



TURN YOUR COMPANY'S GOALS INTO AN ACTIONABLE PLAN

MOTOROLA PROFESSIONAL SERVICES FOR RETAIL OPERATIONS



THE CHALLENGE

CONFLICTING NEEDS. CHANGING TECHNOLOGIES. COMPLEX SOLUTIONS.

Whether you are a local retailer striving to improve the shopping experience or a multinational chain seeking better ways to properly manage inventory, you are faced with increasing challenges as technology evolves. You are being pressed to differentiate your brand in multi-channel interactions while you improve operational efficiencies.

You know that inventory is the linchpin to improving the overall shopping experience. Yet your business operations may not have sufficient access to real-time data or may be grappling with inaccurate inventory. How do you reduce out-of-stocks and replenish merchandise before shoppers even know it's missing?

Like many retailers, the majority of your employees may be part-time or stretched over multiple departments. With high turnover and a temporary workforce, how do you arm them with up-to-date information to knowledgeably interact with shoppers? Especially since the latter have better access to information than most store employees.

Even though you've set specific goals that must be met, your company may not have a unified technology strategy. Or you may be wondering how you can integrate piecemeal products from various vendors into a cohesive solution. Perhaps persistent constraints on budget and staff are restricting your capabilities.

How do you use technology – your networks, devices and applications– to meet operational needs, anticipate shoppers' needs and improve the experience so they connect and keep coming back?



74% of retailers say developing a more engaging in-store experience for shoppers is business critical.¹

THE SOLUTION

MOTOROLA PROFESSIONAL SERVICES

Motorola has decades of experience helping our customers leverage technology to advance their organization's objectives. With this experience, we can help you move nimbly from concept to action plan using a five-step engagement model based on Lean Six Sigma. Lean Six Sigma is the proven methodology Motorola pioneered nearly thirty years ago that we rely on to improve our own products. We bring that same transformational concept to retailers the world over to help them achieve their next generation objectives.

We'll map out your needs, help you prioritize what's important, convert them into a reference architecture that details your company's networks, applications and devices. We'll bring your teams together to collaborate, put the tools in place to help you rapidly deploy, and then validate them to ensure they meet your performance targets and expectations.

Whether you're interested in one aspect – a technology assessment or application design for example – or prefer a holistic approach incorporating all steps, our Professional Services can speed your move to the right new technology. We'll help ensure you optimize your existing investment and meet your company's objectives.

Four out of five purchases are still made in brick-and-mortar stores where shoppers expect exceptional in-store execution.²



64% of shoppers want sales associates to be technology-enabled and more knowledgeable.³

61% of retail managers report shoppers are better informed than store associates.⁴

OPERATIONAL BENCHMARKING AND MOBILITY ASSESSMENTS

GET A CREDIBLE ROADMAP AND METRICS OF WHERE YOU WANT TO BE

Our team will help you determine the right technology solutions and network architecture for your company. Using our Lean Six Sigma best practices and DMAIC (Define, Measure, Analyze, Improve and Control) process, we work with you to gauge where your company is today, where it needs to be and what needs to happen to get you there.

Our highly-effective design tools, templates and models help you predict demand for new services and understand what system elements must change. This overarching view can improve your decision-making and cost-savings and accelerate your time to implementation.



EVALUATE YOUR EXISTING TECHNOLOGY TO IMPROVE ROI

Like many organizations, you may find that as your mobile applications increase in number and variety so do the challenges associated with their performance and availability. This is where a mobility assessment can prove invaluable.

Our team will analyze your existing technology, pinpoint any performance issues and provide detailed recommendations to resolve them. This process can help your organization prepare for a future upgrade as well as maximize the ROI of your current technology.

MOBILITY LIFECYCLE MANAGEMENT ASSESSMENT

A Mobility Lifecycle Management (MLM) Assessment helps define and align stakeholders around a single mobility strategy and objectives relative to the business strategy. We work with you to define your current state of mobility performance and future state improvement possibilities. Then we jointly develop an ROI based mobility risk management plan and identify improvement priorities for a mobility management plan. Our team will analyze your existing technology, pinpoint any performance issues and provide detailed recommendations to resolve them. This process can help your organization prepare for a future upgrade as well as maximize the ROI of your current technology.

MOBILITY STRATEGY AND VISIONING

CREATE A HOLISTIC VIEW WITH OBSERVATIONAL RESEARCH AND ON-SITE SESSIONS

During this collaborative event, we conduct observational research, on-site interviews and information-gathering exercises with your key stakeholders. The goal is to reach a reference architecture or blueprint that is a plan on how technology can help you meet your needs. With one holistic view, you'll see what your company has today and determine where you want to go.

Almost 50% of shoppers say they have a better experience when sales associates use the latest technology to help them.⁴





NETWORK AND APPLICATION ASSESSMENTS

READY YOUR NETWORK FOR NEW APPS, MOBILE DEVICES AND UPGRADES

We'll help you determine if your current network can support your planned deployment. This includes reviewing your existing infrastructure and policies against the requirements for a new mobility solution.

We'll examine your current and planned facility layouts, physical and logical architectures and operational processes. After the assessment, you will be provided with a final report that details any gaps and offers specific recommendations on how to close them.

WLAN ASSESSMENT

Considers the RF design of the WLAN network for voice and/or data services and applications.

IP NETWORK ASSESSMENT

Evaluates the IP LAN/WAN wired network for new services and applications and addresses connectivity with new broadband or wireless networks.

VOICE ASSESSMENT

Validates the WLAN/LAN/WAN network for end-to-end Voice.

IP NETWORK AND VOICE ASSESSMENT

Examines both the IP LAN/WAN wired network for new services and applications and connectivity with new broadband or wireless networks and the WLAN/LAN/WAN network for end-to-end Voice.

APPLICATION DESIGN AND PORTING

ENSURE APPLICATIONS MOVE SEAMLESSLY TO NEW TECHNOLOGY

When you are ready to integrate a new technology, we can ensure your existing applications move seamlessly to new devices. Our RhoMobile suite enables you to use your applications simultaneously on any number of different devices – including the enterprise-class ones you buy and those your people bring from home.

You can rely on uninterrupted service and the same level of quality and availability as before. We also help with mobile application development and application optimization so you keep pace with change and combat obsolescence.



OPERATIONAL PILOT

DEMONSTRATE READINESS FOR ROLL-OUT

Once a technical architecture plan is prepared, we will help you set it up and train your employees on the solution. We believe the proof of our promise is in the real world environment. That's why we'll scope and plan an operational pilot that rolls out ported applications on devices to a subset of your staff and provide support in the field.

We'll measure operations before and after the pilot, solicit feedback to refine the roll-out strategy, make any adjustments and verify ROI. By taking this step with your managers, store associates and security personnel, your users play a critical role in the optimization of the solution. And, in turn, you can be confident your technology is ready to be deployed to best suit your needs.

TRAINING

OPTIMIZE YOUR EMPLOYEES' SKILLS AND COMPETENCY

The technology behind your networks, devices and applications evolves every day, enabling new features and capabilities which help you stay ahead of the competition and meet the ever-changing needs of your customers. This rapid rate of change can sometimes make it challenging for you to ensure your employees' skills and competency levels are keeping pace.

Motorola's comprehensive training portfolio includes both technical and user training which come in a variety of formats, from on device to online to onsite, ensuring that your technical and operating teams continually expand their knowledge, skills and levels of proficiency in the way that best meets their needs. We partner with you right from the start to create a customized training program that meets your needs and will accelerate the understanding and adoption of your technology investment.

THE BENEFITS

IMPROVE YOUR OPERATIONAL EFFICIENCY AND THE SHOPPER'S EXPERIENCE

Our Professional Services team can help you improve your operational efficiency and effectiveness so shoppers stay connected and keep coming back. You'll learn how to differentiate your establishment as a destination for discovery and interaction – with helpful, informed associates who assist in the purchasing process and delight shoppers with an exceptional in-store experience.

Our team can show how to make the most of your architecture and increase your capabilities and competencies by integrating existing and new technologies. You'll find out how to leverage technology to deliver an omnichannel experience that is streamlined and seamless.

Together we can anticipate shoppers' needs to create the personalized experience they expect and the enhanced service they deserve.

PROFESSIONAL SERVICES HAS THE SAVVY TO HELP YOU

MAKE SURE YOUR STAFF IS AS INFORMED AS TODAY'S CONSUMERS

MANAGE THE COMPLEX OMNICHANNEL EXPERIENCE

REPLENISH MERCHANDISE BEFORE THE SHOPPER KNOWS IT'S MISSING

ANTICIPATE THE SHOPPER'S EXPERIENCE AND GRATIFY INSTANTLY



SOURCES

1. Motorola Solutions Retail Vision Survey, May 2012
2. RIS/Cognizant 2012 Shopper Experience Study, June 2012
3. RIS/Cognizant Annual Holiday Survey, 2011
4. Motorola Solutions Holiday Shopping Study, December 2012

To turn your company's goals into an actionable plan, visit motorolasolutions.com/services.

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