



# THE MOTOROLA ES400

Global 3.5G Enterprise Digital Assistant (EDA)

*Transforming mobile workers from  
simply informed...to truly empowered*





## I CAN BETTER MANAGE THE STORE, WITH JUST ONE DEVICE.

With the ES400, your store supervisors and district managers have all the tools they need to manage your stores as effectively as possible, all in one pocket-sized device. This global 3.5G cell phone is also a fully featured and powerful mobile computer, allowing managers to easily run back-end business applications to access inventory and sales data as well as work schedules, email and text messaging. And when managers are out on the sales floor, they have the same tools as your sales associates, including the ability to scan bar codes to check item pricing and availability for a customer. As a result, your managers are not only informed, they are empowered, able to take the right-now actions that create a consistent and differentiated brand experience that will increase customer loyalty — and sales.



*Transform your mobile workers from simply informed...to truly empowered, with the ES400 from Motorola.*

Today, your mobile workers receive information throughout the day in phone calls, emails, text messages and face-to-face visits with your customers. Transform your on-the-move workers from informed to empowered with Motorola's ES400. Motorola's smallest and pocketable EDA offers the comprehensive voice and data capabilities required to enable your workers to not only receive information, but to take action — immediately. No more paperwork to process at the end of the day. No more delay in receipt of information from the field. No more gathering reports and forms before heading out on the road. Now, the tools required to collect and access data, make the best decisions and complete tasks on-the-spot are always at the fingertips of your repair technicians, sales representatives, retail managers, visiting nurses and more. The result? Action items become actions taken, delivering the maximum efficiency and rapid response times required to provide extraordinary customer care and service — and increase enterprise profitability, strength and brand value.





## **I CAN CLOSE MORE SALES, WITH JUST ONE DEVICE.**

Your revenue chain starts with your salespeople. The more efficient this mobile workforce is, the more time they have to devote to making sales. Regardless of what your sales team is selling, the ES400 will keep them on top of their game, every second of the day, able to check inventory and pricing, place orders and check order status — and of course, monitor all communications, from voicemail and email to text messages. With all the tools of the desktop in hand, action item becomes action taken. Response times are improved and sales cycles are condensed — allowing the same salesforce to produce more revenue.



## Keep your workers connected and productive with a pocket-sized office.

### A small pocketable EDA... built for big business

The ES400 packs big business functionality into a sleek design, marrying a compact and lightweight form factor with enterprise security, ease-of-use and everything required to deliver a low total cost of ownership (TCO) — an extended life cycle, enterprise-class durability, centralized management and world-class support. This single device provides managers and task workers with all the tools required to get the job done — a true world 3.5G cell phone with user selectable GSM/CDMA and push-to-talk capability; a mobile computer; a high-resolution color camera that can capture photos, videos and bar codes; GPS; and real-time access to email and calendars as well as business critical back-end applications, including inventory and order management systems and enterprise knowledge-bases.

### An industry first: dual user-selectable 3G radios keep your workers connected — period

Motorola MAX FlexWAN offers true WAN technology independence. The ES400 integrates both GSM and CDMA radios, with one tap to activate and toggle between networks — a Motorola and industry first. The user swappable unlocked pentaband platform provides global support for all cellular networks, including 3.5G GSM HSPA and CDMA EVDO Rev A (requires active plans for each cellular carrier). Enterprises now have the flexibility to provide mobile workers with multiple WWAN connections to ensure constant connectivity. And the need to purchase network-specific proprietary

devices is eliminated. A single pool of devices can now be deployed and re-deployed anywhere in the world on virtually any network, maximizing device utilization, lifecycle and return on asset (ROA).

### Easy-to-use and easy-to-see

The ES400 offers a 3-inch color touchscreen display — one of the largest screens in this device category. Unlike many competitive devices, the entire screen from edge to edge is utilized for application display. While small screens are often hard to read, the leading edge PenTile® display technology delivers twice the brightness at half the power of typical displays, conserving battery power and providing excellent readability — even outdoors. The addition of a white pixel produces brighter whites and darker blacks, while specialized algorithms sharpen edges and fonts. As a result, text, icons and menus are crisper and easy to read in virtually any lighting condition. And while data entry often proves challenging on smaller devices, Motorola's award-winning Industrial Design team performed human factor studies to ensure easy data entry, regardless of hand size. Optimum key topology, force, travel and feedback combine with a keypad layout that simplifies application interaction. Users can easily re-map keys to simplify their specific workflows. And the flexible optical navigation pad can be used as a mouse or placed in 4-way navigation mode to increase data entry efficiency in forms — users can travel up, down, left and right to navigate through fields without lifting a finger from the keypad.

### Device Management Tabs

The Tab Bar at the top of the ES400 screen provides easy 'one-tap' access to running applications and device settings. The 'Running Programs' tab, shown below, displays a list of all open programs, allowing users to switch between programs in seconds. Other tabs aggregate features into logical groups for easy control over audio, radio, power and memory settings.





## I CAN CLOSE MORE WORK ORDERS PER DAY, WITH JUST ONE DEVICE.

Field technicians not only represent a substantial business cost, they are also your primary source of customer interaction post-sale. It is their performance that will directly impact customer satisfaction and perception of your brand — and your profitability. The comprehensive functionality of the ES400 provides this workforce with the tools they need to get the job done rapidly — and right. A quick scan of the bar code on the equipment to be serviced displays the electronic work order, with links to past service records and detailed repair routines. The work order can be completed on the spot — no paperwork to complete later and invoices can be issued the same day. And with integrated GPS, real-time directions and the ability to monitor the location of technicians in the field ensures that the right technician arrives at the right job — on time, every time.



# Finally — a user interface built for business.

The Motorola Enterprise User Interface (MEUI) is one of the most unique features of the ES400, designed specifically to simplify life for business users. This custom and customizable business-class interface gives enterprise users what they have been asking for — faster and easier access to features and applications and the ability to tailor the interface to improve their unique workflow and maximize on-the-job efficiency. Key features include:

## Instant application access

The ES400 provides users with one-touch access to virtually any application. A single touch displays a menu that allows users to 'tap-to-toggle' between open applications. Users can also place the four most crucial business applications in the customizable program dock on the home page. In addition, the 'My Apps' key provides one-touch access to a user-definable personalized menu of all the most-needed and most used applications resident on the device.

## A Home Screen that is all business — a true personal productivity manager

The Home Screen allows users to easily stay on top of their business day. The condensed 'at a glance' view of the Summary Home Screen presents an overview of all categories of business-critical personal information — including the number of new voicemails, missed calls, emails and text messages that have been received, along with the next appointment time and the number of open tasks — no scrolling required. An alternate Detailed Home Screen adds the details of the latest entry in each category. A flick of the finger toggles between the two screens. And one touch on either the Summary or Detailed screen displays all entries in the selected category.

## Make the most of multimedia business data with an enterprise-class camera application

Two unique features allow enterprises to maximize the value of multimedia information. Rich business intelligence can be appended to photos, including: voice and text comments; numbered annotation markers that can be placed on photos to enable detailed references; a file name; and a geostamp that indicates time, date and location where

the photograph was taken. In addition, workflows can be customized to best suit the job at hand — photos can be viewed and information entered as each image is captured or at a later date. And the ability to create galleries allows users to organize photos properly, right on the spot — and even append a comment to the entire group (for example, a store location).

## Simplified call management

Unlike competitive devices, the ES400 provides everything users need to manage calls on a single Call Management screen — including a large 'touch friendly' dial pad; constant access to speaker, mute and hold; and one touch access to country calling codes. This screen is displayed for the duration of any call, allowing users to easily enter additional numeric information as needed — for example, conference call passwords. And a toggle button provides one-touch access to a multi-caller management screen that allows users to easily add, drop or speak privately to one or more callers.

## Easy device management

Managing device settings has never been easier. Instead of requiring users to drill down through multiple menus and screens, settings are logically grouped into individual Device Management Tabs that are always available — such as Memory, Power/Radio and Audio. A single touch of a tab provides access to all related settings. Users can either adjust individual settings on the fly or create a custom profile that can be activated either manually or automatically. For example, when the ES400 sensors detect that a user has entered a quiet area, settings can be instantly adjusted — ringer volume could be reduced and vibration mode activated — ensuring that customers or co-workers are not disturbed.

## A 'pure business' Home Screen

The Home Screen keeps everything users need to stay on top of the workday in plain view: emails; text messages; voicemails; missed calls; task lists; the next appointment time; and contacts. A user-definable task bar holds the four most frequently used applications, while the user-definable 'My Apps' list provides one-touch access to a complete list of all the applications utilized throughout the day.





## I CAN TAKE BETTER CARE OF MORE PATIENTS, WITH JUST ONE DEVICE.

With the ES400 in hand, home health caregivers have a critical link to everything required to provide the highest quality of care. The press of a few buttons can provide access to the patient's medical record, allowing caregivers to see history as well as the care plan for that particular visit. In the event of a question, caregivers can quickly reach physicians by phone — or if privacy is an issue, via text message. If a wound is not healing well, caregivers can snap and instantly transmit a photo to a physician for a real-time highly accurate diagnosis and update of the care plan. Ideal in healthcare, the durable ES400 performs reliably out in the field. And the custom business interface makes the device exceptionally easy to use, so caregivers can stay focused on the patient...not the technology.



Voice...data...photos...video...bar code scanning...  
signature capture...GPS...dual CDMA and GSM 3.5G  
connections...Wi-Fi...the ES400 does it all.

### **Robust data capture capabilities**

The ES400 allows your workers to collect many different types of data, providing the flexibility to streamline and error-proof a wide range of business processes. The high resolution 3.2 MP autofocus digital camera enables the easy capture of 1D and 2D bar codes, signatures, photos and high quality videos.

### **Robust location-based services for your workers — and your business**

Motorola MAX Locate offers best-in-class integrated GPS functionality, including assisted GPS (aGPS) and SUPL support. Robust coverage, even in challenging urban canyons and areas of dense foliage, provides more users with location-based services in more areas. A connection to a Motorola or carrier-based SUPL server provides a much faster first time to fix (FTTF) and a substantial performance increase for GPS-based applications. And the low-power chipset delivers top-notch accuracy with minimal power requirements, helping conserve power for full shift battery life. The result is the ability to deploy location-based applications that improve productivity and reduce costs. For example, turn-by-turn directions to customer sites plus the ability to quickly locate nearby needed resources — from gas stations to parts suppliers — help workers in the field stay on schedule throughout the day. And real-time tracking data enables real-time workforce management, improving dispatch efficiency, protecting customer service levels and reducing mileage, fuel costs and vehicle wear and tear.

### **Enterprise-class motion sensing with Motorola MAX Sensor**

Motorola MAX Sensor brings a business-class implementation of one of the most popular consumer style cellular phone technologies to the ES400 — the accelerometer. In addition to the typical ability to automatically switch between portrait and landscape display based on the orientation of the device, many additional features can be enabled in seconds, right out of the box. Power management features help ensure full shift battery power. For example, the device can automatically revert to sleep mode if movement is not detected in a specified period of time, or if the display is face down. And the open architecture allows enterprises to integrate the accelerometer data into customized applications.

### **Cost-effective high performance voice and data inside the four walls**

Where most consumer devices either do not support Wi-Fi standards or support only 802.11b/g, the ES400 supports 802.11a/b/g. When users enter the office, the WLAN can be utilized to deliver cost-efficient wireless voice and data services, eliminating the typical in-building coverage issues common with cellular service. And the ability to segment voice packets to 802.11a further protects the quality of service for Voice-over-WLAN (VoWLAN) calls, ensuring availability of service and preventing dropped calls, even when network traffic is at its heaviest.

### **Real business-class multimedia management**

The ES400 takes the value of image-based information to a new high by enabling rich business intelligence to be appended to a photo. At any time, users can add numbered annotation markers (see below), voice and text-based comments, a specific file name and a geostamp that indicates the time, date and location where the image was captured.





## Consumer styling and ease of use for your mobile workers...with real enterprise class security, manageability, durability, lifecycle and support.

### Business-class security, manageability and support

**Enterprise-class security.** A complete suite of solutions addresses one of the biggest mobility concerns — security. A built-in biometric fingerprint reader requires users to swipe a fingertip to unlock the device, ensuring only authorized workers can gain access to the data on your devices and your network resources. Motorola's Mobile Virtual Private Networks (MVPNs) bring wired-line security to wireless communications without the typical performance degradation, providing secure access to email, instant messaging services, business applications and corporate data. Motorola's Mobile Security Suite (optional) provides device-level protection for the ES400 and other Motorola mobile computers — a firewall, intrusion prevention, enforced authentication, data encryption and integrity monitoring combine to protect the data that is resident on and in transit to and from your ES400 devices.

**A single global point of control.** Compatibility with Motorola's Mobility Services Platform (MSP) provides extraordinary centralized control over all your ES400 devices, regardless of where in the world they are located. The ability to remotely stage, provision, monitor and troubleshoot devices dramatically reduces one of the largest costs associated with mobility — day-to-day management.

**World-class support.** Help keep your ES400 devices up, running and in the hands of your mobile users with Motorola's Managed Device Service, an expert management solution that simplifies day-to-day support and maximizes device availability and uptime. Our multi-lingual help desk provides a first point of contact for your users, and is manned by technicians who can take remote control of the ES400 to identify and resolve issues with

minimal user involvement. Other components include proactive device monitoring to identify and correct device issues before users are impacted, execution of software updates, and real-time asset tracking to enable rapid identification, locking or wiping of lost or stolen devices. To protect your investment from the unexpected, Motorola also recommends Service from the Start with Comprehensive Coverage. This unique all-inclusive service covers normal wear and tear, internal and external components damaged through accidental breakage, and even select accessories that ship together with the ES400 for no additional charge — true business value.

### Enterprise-class durability and lifecycle for a superior TCO

The ES400 is built to endure all day everyday business use inside and outside the four walls, with many specifications that are not typically offered in consumer-style devices, including IEC and MIL-STD 810G, the latest U.S. Military standards for rugged design. The drop specification combines with IP42 and Motorola's stringent mechanical endurance test to ensure day-in and day-out dependable operation — the device survives multiple 4 ft./1.22m drops, 150 consecutive 1.6 ft./0.5m tumbles (300 hits) as well as exposure to dust, moisture and rain.

The ES400 also offers a three-year availability cycle, with an additional minimum of three years of support from the date the product is discontinued. The issues associated with the short product lifecycles of consumer-class devices are eliminated — a single model can be deployed for years instead of months. IT, training and management costs are reduced, and you can confidently invest in application development — the device you test and validate today will be available to users tomorrow.



For more information on how you can put the ES400  
in the hands of your on-the-move workers, please  
visit us on the Web at: [www.motorola.com/ES400](http://www.motorola.com/ES400)  
or access our global contact directory at:  
[www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus)



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