



THE MOTOROLA MC40

THE NEW FACE OF RETAIL MOBILITY





ANYWHERE, ANYTIME, PAYMENT PROCESSING.

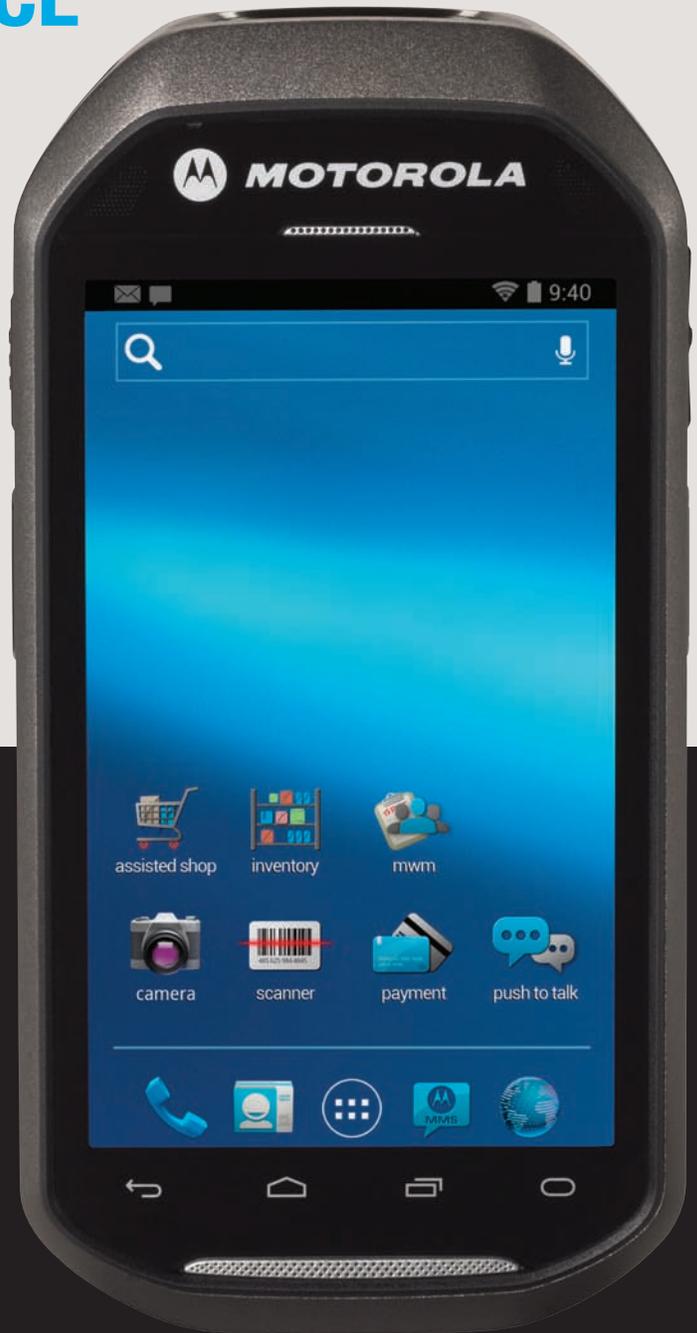
“ With the integrated magnetic stripe reader, I can process any type of card, anywhere in the store — including credit, debit, loyalty and gift cards. No more long waits at the checkout stand — no more abandoned sales. ”

DELIVER THE ULTIMATE IN CUSTOMER SERVICE WITH THE MC40

While online spending and other new shopping channels are on the rise, the brick-and-mortar store still generates the majority of a store's revenue — 65 percent.¹ But earning a sale inside the store has never been more challenging — shoppers often have access to more information than your associates. Armed with a smartphone, shoppers can check product price and availability inside the store and in nearby stores, and can even complete a purchase — right in the aisles of the store. Based on these capabilities, service levels in many stores fall short of customer expectations — only about 20 percent of today's shoppers are completely satisfied with the level of associate knowledge and checkout wait times.²

INTRODUCING THE MC40 — THE EASY WAY TO DELIVER BETTER CUSTOMER SERVICE

With the MC40, associates can deliver what shoppers need — no matter where they are in the store. They can scan any bar code to get pricing and availability. Look up a gift registry. Find the answer to practically any product question. Present shoppers with a comparison of multiple products to help with a buying decision. Place an order for next day delivery for an item that isn't available in-store. And with the magnetic stripe reader (MSR) configuration, associates can ring up the sale, right on the spot. All on a sleek, compact enterprise-class device that offers the durability, security and manageability your business demands.



**THE MC40.
THE NEW FACE OF RETAIL MOBILITY.**

WHAT CAN YOU DO WITH THE MC40?

DRIVE CUSTOMER SERVICE TO A NEW LEVEL AND CLOSE THE SALE — RIGHT ON THE SPOT

The comprehensive feature set of the MC40 turns any associate into a full-service associate, ready to meet service needs without ever leaving the customer.

OUR MOST ADVANCED SCANNING TECHNOLOGY

Associates can capture practically any bar code with the MC40's powerful enterprise-class scan engine. Capture 1D and 2D bar codes with laser-style speed and dependability, even if they are scratched, dirty or poorly printed; displayed on the screen of a customer's mobile phone; or printed on a paper label or plastic loyalty or gift card. And with omni-directional scanning, there is never a need to align the device and bar code.

COOL CONSUMER-STYLING ON THE OUTSIDE — PURE INDUSTRIAL DESIGN ON THE INSIDE

Get the best of both worlds with the MC40. Its forward-thinking contemporary design rivals sleek consumer-style products. But unlike consumer designs, you also get all the enterprise-class features any business requires — from durability and security to device manageability and some of the best support programs in the industry.

COMPREHENSIVE AND SECURE PAYMENT PROCESSING

One of the top three reasons cited for unsatisfactory service is too long of a wait at the checkout stand.³ With the MC40, your associates can ring up a sale whenever and wherever your customer decides to buy, virtually eliminating wait times that can result in a change of heart — and lost revenue. With the built-in magnetic stripe reader, associates can process credit, gift and loyalty cards. And to increase security, payment information is never visible — it is always encrypted as it enters the MC40.

In addition, you can process payments with Chip and PIN-based debit and credit cards as well as contactless Near Field Communication (NFC) by pairing the MC40 with Motorola's Bluetooth Mobile Payment Module.



DESKTOP-LIKE SPEED FOR INFORMATION-RICH APPLICATIONS

The MC40 offers the processing power, memory, fast wireless connection and display size that information-rich applications require. An 800 MHz dual core processor, 1GB RAM/8 GB Flash, 802.11a/b/g/n and a high-resolution 4.3 inch display support the most demanding multimedia applications, including product comparisons and demonstration videos.

EASY TO USE — VIRTUALLY NO TRAINING REQUIRED

The touch sensitive display means associates always have what they need to interact with the MC40 — a fingertip. In addition to native Android-based applications, the MC40 supports applications created with Motorola's RhoMobile Suite. HTML5 RhoMobile OS-agnostic applications can run on virtually any mobile device, with interfaces that are as intuitive and elegant as best-in-class consumer applications — regardless of operating system or screen size. No need to develop and manage multiple application versions, plus you get built-in support for the operating systems of the future. The result? Applications are deployed faster, with a better return on investment (ROI) and lower total cost of ownership (TCO).

**A POWERFUL PUSH-TO-TALK CONNECTION
TO LINK YOUR ENTIRE STAFF**

Sometimes, resolving a customer issue requires associates to reach a co-worker or manager. Since Motorola's Push-to-Talk Express client is integrated into the MC40, associates can place or receive a push-to-talk call from practically anyone on your staff — even if they are carrying different types of devices. The MC40 can connect to other Motorola mobile computers and popular smartphones, such as the Apple iPhone or Motorola Droid, as well as two-way radios.⁴

**DRIVE ASSOCIATE PRODUCTIVITY
TO A NEW HIGH**

With the MC40, you can keep your associates focused on the right tasks throughout their shifts, keeping your store in first-class shape and ready for business.

**THE TOOLS REQUIRED TO PERFORM
PRACTICALLY ANY TASK**

With bar code scanning, an integrated high-resolution 8 MP color camera and access to back-end business applications, associates can audit and correct shelf tags, perform markdowns for upcoming sales and markups post-sale, replenish store shelves, capture proof of plan-o-gram compliance, document proof of condition of incoming shipments and more.

**KEEP ASSOCIATES PRODUCTIVE
EVERY MINUTE OF EVERY SHIFT**

Support for workforce management applications, such as Motorola's Mobile Workforce Management software, helps you increase the productivity of your labor pool — the second largest cost in most retail stores. To date, fully utilizing the associate workforce has been a logistical challenge — associates are always on the move, making it difficult for managers to delegate tasks, manage task priority and monitor task status in real time. But Mobile Workforce Management software can automatically aggregate tasks from store and corporate systems and create personalized electronic task lists for each associate, based on data such as their skill set and availability. In addition to accessing their task lists, associates can accept tasks and indicate start and stop times, providing the metrics required to better manage the associate staff. Tasks

that are not completed in the preset timeframe are automatically escalated. And managers can monitor real-time status on an at-a-glance dashboard and adjust priorities in seconds. The result? Better management of associate time translates into more tasks completed per shift — and more value out of your labor budget.

**DRIVE UP BRAND AWARENESS
AND BRAND PERCEPTION**

You spend a lot of time and effort creating and promoting your brand. Now, the mobile device you put in the hands of your associates can help increase awareness of your brand, as well as your brand perception. The MC40 can be customized with your logo, plus you can choose the color that aligns most closely with your brand. And by improving service with cutting-edge technology, shoppers see a retailer that cares about them and is willing to make an investment to provide a better customer experience — helping improve customer satisfaction and retention.



Q&A

DRIVE DOWN THE TCO OF RETAIL MOBILITY

While the MC40 sports the same good looks as the popular consumer-grade mobile devices, it is loaded with enterprise features that maximize uptime and minimize management and overall mobility costs.

WE'VE FORTIFIED ANDROID FOR THE ENTERPRISE

We've added features to transform Android into a true enterprise-class operating system, including: security; support for centralized mobile device management; and support for enterprise accessories, such as Motorola's Bluetooth Mobile Payment Module to process payments with Chip and PIN-based debit and credit cards and Near Field Communication (NFC), plus third-party peripherals such as mobile printers to create a complete mobile POS.

GREATLY REDUCE MANAGEMENT TIME AND COST

Support for mobile device management solutions enables powerful centralized end-to-end management of the entire MC40 device pool, no matter where in the world they are located — including initial staging to ongoing updates, remote troubleshooting and issue resolution.

MAXIMIZE DEVICE UPTIME WITH ENTERPRISE-CLASS DURABILITY, REPLACEABLE BATTERIES AND COMPREHENSIVE ENTERPRISE-CLASS SUPPORT PROGRAMS

Built for business with an enterprise-class lifecycle.

In addition to the ability to perform reliably despite drops and spills, you can also be sure that the mobile device you purchase will be available for three full years from the date the product was first available — with an additional three years of support after the product is discontinued. Your MC40 mobile computers offer the durability and support to remain in service up to six years, while other mobile computers come and go, requiring the deployment of numerous different models — complicating and adding to the cost of device support.

DO YOU KNOW HOW YOUR SHOPPERS DEFINE A GREAT SHOPPING EXPERIENCE?

Two-thirds of today's shoppers want an associate that can address all of their needs — right on the spot.⁵

DID YOU KNOW SHOPPERS ARE WILLING TO SPEND MORE FOR GOOD SERVICE?

Two-thirds of shoppers report that they would spend from 10 percent to five times as much with retailers that provide better service.⁶

Rechargeable AND replaceable batteries. Since most consumer-style devices have fixed rechargeable batteries, they must be taken out of service for recharging when the battery is depleted. With a battery that is rechargeable and user replaceable, the MC40 can remain in service every minute of every shift.

True end-to-end support with overnight exchange.

Our enterprise-class all-inclusive Service from the Start Advance Exchange support program helps you achieve maximum utilization of your MC40 mobile computers. This unique program covers everything from normal wear and tear to accidental damage and overnight exchange of any unit that requires repair.

MINIMIZE THE DEVICE POOL

Without a replaceable battery, you are forced to purchase additional devices to compensate for the loss of use when devices are recharging. Since the MC40 battery is user-replaceable, you need fewer devices, which in turn translates into less hardware to buy and manage. As a result, the capital and operational costs associated with retail mobility are reduced.



RESET THE BAR FOR CUSTOMER SERVICE AND ASSOCIATE PRODUCTIVITY IN YOUR RETAIL STORE TODAY

For more information, please visit www.motorolasolutions.com or our global directory at www.motorolasolutions.com/contactus



ANYWHERE, ANYTIME, CUSTOMER SERVICE.

“ With bar code scanning, access to backend business data and push-to-talk, I can answer almost any customer question. No matter where I am in the store, I can check price and availability, provide a detailed product comparison to help shoppers make a buying decision or call a co-worker who is a product expert. ”

THE MOTOROLA MC40
BROCHURE

1. June 2012 Retail Vision Report, U.S. Outlook, Business and Market Intelligence, Motorola Solutions, December 2011 (slide 8)
2. 2011 Holiday Shopping Survey, Global Business and Market Intelligence, Motorola Solutions, December 2011 (slide 18)
3. June 2012 Retail Vision Report, U.S. Outlook, Business and Market Intelligence, Motorola Solutions, December 2011 – slide 4).
4. Motorola mobile computers require the complimentary Push-to-Talk Express client; third-party mobile devices require Motorola's Unified Retail Communications client; and two-way radios require Motorola's Radio Link.)
5. Source: Survey: Twice as many people tell others about bad service than good, 8/8/11, Retail Customer Experience.
<http://www.retailcustomerexperience.com/article/183007/Survey-Twice-as-many-people-tell-others-about-bad-service-than-good>
6. Source: 2011 Holiday Shopping Survey, Global Business and Market Intelligence, Motorola Solutions, December 2011

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