



VC6096 Partner Brief

Executive summary

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To stay competitive, transportation and logistics (T&L) providers must find new ways to increase efficiency and reduce costs — especially as volatile fuel prices constantly threaten margins. To address this market need, the VC6096 In-Vehicle/Fixed Mount Mobile Computer helps Less Than Truckload (LTL), Truck Load (TL), Over The Road (OTR) and Transport/Bulk operations achieve cost-effective compliance with Hours of Service requirements and other government regulations, maximize driver productivity, improve safety and vehicle utilization, reduce costs and improve customer service. This all-in-one in-cab solution offers the comprehensive voice and data capabilities needed to achieve superior operational efficiency — including heavy duty telemetry support (SAE J1708 and SAE J1939), 3.5G wireless WAN (WWAN), wireless LAN (WLAN), Bluetooth and GPS.

A true platform for comprehensive fleet management, the VC6096 enables the collection of a wealth of real-time data — from mileage, location, driver performance and vehicle metrics to hours of service and arrival and departure times. As a result, T&L providers are able to automate once time-consuming tasks, such as completion of driver logs, time cards, highway fuel tax reports and more. The real-time visibility into fleet location enables route optimization and dynamic routing to reduce the number of miles traveled. And visibility into the driving habits of individual drivers as well as vehicle

health enables proactive correction of practices that can lead to unnecessary vehicle wear and tear — and inefficient fuel consumption.

Unlike proprietary point solutions, the VC6096 offers an open platform that allows your customers to choose and control the applications and peripherals that best meet their business needs. Its Mobility Platform Architecture (MPA) 1.5 enables easy and cost-effective porting of applications developed for other Motorola rugged mobile computers, improving the return on investment for your customer's existing applications. And Bluetooth connectivity provides an easy connection to mobile computers, extending your customer's in-cab solution to the loading dock or customer doorstep.

Constructed to industrial and military specifications, the VC6096 is built to handle the rigors of the road. With the addition of Motorola's Mobility Services Platform (MSP), companies can quickly and easily deploy, provision, track and troubleshoot all their VC6096 devices from a central location. And organizations can enjoy further peace of mind with Motorola's best-in-class services and support, including Service from the Start with Comprehensive Coverage — "you're covered."

The VC6096 In-Vehicle/Fixed Mount Mobile Computer is a Class 2A product, which requires certification.

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

According to research firm Venture Development Corporation (VDC), the rugged vehicle-mounted mobile computer market as a whole is expected to grow by approximately 5.9% annually to reach \$805.9 million by 2012, while the sub-sector of in-truck (non forklift) devices is expected to see a slightly higher growth rate of 6.6% CAGR over the same period (refer to Figure 1).

VDC outlined several key market trends impacting the vehicle-mounted market that gives Motorola partners an excellent opportunity to sell the VC6096:

- The market is demanding more flexibility from in-cab solutions. The ability to leverage the VC6096 to support multiple applications as well as handheld mobile devices platform fits this market need perfectly — and the ability to support additional solutions improves the total cost of ownership (TCO) and the return on investment (ROI).
 - The extreme volatility in fuel costs is expected to drive more companies toward GPS navigation and route planning mobile solutions. The VC6096 offers a unique combination of GPS and telematics
- Provides the freedom to choose the right applications
 - Provides more control over application functionality
 - Is easier and less expensive to deploy and manage due to the reduction in required hardware
 - Delivers enterprise manageability with complete and remote device control (via MSP)

support, enabling a level of granularity in dynamic routing that is simply not possible with GPS alone. With real-time visibility into both daily hours of service and fleet location, dispatchers can best match drivers for new jobs based on their location as well as available driving hours.

Market positioning

Until today, many transportation and logistics providers deployed a series of point solutions in trucks — including a cell phone for voice, and separate telematics and GPS data applications to automate compliance and monitor driver behavior.

The VC6096 provides your customers with a single proven hardware platform that can support all of those applications — and much more. Where point solutions can fall short on expandability, the VC6096 can be leveraged to support virtually all the voice and data services required in the cab to truly maximize driver productivity and vehicle utilization. The result is a vehicle mobility solution that:

The On Board/Fixed Vehicle Mobile Market

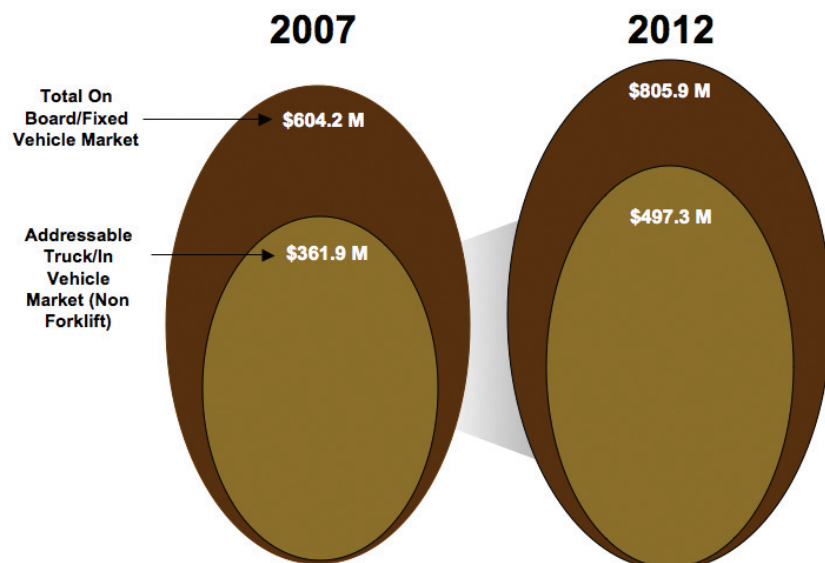


Figure 1

The following charts compare the customer experience with a proprietary point solution and the open platform VC6096, as well as the key selling points for the two types of solutions.

Comparing the customer experience...

Feature	Proprietary Solution	Motorola VC6096/Open Solution
Hardware	Limited hardware options	Can select the right hardware configuration to meet business needs
Software applications	Limited to packaged software applications	Can use existing third party software or develop your own software, providing the ability to meet current and future needs
Data	Typically stored on vendor-owned and controlled servers	Choose how and where to store the data, control how frequently data is backed up, and easily port the data into my other back-end systems
Manageability	Limited manageability and visibility into mobile computing devices in the vehicles	Motorola MSP provides a remote window into the VC6096 devices, regardless of where in the world trucks are located; enables IT to remotely monitor, update, track, troubleshoot and resolve devices issues, minimizing driver and vehicle downtime

Comparing the selling points...

Proprietary Solution	Motorola VC6096/Open Solution
Application messages	
Ready-to-go application; no software development costs and rapid, low-cost care-free deployment	Freedom to choose the right application, the cost model that best fits your budget and the technology model that best matches your IT availability and expertise: Choose to minimize initial deployment costs...or long term costs: incur either a one-time development cost to create a customized application designed to meet your specific needs and workflows that can be easily modified to meet changing needs; completely controlled and managed by your IT team — or a best-in-class existing hosted application with a permanent pay-by-the-month pricing model; all IT requirements are outsourced to the application provider
No software maintenance costs — no development effort and related costs for feature updates	Complete control over your application: You are never dependent upon a provider to develop needed features; refine and expand the application whenever needed to best suit your business
Hardware messages	
Hardware platform(s) already selected — simplifies buying decisions, no need to spend time analyzing available hardware platforms	World-class proven hardware platform: The VC6096 is an evolution of the successful VC5090, which is used every day in heavy duty material handling equipment such as forklifts in warehouses all over the world; Motorola's MPA 1.5 technology architecture provides the very latest in operating systems, memory architecture and processing power for maximum product lifecycle; platform designed for easy integration with back end business systems; platform also allows easy porting of applications from other Motorola mobile devices
Data messages	
We're responsible for maintenance of your data — no worries about storing and securing the data; no server, server space or server maintenance required	Complete control over your data: We give you complete control over where and how your data is stored and secured; and your data is readily available to support other business applications to help further streamline processes and provide richer information for better decision making
Manageability messages	
Varies by vendor, but management of remote devices is likely handled by a service contract for technical support – customer will likely not have remote visibility or control of devices that are 'on the road'	Direct control over and visibility into all devices in the field: Motorola's Mobility Services Platform (MSP) allows you to monitor and control all your VC6096 devices, no matter where in the country they may be; includes ability to remotely stage and update devices as well as troubleshoot and resolve device and application issues from a centralized location (such as your Network Operations Center – NOC) — including updating a software version; uploading a software patch to fix a 'bug', resetting configurations and more

Vertical, geographical and horizontal markets

The VC6096 will be approved for use in a subset of the standard MCD country list. At product launch, approved countries are:

- NALA: United States, Canada
- EMEA: European Union — Austria, Belgium, Cyprus, Czech Republic, Denmark, United Kingdom, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxemburg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Bulgaria and Romania

Additional countries will be evaluated on a case-by-case basis.

The VC6096 is designed to meet the needs of several markets within the T&L industry:

Market	Applications
Transportation and Logistics	Fleet management Hours of Service logs Highway fuel tax recording Asset tracking & management Pickup and delivery Signature capture/ payment processing for proof of delivery, charge on delivery
Less than Truckload, Truckload, Over the Road, Courier and Transport/Bulk	
Government/Public Safety	Fleet management Asset tracking and management Hours of Service logs Highway fuel tax recording

Target customer: prospect titles

During the sale of the VC6096, you can expect to work with several key players:

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

Business proposition

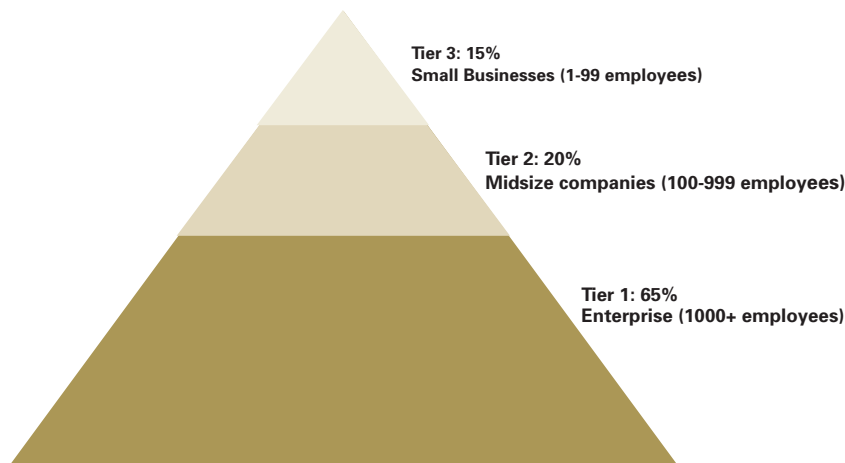
This section outlines the investment required to sell the VC6096, the revenue opportunities associated with hardware and accessories, as well as the incremental revenue opportunities associated with software application development and advanced services.

Your investment

The investment required by Motorola business partners to sell the VC6096 is summarized in the following chart:

Description	Approximate Cost
Motorola Sales Tools	Available at no cost
Certification Costs	No charge for initial certification
Cost for Demo Units	Units are available through the demo program at 70 percent off product list price — subject to availability

Market opportunity by company size



Market Pyramid for VC6096

Figure 2

The many revenue opportunities

Hardware revenue: product and accessories

The following tables list the available VC6096 configurations, as well as the available Motorola accessories and peripherals for a VC6096 enterprise solution sale.

For a complete and up-to-date list of all available accessories for the VC6096, please refer to Solution Builder.

VC6096 hardware configurations

Customer Order P/N	Description	Discount Category	List Price
VC6096-MACSKQRT1WR	VC6096: Fixed mount terminal w/ HSDPA, 802.11 a/b/g and Bluetooth Class II radios. 6.5 in. VGA Touchscreen display, QWERTY keypad, GPS, J1708 & J1939 telemetry protocols & wired Ethernet. 128MB RAM/ 256MB Flash. RoHS compliant.	1A	\$4395
VC6000-MA0SKQQ000R	VC6000: Fixed mount terminal with Bluetooth Class II radio. 6.5in. VGA Touchscreen display, QWERTY keypad & wired Ethernet. 128MB RAM/256MB Flash. RoHS compliant. (Note: The radios are removed; communication is via Ethernet or Bluetooth.)	1A	\$3695

VC6096 accessories

Customer Order P/N	Description	Discount Category	List Price
3071815Y13	Vehicle power cable	1A	\$90
3071815Y17	Vehicle power adapter (cigarette lighter adapter)	1A	\$90
0102246H51	Standard AC power supply	1A	\$165
50-16000-221R	3-prong US AC line cord	1A	\$15
FLN4048A	Combination antenna (WWAN and WLAN)	1A	\$295
3087568V83	RF cable for WLAN antenna	1A	\$85
3087568V84	RF cable for WWAN antenna	1A	\$85
8508851K59	GPS antenna	1A	\$30
3071815Y14	Combination cable, 6-pin: Supports (1) RS-232 connection, (8) digital inputs, (8) digital outputs, (2) analog inputs and SAE J1708 or SAE J1939 telemetry protocol via a 6-Pin Deutsch connector	1A	\$170
3071815Y15	Combination cable, 9-pin: Supports (1) RS-232 connection, (8) digital inputs, (8) digital outputs, (2) analog inputs and the SAE J1708 or SAE J1939 telemetry protocol via a 9-Pin Deutsch connector	1A	\$135
3089906V60	50-Pin accessory cable: Supports (2) RS-232 connection, (8) digital inputs, (8) digital outputs, (2) analog inputs and DB9 connector to support a Telemetry connection	1A	\$90
3089906V61	Telemetry cable, 6-pin: Provides connectivity to a 6-Pin Deutsch connector supporting the SAE J1708 telemetry protocol	1A	\$90
3089906V63	Telemetry cable, 9-pin: Provides connectivity to a 9-Pin Deutsch connector supporting the SAE J1708 or J1939 telemetry protocol	1A	\$90

Software revenue

Application development provides an additional revenue opportunity. Many customers will require the development of new end-user or other supporting software for the VC6096, as well as the ability to leverage telematics and GPS data gathered by the VC6096 across multiple business applications to improve dispatch, customer service and maintenance operations in addition to compliance. As a result, software partners will have the opportunity to develop and integrate a range of vertical applications – such as fleet management, asset tracking, highway fuel tax computations, payroll, driver safety incentives and more.

Integration and enhanced services revenue

Selling Motorola's 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, they 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.

Management solutions revenue

Motorola's Mobility Services Platform (MSP) represents yet another incremental revenue opportunity for Motorola's partners. MSP delivers real value for your customers, enabling easy and cost effective centralized remote management of all VC6096 devices, significantly reducing the management costs typically associated with mobility solutions — as well as the total cost of ownership.

Key selling points

In this section, we take a look at the value proposition the VC6096 delivers to transportation and logistics providers, the key product differentiators and questions that can help you qualify a VC6096 solution sales opportunity.

The value proposition

Motorola's VC6096 In-Vehicle Mobile Computer delivers a number of strategic business benefits:

- **Enables cost-effective compliance:** The VC6096's integrated best-in-class GPS and heavy-duty telematics support enable the automation of driver logs, timecards and highway fuel tax reports, providing timely and accurate completion of required reporting.
- **Maximizes driver productivity:** By eliminating the need to manually complete and process many paper-based regulatory forms, the VC6096 enables drivers to spend more time in the driver's seat — increasing productivity and enabling them to cover more ground and make more customer stops in the same amount of time. Data is quickly, easily and accurately captured by the VC6096 as drivers travel the roads, enabling T&L providers to automate completion of driver logs, time cards, highway fuel tax reports and more. In addition, the ability to wirelessly tether a mobile computer, mobile printer or other peripheral to the VC6096 via Bluetooth provides further productivity gains in proof of delivery and charge on delivery applications with on-the-spot signature capture, payment processing and bar code scanning.
- **Improves driver safety:** Support for telematics enables the VC6096 to provide unprecedented visibility into driving habits. This information can be utilized to proactively correct dangerous driving habits — such as excessive speeds — to improve the safety of drivers and others on the road, as well as reduce insurance premiums.
- **Improves fleet utilization and lifecycle:** With integrated support for heavy-duty vehicle telematics, the VC6096 enables transportation and logistics providers to automatically monitor and collect information related to the operation of vehicle engines. The ability to see and correct driving habits, such as heavy breaking, helps reduce unnecessary vehicle wear and tear. Visibility into engine performance and error codes enables proactive maintenance, helping to contain vehicle maintenance costs and improving the lifecycle of one of your customer's most expensive assets — their vehicles.
- **Reduces fuel costs:** Support for GPS, turn-by-turn navigation and telematics applications gives transportation and logistics providers the information they need to minimize mileage and ensure each driver's habits maximize fuel efficiency. Real-time visibility into vehicle location

enables route optimization and dynamic routing, to reduce mileage without impacting delivery times and customer service. With volatile diesel fuel costs, the VC6096 becomes an essential cost-containment tool.

- **Improves customer service and satisfaction:** GPS provides the real-time location visibility required to monitor delivery status for 'loads on the road'. Armed with this information, dispatch can notify customers of any delays — or if drivers are running ahead of schedule. And the ability to consistently provide customers with accurate arrival times improves customer service levels.
- **Improves cash flow:** The open platform of the VC6096 allows T&L providers to add solutions that can improve cash flow, such as real-time proof of delivery (PoD). With a handheld mobile computer in hand, such as Motorola's MC75, drivers can capture and transmit proof of delivery information in real time — from electronic signatures to a geostamped photo of the load, offering proof of condition as well as time of delivery and geographic location. The ability to transmit PoD data in real time delivers real value by reducing the number of days in the invoicing cycle, improving cash flow and the company's financial strength.
- **Reduces the cost and complexity of the mobility architecture:** The VC6096's unique open platform allows your customers to choose the hardware, peripherals and applications that best fit their needs. Companies can choose existing software applications, or have custom applications developed in-house or by third party vendors. In either case, your customers can control where and how data is stored and what functionality is needed. The VC6096's standardized Motorola platform provides instant support for applications developed for other Motorola rugged mobile computers, improving the return on investment for existing applications. And integrated Bluetooth connectivity enables companies to add peripherals — such as a handheld mobile computer and/or bar code scanner — to further extend the platform's value.
- **Offers outstanding investment protection:** With its next-generation processing platform, support for the latest cellular networks and the ability to add storage and new functionality, the VC6096 meets your customers' application needs today and tomorrow.

- **Reduces total cost of ownership (TCO):**

Compatibility with Motorola's MSP enables centralized management of all VC6096 fixed-mount mobile computers, substantially reducing management time and cost. Motorola's leading rugged construction translates into maximum device and driver uptime. And while the VC6096 is built for life on the road, accidents happen — and when they do, your customers want to know the support they need is right at their fingertips to keep their businesses running at peak performance. The VC6096 is eligible for Service from the Start with Comprehensive Coverage, which includes normal wear and tear, as well as coverage for internal and external components damaged through accidental breakage for no additional charge. This unique service:

- Delivers seamless coverage at a lower cost — truly more for less
- Helps protect product uptime
- Significantly reduces unforeseen repair expenses
- Provides service peace of mind and investment protection
- Differentiates Motorola from the competition

Differentiators

The VC6096 offers a number of strategic and technical product differentiators including:

- **Integrated telematics support:** Heavy-duty vehicle telematics (including support for SAE J1708 and SAE J1939) allows businesses to automatically monitor and collect information related to vehicle operation, giving your customers an automated way to capture and record data related to drivers and vehicle utilization to meet compliance requirements.
- **Integrated WWAN/WLAN/WPAN:** Multi-mode wireless networking delivers anytime voice and data communications inside and outside the four walls.
 - WWAN: Support for 3.5G GSM HSDPA WWAN provides simultaneous voice and data services, along with best-in-class cellular connectivity to support the most data intensive applications.

- WLAN: Integrated 802.11a/b/g radios enable seamless connectivity with any wireless LAN network inside the four walls or any hot spot.
- WPAN: Support for Bluetooth enables synchronization with mobile computers, as well as wireless printing and use of wireless headsets. Support for Bluetooth v2.0 offers improved voice quality, faster data transfer, improved security and additional profiles for expanded connectivity to more device types.
- **Expandable standards-based platform:** Unlike proprietary point solutions, the VC6096 offers an industry standards-based hardware platform that enables customers to choose and control the applications and peripherals that best meet their business needs now and in the future. Where many in-cab solutions limit device selection and application support, the VC6096 provides your customers with the freedom to add applications as needed to best meet driver needs.
- **VGA 6.5 in. display:** The VC6096's large full VGA screen offers the screen size and resolution needed to easily view maps, fine text, video, schematics and more.
- **Best-in-class GPS performance:** The VC6096 uses the SiRFstarIII GSC3ef/LP chipset known for its superior sensitivity and tracking capabilities. As a result, the device delivers expanded coverage for critical GPS applications (like real-time driving directions or Time To First Fix).
- **Rugged, built to military and industrial specifications:** The VC6096 is built from the inside out to handle life on the road. Industry leading construction delivers reliable performance in the most extreme environments.
 - IP64 sealing: Fully protected from dust and protected against water spray from any direction.
 - Operating temperature range: The VC6096 performs reliably across a very wide range of temperatures — from -4° to 140° F/-20° to 60° C.
 - Military and industrial-grade specifications for vibration, shock and solar radiation: ensures reliable operation despite constant exposure to outdoor conditions and vehicle movement.
- **Supports Motorola's Mobility Services Platform (MSP) for unprecedented simplicity in managing mobile devices:** The addition of MSP enables businesses to provision, upgrade, 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 the most complete services Motorola has ever offered — 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. Should your customers require more mission-critical support, Service from the Start On Site System Support provides flexible on-site product repair to help maintain peak system performance. 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 VC6096:

Uncover the business problem:

- Are your business processes hampering the productivity of your drivers? Are drivers spending time on paperwork and other administrative tasks that could be better spent in the driver's seat?
- Are you achieving maximum utilization of one of your most expensive assets — your vehicle fleet?
- Is preventative maintenance always performed on time? And do you have the information needed to spot mechanical issues before they result in either unplanned downtime or an unnecessarily expensive repair?
- Are you able to proactively improve the driving habits of your drivers?
- Are your insurance costs spiraling upward because of moving violations?

- Is the all-time high cost of diesel fuel eating into your margins?

Uncover the opportunity and areas where the strengths of the VC6096 are key selling points:

- Are your drivers completing paper-based forms to collect required data for government compliance (such as hours of service and state fuel tax computations)?
- Do your dispatchers have real-time visibility into fleet location? Do you employ any form of dynamic routing or route optimization today?
- Do you have any visibility into driver habits, such as heavy braking or unnecessary acceleration?
- Could you improve the lifecycle of your fleet by proactively preventing excessive wear and tear?
- Do you have or are you planning to implement multiple mobility point solutions in the truck – such as a cell phone, GPS, mobile computer and telematics?
- Could GPS location-based applications improve utilization of drivers and vehicles?
- Are drivers often in dense urban areas, remote locations, areas with dense foliage or other places that typically have weak GPS signals?

Uncover the opportunity for customers currently using a proprietary telematics-based solution

- Which provider and model are you using? What do you see as the benefits and drawbacks of this solution?
- Are you paying monthly service fees per vehicle? How much are you paying per vehicle, and how long have you been paying those fees?
- Is your proprietary solution providing all the functionality you need? Are you able to leverage your investment in this mobility solution to add new functionality to further improve efficiencies? For example, can you extend the in-cab solution to a hand held mobile computer for proof of delivery, payment processing and other applications?
- Do you have control over your telematics data – where it resides, when it is backed up? Can you easily import the data into your business systems?

- Can you remotely manage your telematics hardware devices while they are in the field? What happens if a device fails mid-route?

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?
- If we could offer you a service plan that covers your VC6096 investment from accidental breakage for a one-time, upfront cost, would you be interested?

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

Customer Services for the VC6096

Motorola's service center facilities are equipped with the latest tools and applications to deliver the highest level of technical service and expertise. The following Enterprise Mobility Services are available to keep the VC6096 operating at peak performance throughout its lifecycle:

Enterprise Mobility 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 Depot repair with 3-day in-house turnaround time for Bronze-level service 	Up front with the hardware (prepaid) or within 30 days thereafter	Three years Five years	SSB-VC60XX-30 SSB-VC60XX-50
Service from the Start – Gold with Comprehensive Coverage	<ul style="list-style-type: none"> Advance device replacement for Gold-level service Automatic application of engineering changes Telephone technical support, customer's local time 	Up front with the hardware (prepaid) or within 30 days thereafter	Three years Five years	SSG-VC60XX-30 SSG-VC60XX-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 turnaround time for Bronze-level service 	Any time	One year	SCB-VC60XX-10
Service Center Support – Gold	<ul style="list-style-type: none"> Advance replacement for Gold-level service Telephone technical support, customer's local time 			SCG-VC60XX-10
Service from the Start On Site System Support	<ul style="list-style-type: none"> Multiple years of seamless coverage at a one-time cost Fast response time <ul style="list-style-type: none"> Field Service Representative responds on site the next business day Telephone technical support, customer's local time 	Up front with the hardware (prepaid) or within 30 days thereafter	Three years Five years	SOB-VC60XX-30 SOB-VC60XX-50

Available options

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

Option	Must Be Purchased With...	Length of Agreement
Commissioning Service Option	Service from the Start – Bronze with Comprehensive Coverage	Three years Five years
	Service Center Support – Bronze	One year
Express Shipping Option	Service from the Start – Bronze OR Gold with Comprehensive Coverage	Three years Five years
	Service Center Support – Bronze OR Gold	One year
Fastrack Option (U.K. only)	Service from the Start – Gold with Comprehensive Coverage	Three years Five years

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 the Service from the Start programs with the VC6096. Service from the Start guarantees a specific level of support for your customers' mission-critical mobility operations. They 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
VC6096 Release - North America	
Rev A	December 2008
First Customer Shipments (FCS)	February 2009
General Availability	February 2009
VC6096 Planned Rollout - Other countries	
Canada	January 2009
European Union	February 2009
VC6000 Release - North America	
Rev A	January 2009
First Customer Ship	February 2009
General Availability	March 2009
Available for Ordering	January 2009

Sales and reference materials

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

Motorola Partner Hallway:

http://www2.symbol.com/osp/nac/partner_select/product_services/mobile_comp/VC6090_over.html

VC6096 Product Home:

www.motorola.com/vc6096

Enterprise Mobility Services:

External: www.motorola.com/business/comprehensivecoverage

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

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

Sales Insight:

<http://salesinsight.symbol.com/Sl-ProductSalesTools/page.cfm?pageid=1869>

Training:

<http://edu.symbol.com>

Solution Builder:

<http://sb.symbol.com/SB641/en/US/partnerMkt/SB>

Product classification

The VC6096 is a Class 2A product, which requires certification.

Training and certification

To enter into the certification process, partners will be required to complete and submit a pre-qualification application. For more information on certification, please visit the Motorola Partner Hallway at http://www2.symbol.com/osp/nac/partner_select/product_services/mobile_comp/VC6090_over.html

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 VC6096 and other Motorola enterprise mobility solutions can help your transportation and logistics providers, please contact us at 1.800.722.6234 or +1.631.738.2400, or visit us on the web at: www.motorola.com

PARTNER BRIEF

VC6096 Partner Brief



MOTOROLA

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