



GIVE YOUR CUSTOMERS AN EXTRAORDINARY IN-STORE EXPERIENCE WITH THE ET1 ENTERPRISE TABLET

ENABLING THE NEXT GENERATION IN BRICK AND MORTAR RETAILING



CHALLENGE: INCREASING SALES AND LOYALTY IN A WORLD OF SHOPPING OPTIONS

Today's shoppers have never been so savvy — or had more shopping options. In addition to visiting local brick and mortar stores, online stores and catalogs offer around the clock shopping. When customers do come through your door, they are more informed, able to research products, competitive pricing, peer reviews and more, whenever they want and wherever they happen to be — at home on a computer or even in the aisles of your store on their mobile phones. The result? Your brick and mortar store has never had to work harder to win sales and customer loyalty. At all times, customers expect a well-run store that is spotless, well-stocked shelves that contain the items customers want, and well-informed employees who have access to all the information and services customers need to make a buying decision.

SOLUTION: THE MOTOROLA ET1 ENTERPRISE TABLET

A tablet can help you succeed in this challenging environment. How? Tablets offer the display real estate required to support the information rich applications managers and associates need to deliver an in-store experience that surpasses all the other options at your customer's literal fingertips. Managers can view everything they need to stay on top of the business day — from sales trending reports and task management to inventory management. And employees can access and present all the information shoppers can obtain on the Internet, offer next-day delivery for items that are not in stock, as well as that 'something extra' customers can't get at an online or catalogue store — hands-on with merchandise and the personal touch that only human interaction can provide. The result is an experience that will have customers talking — and returning.

APPLICATION BRIEF

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When it comes to tablets, Motorola's ET1 Enterprise Tablet rises above the competition as the only Wi-Fi tablet that is flat-out enterprise, truly built for business. We chose the Android operating system to give you pure application freedom. Android allows you to build applications exactly the way you want to best meet customer expectations and employee needs — you are freed from operating system rules that place constraints on interface and menu design. And unlike other Android tablets on the market today, the ET1 meets the enterprise requirements for durability, data security, device management simplicity, expandability, ease of use, enterprise-class support, application compatibility with Windows Mobile and Windows CE devices, return on investment (ROI) and more.

THE APPLICATIONS: HOW CAN YOU USE THE ET1 TO WIN SALES AND LOYALTY?

Following are applications that maximize the benefits of the large display. Tested and proven applications can be purchased through our worldwide partner channel. Or our partners or your own development team can use RhoElements to create OS-agnostic applications that will run on different Motorola mobile computers with different operating systems.

A-to-Z Assisted Selling

The ET1 allows your associates to provide whatever assistance your customers may need. Associates can help customers find the right product by entering in desired product features to obtain a list of all the products that meet that criteria. Items can then be selected for a side-by-side comparison, complete with unbiased product reviews. If customers have a specific question on a product, associates can locate detailed product information or a product expert to provide the answer, without leaving the customer's side. The bottom line? Your associates can provide all the information customers need to make a better informed buying decision, right now. Associates can even help increase basket size and revenue through the ability to automatically locate and present related items the customer might be interested in — all with just the press of a few fingertips on the touchscreen.

For stores with loyalty programs that develop one-to-one customer relationships, associates can easily access detailed customer information to provide that personal touch for every customer. Your associates become powerful personal shoppers, able to suggest and locate items — and even place orders for same

day pickup or next day shipment of items that are out of stock. In addition, associates can monitor incoming shipments and call, email or text customers that are interested in specific items or brands the same day they arrive.

Mobile POS

With a payment card reader and a portable printer and your associates can ring up purchases right in the aisles of your store, reducing the chance of an abandoned sale. You can choose to complement or eliminate your existing fixed POS stations. Since no wiring is required, mobile POS stations can be deployed quickly and easily. You can scale the number of active POS stations up and down to match the ebb and flow of customer traffic throughout the day. And you can re-arrange the store to best meet changing business needs, without the high cost of re-wiring POS stations.

Line and Queue Busting

Tablets can also complement your existing fixed POS stations — the two devices can work hand-in-hand to dramatically reduce wait times and abandoned sales. With integrated scanning right out of the box, associates can pre-scan items in the baskets of customers waiting in line and print a receipt that contains a single bar code for presentation to the cashier on a compact Bluetooth printer worn on a belt. Cashiers can then scan that single bar code to enter all items into the POS, able to focus on just taking payment and bagging items.

Managers' Electronic Dashboard

You can provide an electronic dashboard that puts all the information needed to keep your store running smoothly right at the fingertips of your managers. You can choose to present a world of data, all on one screen, where managers can monitor and respond to critical emails; delegate tasks, change task priority on the fly and track task status; monitor which employees are currently on shift and easily access employee contact information in the event additional staff is required; adjust and publish work schedules; monitor inventory levels and place orders; monitor the POS system to approve voids, over rings and exceptions; and more. The result? No matter where your supervisors may be inside your facility, they can now perform all the tasks that used to require them to sit at their desks in the back office. As a result, your supervisors can stay right where they can best manage the store — out on the sales floor.



MOBILE POS:
LET YOUR CUSTOMERS PAY
ON THE SPOT, THE MOMENT
THE PURCHASE DECISION
HAS BEEN MADE. NO NEED
TO STAND IN LINE — OR
RISK A LOST SALE.



Item Locator and Special/Custom Orders

One of the most common customer requests is to locate a specific item. In just seconds, your associates can locate that item, regardless of whether it is in the store, in another local store location available for same day pick-up, or orderable through the store website for next-day delivery. Associates have all the information required to close the sale — complete with the ability to request the delivery of merchandise in the back room to the sales floor; place a hold on merchandise at another store; or actually place the order for the customer on the store website to guarantee availability and delivery dates.

Planogram Management

Planograms are a critical retail initiative that is tied directly to store profitability. Planograms help maximize the value of every inch of display space in a store by defining the product placement that will maximize sales of high margin items and sales of related items as well as increasing inventory turns and decreasing inventory holding costs. The large display allows associates to easily view graphic-intensive detailed planograms to re-arrange shelves as needed for compliance. When completed, the integrated high-resolution 8 MP camera can be used to snap a photo of the area. Associates can then send that photo instantly to retail management to confirm compliance, or to product manufacturers as proof of compliance.

Task and Workforce Management

With the ET1, managers can make sure that valuable associate time maximized on every shift. Associates can view either a personal or departmental detailed

'to do' list. The touch of the screen can confirm acceptance of a specific task, automatically capturing associate name and the time a specific task was started. Another touch can confirm completion of a task. Since managers can see who is working on or completed which tasks at any time, associate accountability is improved and task management is simplified.

Multimedia Training

In the retail environment, there is always something new happening — new merchandise arriving, a new sale starting or a special promotional program for loyalty card holders. But keeping your employees informed about promotional programs and educated on your inventory mix and new products is often a challenge — after all, these workers are most valuable when they are on the sales floor ready to serve customers, not in the back room reviewing training materials.

The ET1 allows you to easily give your associates up-to-the-minute information. The high resolution display combines with dual 1GHz processors and a graphic accelerator to allow viewing of videos and interactive training presentations. Keeping your associates informed and empowered to tell customers about new products and current promotions has never been easier. And since employees log-in to use the device, you can even track which associates have completed which training modules, allowing you to easily ensure the knowledge level of your entire staff.

For more information on how you can put the ET1 to work in your store — and why the ET1 is the right tablet for your retail store — visit www.motorolasolutions.com/ET1 or access our global contact directory at www.motorolasolutions.com/enterprisemobility/contactus

THE MOTOROLA ET1 ENTERPRISE TABLET — THE ONLY TABLET THAT'S FLAT-OUT ENTERPRISE

WHAT DO YOU GET WITH THE ET1 THAT OTHER ANDROID TABLETS ON THE MARKET TODAY CAN'T DELIVER?

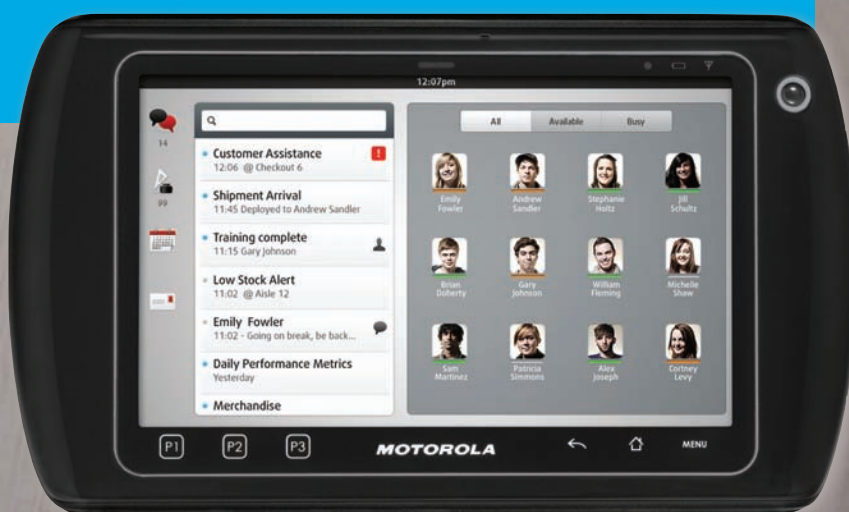
- **Durability.** The ET1 is built to handle drops and spills that are bound to occur with devices in use all day, every day. In addition, we've fortified one of the most vulnerable elements of any tablet — the display. The Gorilla® Glass touch screen is about 30 percent thicker than the display on the typical consumer tablet and is practically impervious to damage. It can flex without shattering or scratching. And deep chemical strengthening makes most scratches invisible.
- **Manageability.** Available centralized control allows you to provision tablets for initial use, update tablets with the latest versions of operating systems and applications, and even take control of a specific tablet to troubleshoot and resolve end user issues — all from a single remote location with no hands-on required. (Requires Motorola Mobility Services Platform.)
- **Security.** Operating system enhancements allow you to easily protect data with government grade AES 256 encryption — regardless of whether it resides on the device or on a card in the SD media slot. Add the ability to lock and wipe devices that are lost or stolen and you have a device that has what it takes to help comply with stringent Payment Card Industry (PCI) regulations that require you to protect sensitive customer personal and credit card information.
- **Built for multiple users.** A multi-user log-in feature allows different employees to use any ET1, and only gain access to the applications and data they need for their particular job.
- **Right-sized with the comfort that only ergonomic industrial design can deliver.** The screen is large enough to allow workers to see all the data they need, yet the tablet is compact and well balanced — easy to hold in one hand.
- **The ability to create operating system (OS) agnostic applications.** Eliminate the need to develop and manage multiple OS specific applications with Motorola's RhoElements. This application development platform allows you to create a single application version that you can run on many Motorola mobile computers, regardless of whether they are based on Android, Microsoft Windows Mobile or Microsoft CE.
- **The power to keep them running 24x7.** With a battery that is rechargeable and user swappable, your ET1 tablets can remain in service every minute of your working day — even if you operate around the clock.
- **The ability to add new functionality, as you need it.** Want to add a portable printer or payment card reader to your tablet solution? No problem. You can choose to physically attach an available peripheral via the integrated expansion port or Bluetooth™ wireless connection. And since we know the kinds of tasks required in your store, we know what peripherals you'll



need. By adding support in the Android kernel for these business-class peripherals, you'll find it easy to do something you can't do with a typical Android tablet — program peripheral functionality into your applications.

- **The ability to sense and act on its environment to maintain visibility, conserve power and more.** Built-in intelligence makes the ET1 even easier to use. The device can detect changes in available light and adjust display lighting for easy constant viewing. The application on the display automatically rotates when the device is turned. And when a lack of movement is detected, the ET1 can automatically enter a power-saving mode to conserve battery power.
- **A real enterprise-class lifecycle.** The lifecycle of the ET1 is three years — twice the average lifespan of a consumer tablet — and a great way to improve your ROI. In addition, since the ET1 will remain available for purchase for three years from the date the product was first available for purchase, you can eliminate the time consuming and costly complexities associated with deploying and managing different models from year to year. And in the event you purchase ET1 tablets near the end of its availability, no problem. We will continue to support the ET1 for three full years after the product has been discontinued, for a total of six years of support — a timeframe that is unheard of for consumer tablets.
- **Some of the industry's best enterprise-class support programs.** Our industry-leading support programs will keep your ET1 up, running and in the hands of your users, while minimizing support costs. Motorola's Service from the Start with Comprehensive Coverage is an all-inclusive service that covers normal wear and tear, internal and external components damaged through accidental breakage for the device and select accessories, as well as operating system issues. We even have a service that alleviates the heavy costs associated with day-to-day management of your devices. Your users get a multi-lingual help desk that serves as a first point of contact, with assistance provided in the user's native language. Our technicians have the tools to take complete control of the ET1 to identify and resolve issues with minimal user involvement. This fully-featured service also includes real-time asset tracking, device usage profiling and proactive device monitoring to identify and correct device issues before users are impacted.

**MANAGER DASHBOARD:
EVERYTHING YOUR
MANAGERS NEED TO KEEP
YOUR STORE RUNNING
SMOOTHLY IS ALWAYS AT
THEIR FINGERTIPS.**



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