Create a differentiated shopping experience and increase customer loyalty and revenues with the MC17

Key Benefits:

» Improves customer service with shorter lines and quicker check-out times

» Enables collection of customer buying preferences to support customized loyalty programs and targeted 1:1 promotions

» Grows store revenues with larger basket size

» Reduces operation costs with fewer checkout lanes and more space for selling

» Increases sales associate productivity as a tool for in-aisle use

Creating differentiation for today's retailers

Competition pressures are at an all time high in the retail industry — consumers now have more shopping options than ever before. On-line shopping, now widely trusted and accepted, allows customers to easily search for the lowest price for a specific item, and to shop at all hours of the day and night. And many types of stores are available — from mass merchandisers who offer one-stop discount style shopping to large and respected retail chains to specialty and boutique stores. With this increase of shopping options, retailers have seen an increasing erosion of customer loyalty — a quick scan of a shopper's wallet often reveals multiple loyalty cards — and sales.

Today's retailer can no longer compete on price alone. In order to sustain and improve profitability in this highly competitive environment, retailers need to differentiate themselves from other stores, strengthen customer loyalty, and increase overall sales. To survive in today's highly competitive environment, brick and mortar stores must:

» Achieve a new level of service excellence, eliminating long lines at the checkout counter and long waits for price and inventory checks

» Provide a unique retail experience to promote customer loyalty

» Streamline everyday processes to maximize the productivity of retail associates, providing better control over labor costs while freeing up time to provide more personalized customer service

Address customer and business needs with the MC17 Consumer Self-Scanning Terminal

The flexible MC17 provides on-the-spot benefits for shoppers and strategic benefits for retailers. With the MC17 in hand, your busy retail shoppers have the power to speed up the checkout process, instantly locate items, check pricing, find complementary products, receive personal recommendations, check sale items and personalized promotions and more. Purpose built for consumer use, the MC17 integrates real-time wireless LAN (WiFi) connectivity and bar code scanning in an easy-to-use highly intuitive device that virtually eliminates the need for training. The sleek lightweight design and easy-to-grip handle encourage use, while the large easy-to-see color QVGA screen enables rich content delivery. Customers can begin their enhanced shopping experience by simply swiping a loyalty or customer card to unlock and activate an MC17 terminal. Your customers are then free to move throughout the store performing a wide variety of tasks — from scanning purchases to self-check out in a food or variety store, creating gift registries in a department store and much more.

The MC17 also provides the functionality today's retailers need to achieve a new level of differentiation that leads to increased loyalty and revenues. Since the MC17 can gather key data about a customer's purchasing behavior and decisions, the device enables the development of real-time push 1-to-1 promotions to shoppers. Retailers can deliver personalized promotions based on historical data or items currently in the basket, increasing impulse buying and average basket size. In addition, your retail associates can use this same tool to help improve inventory management and customer service levels by enabling timelier shelf replenishment and real-time visibility into the inventory levels and location of a specific item.

Improve customer satisfaction and loyalty with self-service functionality

By giving shoppers faster and more personalized service, the MC17 delivers a unique and enhanced in-store experience that encourages repeat visits in a highly competitive retail environment. Shoppers enjoy convenient access to a wide range of information — from a product's location and price verification to a summary of their loyalty points and running total of their purchases. With the answers at their fingertips, shoppers no longer have to track down hard-to-find associates to check a price. And since shoppers are able to execute many routine tasks instantly on their own, store associates are more available to give personal attention to shopper's more complex needs.

Self-service functionality enables grocers and mass merchandisers to allow shoppers to scan and bag items as they're selected, eliminating the chief source of frustration for the time-pressed consumer — long checkout lines. Customers can present their final total to a cashier or self-service kiosk for rapid processing, providing a virtual express lane for your best customers with full shopping baskets — and keeping in line with the "get in and get out" shopping mentality of today's consumer. And department stores can enable the rapid creation of gift registries through simple point-and-scan capability.

Increase basket size with targeted recommendations

The MC17 enables retailers to connect with customers at a more intimate level by providing the information required to better understand their buying habits and product preferences. Wireless LAN connectivity delivers up-to-the-minute information on customers, while the open architecture eases integration with Point of Sale (POS) and Customer Relationship Management (CRM) systems, turning each customer visit into actionable business intelligence. In turn, shoppers benefit from more practical and valuable promotions that offer savings on regularly purchased products — increasing the likelihood of consumption. Where retailers were once limited to extending targeted promotional coupons only after purchase, MC17 increases the number of touch points throughout the shopping process. In addition, shoppers can easily identify and locate complementary items. For example, in a grocery store, a scan of lettuce could return information about salad dressings on sale and their exact location, or a recommended side dish if chicken or steak is selected. Considering that studies show that more than 70 percent of purchasing decisions are made in the grocery store, the ability to push high-value coupons and special offers in the shopping aisle can help busy customers make more rapid buying decisions that get them out of the store faster, while the grocer enjoys larger basket sizes and increased revenue per customer visit.

Enhance customer relationships with real-time customer loyalty programs

Studies show that the top 30 percent of a retailer's customers generate 70 percent of its revenue. Now, retailers can easily identify and strengthen their relationship with top customers — delivering targeted messages and special frequent shopper offers and rewards the moment a top shopper activates an MC17.

Create new revenue streams with innovative features

The MC17 offers several unusual benefits that can help directly offset the cost of the system and improve the speed of return on investment. Each MC17 terminal features a customizable, field-swappable top cover that can provide branding opportunities for food and consumer packaged goods (CPG) manufacturers — and a potential new revenue stream for the retailer. The provision of 'ad space' directly on the MC17 provides an attractive marketing vehicle for manufacturers, who can achieve real-time brand and/or product awareness with a captive audience — right at the literal point of product selection.

In addition, for shoppers who have agreed to share their purchase history with the retailer, retailers can offer consumer product goods companies (CPG) the ability to deliver electronic messages to customers while they shop. This fee-per-message service provides an effortless incremental revenue stream for retailers, while enabling manufacturers to reach consumers right at the point of purchase with targeted messaging that can even be based on items in the basket.

Increase in-store associate productivity with a wide variety of staff-facing applications

In addition to customer-facing applications, the versatile MC17 also supports applications that can improve associate productivity and inventory management. With an MC17 on hand, store associates can answer customer questions quickly and effectively — providing the prompt, personal service needed to keep customers happy. With a quick scan of the merchandise or shelf label, associates can check pricing, location and inventory stock for a customer in seconds. The MC17 can also be used for wireless line busting), enabling managers and other associates to step in during peak times and keep the lines down. A quick scan of a shelf tag on an empty shelf can enable employees to quickly determine if inventory is available and where it is located to enable rapid replenishment of shelves — helping to ensure the right product is available at the right time to prevent lost sales. The MC17 can help expedite returns processing — a quick scan can re-enter the merchandise into inventory and provide the proper location for put-away. And during down times, associates can use terminals to stay productive by processing shipments at the back door, performing inventory checks or restocking merchandise.

Ease of management and customization delivers a rapid return on investment and low total cost of ownership

The MC17 offers rapid application development and powerful centralized management to ensure a low cost of ownership. The open standards -based architecture reduces development costs and enables the easy creation of customized applications that deliver maximum value. The .NET -based server architecture facilitates integration with industry -standard POS systems, including Store Integration Framework (SIF), Terminal Concentration, and file -based interfaces.

Compatibility with Motorola's Mobility Services Platform (MSP) significantly reduces the cost and complexity of mobile device management, enabling IT staff to easily and remotely provision, track, and support all MC17 terminals. With MSP, IT staff can remotely and automatically provision all devices, including installation of the right set of applications and the right security configurations as well as updating operating system, firmware, and applications — all from a central web -based console. And the ability to remotely access a wide variety of device metrics enables rapid troubleshooting and on -the-spot resolution of any device malfunction. The resulting outstanding uptime ensures consumer confidence in this next generation shopping technology.

The MC17 — an outstanding business value for today's retailer

Benefits of the MC17 combine to provide real value for the retailer. The MC17 can provide a true service differentiator, enabling retailers to place all the information a shopper could need, right at their fingertips. From pricing and inventory to related products and items on sale, your customers can always access the information they need to maximize the value of their shopping trip. Granular customer intelligence allows you to offer your customers on -the-spot specials based on the products they purchase — increasing the size of your sales as well and customer satisfaction. Self -service checkout eliminates long lines and wait time for consumers — while allowing you to re -deploy checkers from behind your cash registers to the aisles, where they can provide better and more personalized service. With the MC17 in the hands of your store associates, your shelves can be replenished on a timelier basis, and inventory management improved to ensure adequate stocking levels so the right products are available for your customers at the right time. And the combination of increased sales, improved customer service and loyalty and higher productivity levels for your in -store associates ultimately leads to increased profitability — and stronger competitive positioning.

Rely on Enterprise Mobility Services for end-to-end support for your mobile shopping solution

Even the most durable devices need a maintenance plan and a support strategy. That's why Motorola covers every aspect of the MC17 — to ensure you derive full value from your investment in our technology. To help protect this investment, Motorola recommends Service from the Start with Comprehensive Coverage — a unique service that goes far beyond normal wear and tear to include accidental damage to internal and external components at no additional charge. And should customers require more mission -critical support, Service from the Start On Site System Support agreements deliver flexible on -site product repair and yearly preventative maintenance visits.

For more information on how the MC17 can improve your retail operations and customer loyalty, please visit us on the Web at www.motorola.com/MC17 or contact us at +1.800.722.6234 or +1.631.738.2400.

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