers, all from a single centralized console.

Integration and services revenue

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. Enterprise Mobility Services agreements 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.

Industry research shows that customers are more likely to select service plans when they're bundled with a hardware quote. As our partner in selling Motorola products, it benefits you, as well as your customer, to include Motorola's industry-leading services into each sale. There's no better way to give your customers total service peace of mind by ensuring their investment is protected.

Key selling points

In this section, we take a look at the key product differentiators of the MC3100 Series and questions that can help you qualify an MC3100 sales opportunity.

Differentiators

Following are the key competitive advantages of the Motorola MC3100 Series:

- **Rugged design:** The MC3100 Series offers a great balance between ergonomics and rugged design. The device is able to withstand multiple 4-foot drops (1.2 meters) to concrete across the entire temperature range, survive 500 1.64 ft. (0.5 meter) tumbles at room temperature and has an IP54 sealing rating against dust and moisture. In addition, the MC3100 features a new Polycarbonate Insert Mold Decorated (IMD) keypad to greatly improve keypad durability.
- **Multiple form factor options to meet diverse business needs:** Only the MC3100 Series offers your customers the ability to select among three form factors — rotating turret, straight shooter and gun — operating systems, keypads and scan engines.
 - Rotating turret: an adjustable scan head has three scanning positions for Left, Right, and Front scanning, allowing the user to adjust the scanning position to suit the task for maximum comfort and productivity.
 - Straight shooter: offers a light and small form factor.
 - Gun: optimally balanced where the center of mass is located at the grip location. This allows for superior control and comfort.
- **Motorola MPA 2.0 best-of-breed platform:** Motorola's new MPA 2.0 platform provides the latest best-in-class technology architecture. The MC3100 features one of the fastest processors in its device class, robust memory and large expandable user-accessible memory. As a result, the platform offers the power to support advanced applications in this mid-range device class.

- **Motorola MAX Sensor — enterprise-class motion sensing:** The MC3100 is the only device in its class to offer Interactive Sensor Technology — and true enterprise class interactive sensing applications. Right out of the box, the device offers the most common feature, dynamic screen orientation, as well as 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 sensing technology, such as a 'man-down' application to improve employee safety or the ability to track the number of device drops to improve employee accountability.
- **Motorola MAX Secure:** The MC3100 is the only device in its class to offer FIPS 140-2 certification in addition to the latest encryption and authentication protocols, ensuring protection for even sensitive government data. The MPA 2.0 platform includes Fusion 3.0, which provides support for virtually all of today's wireless LAN authentication and encryption protocols, including; WPA2 (Personal or Enterprise), 802.1x; EAP-TLS; TTLS (CHAP, MS-CHAP, MS-CHAPv2, PAP or MD5); PEAP (TLS, MSCHAPv2, EAP-GTC); LEAP, EAP-FAST (TLS, MS-CHAPv2, EAP-GTC). Windows Mobile 6.X Classic provides additional security features. And the availability of Motorola-tested and validated 3rd party Virtual Private Networks (VPNs) ensures the end-to-end secure transmissions required in government applications and to meet regulatory mandates for PCI in retail operations, HIPAA in healthcare organizations and more.
- **Motorola MAX Data Capture:** The MC3100 offers best-in-class advanced data capture technology, providing support for either a 1D laser scanner or 2D imager. The Symbol SE950 1D laser scanner enables rapid and accurate capture of all 1D symbologies — including damaged and poor quality bar codes. And the world class 2D imager sets a new standard for 2D imaging, providing aggressive performance and extraordinary scan speeds on both 1D and 2D bar codes, as well as the ability to capture direct part marks, still images and documents. As a result, your customers can benefit from the versatility of 2D imaging without having to sacrifice scan performance.
- **High Resolution Display:** The MC3100 display (320 by 320 resolution) provides 30 percent greater resolution than QVGA displays — offering greater detail when viewing text or video. A resistive touch panel is standard on all configurations allowing customers to incorporate touch input into their applications.
- **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 the most complete services Motorola has ever offered. For the MC3100, customers can protect their investment with Service from the Start with Comprehensive Coverage. This unique service sets the standard for post-deployment support by covering normal wear and tear, as well as internal and external components damaged through accidental breakage. It also entitles customers to the technical software support and software downloads they need to help keep their device operating at peak performance levels. And should the MC3100 require repair, Motorola will replace missing or damaged styluses, screen protectors, hand straps and battery doors (where applicable) for no additional charge at the time the device is returned to the service center. There's no better way to give your customers total peace of mind.
- **Motorola Mobility Suite Software**
 - *World-class centralized device management:* The MC3100 is compatible with Motorola's Mobility Suite, providing your customers with extraordinary centralized control of the MC3100 and other Motorola mobile computers, improving security and driving device management costs to a new low. For example, Mobility Services Platform (MSP) enables remote staging, provisioning, monitoring and troubleshooting of all your customer's Motorola mobile computers, regardless of where in the world they are located.
 - *Mobile Application Utilities:* Motorola's Mobile Application Utilities provide a variety of functions to help enterprises maximize the value of Motorola devices.

- » Terminal Emulation (TE) enables the rapid, easy and cost-effective extension of mainframe based solutions by allowing mobile users to access applications on host systems. Terminal Emulation (TE) clients are available for the MC3100 and TE is pre-licensed on the MC3190-G configurations.
- » AppCenter protects worker productivity by enabling enterprises to control which software applications and device features are accessible to mobile workers. AppCenter is available for MC3100 devices at no additional charge.
- » PocketBrowser substantially reduces application development costs by enabling the rapid development of robust mobile web-based applications that incorporate advanced data capture functionality, such as bar code scanning, RFID, signature capture and more.
- » Mobile Security: The Motorola Mobility Suite includes a Mobile Virtual Private Network (MVPN) for secure communications. The SSL Mobile VPN (AirBEAM Safe) allows enterprises to leverage the power of mobility by providing mobile workers with easy-to-use secure wireless access to the Internet, corporate intranet and applications — without compromising security.

For more information on Motorola's Mobility Suite of software products, please visit:
www.motorola.com/mobilitysuite

Qualifying your customer

The following questions will help uncover underlying needs that can be addressed with the Motorola MC3100 Series.

Uncover the business problem:

- What business problem are you trying to solve, what business process are you trying to improve or what business initiative are you trying to accomplish through the use of a mobile device?
- Are you still running a primarily "paper based" inventory management system? What benefits would you realize if you could replace paper with real-time processes and automate data capture to eliminate the opportunity for data errors?

- Who is the intended user group (for example, warehouse personnel, loading dock personnel)?
- What applications are you looking to create (new) or mobilize (existing)?
- Are your mobile workers currently using mobile computers? If so:
 - Which manufacturer and model?
 - 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 limitations 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 MC3100 are key selling points:

- How important are device size and ergonomics? Will the device be used in scan-intensive applications?
- In what type of environmental conditions will the devices be used?
- Do you find environmental issues such as extreme temperature fluctuations, water/moisture humidity and excessive vibration an issue with your current technologies? (Note that this is a primary source of failure for consumer grade devices. As a result, rugged devices are significantly less expensive to operate and maintain, and offer a 4-5 year life span vs. the 2-3 year lifecycle of consumer grade devices. Source - VDC and Gartner research)
- What is the repair rate on your existing mobile technology? (Note that consumer grade devices can have a repair rate greater than 40 percent.)
- Do you have 'plug-in devices' that connect to your existing mobile devices, such as bar code scanners, wireless cards, cameras and document scanners? (These plug-in devices represent a significant source of failure when the device is dropped.)

- What bar code symbologies do you need to support? Do you require 2D bar code imaging now or in the future? Do you need to capture direct part marks?
- Have you deployed or are you planning to deploy RFID? Would your organization benefit from the ability to automatically track the movement and location of MC3100 devices?

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?

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?
- Do you regularly download software updates for your devices?
- If we could offer you a service plan that covers your MC3100 investment from accidental breakage for a one-time upfront cost, would you be interested?

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

The following Enterprise Mobility Services are available to keep the MC3100 Series operating at peak performance throughout its lifecycle:

- Service from the Start is a prepaid Service Center Support program that delivers priority telephone support and rapid turnaround times for products in need of repair. Service from the Start agreements provide multiple years of seamless coverage at significant cost savings when purchased alongside the hardware.
- Service Center Support enhances warranty coverage by providing rapid turnaround times for products in need of repair. Service Center Support agreements include telephone access to our technical support resources for troubleshooting and give customers the peace of mind of knowing their equipment is expertly repaired to its original factory specifications.

Services opportunity

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes Enterprise Mobility Services.



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 costCoverage includes:<ul style="list-style-type: none">Normal wear and tearInternal and external components damaged through accidental breakageSelect accessories that ship together with the MC3100<ul style="list-style-type: none">Includes styluses, screen protectors, hand straps and battery straps where applicableDepot repair with 3-day in-house turnaround time for Bronze-level serviceAdvance device replacement for Gold-level serviceFull access to technical support resourcesRights to download software releases and supporting documentation	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SSB-MC31XX-30
			Five years	SSB-MC31XX-50
Service from the Start — Gold with Comprehensive Coverage			Three years	SSG-MC31XX-30
			Five years	SSG-MC31XX-50
Service Center Support — Bronze	<ul style="list-style-type: none">Seamless coverage, renewable in one- or three-year incrementsDepot repair with 3-day in-house turnaround time for Bronze-level serviceAdvance replacement for Gold-level serviceFull access to technical support resourcesRights to download software releases and supporting documentation	Any time	One year	SCB-MC31XX-10
			Three years	SCB-MC31XX-30
Service Center Support — Gold			One year	SCG-MC31XX-10
			Three years	SCG-MC31XX-30
Motorola Enterprise Mobility Software Support	<ul style="list-style-type: none">Full access to technical support resourcesRights to download software releases and supporting documentation	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.

You have an excellent opportunity to upsell Service from the Start programs with the MC3100. Service from the Start guarantees 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

Rev. A: October 12

First Customer Ship (FCS): October 26

Product announcement (press release): November 2

General availability (GA): November 25

Sales and reference materials

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

Partner Hallway:

<http://www.symbol.com/partner-reception>

MC3100 Series Product Home:

<http://www.motorola.com/mc3100>

Enterprise Mobility Services:

Public: <http://www.motorola.com/business/services>

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

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

Training:

<http://edu.symbol.com>

Solution Builder:

<http://sb.symbol.com/sb641/en/US/partnerMkt/SB>

Product classification

The MC3100 is a Class 2 product

Training and certification

Training and certification are not required to sell the MC3100.

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 MC3100 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/mc3100

PARTNER BRIEF

MC3100 Partner Brief

FOOTNOTES

1. Gartner, Inc.; MarketScope for the 'Ruggedized' Handheld-Computer Market; ID Number G00163482; William Clark, Ken Dulaney, Tim Zimmerman; 12/15/08
2. VDC Research Group; Press Release: Following a Difficult 2008 Enterprise Mobility Device Vendors Face Further Market Contraction; 06/11/09



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