



TURN YOUR COMPANY'S GOALS INTO AN ACTIONABLE PLAN

MOTOROLA PROFESSIONAL SERVICES FOR
TRANSPORTATION AND LOGISTICS OPERATIONS



THE CHALLENGE


CONFLICTING NEEDS. CHANGING TECHNOLOGIES. COMPLEX SOLUTIONS.

Whether you are a local fleet striving to strengthen service or a multinational enterprise seeking smarter ways to boost operational efficiency, you are faced with increasing challenges as technology evolves. You are being pressed to deliver more to your customers at a lower cost while you improve safety and efficiency.

You know that transportation and logistics are an essential driver of your enterprise's productivity – and that access to real-time data accelerates it. Yet you may be grappling with how to leverage your technology to track drivers and assets, optimize vehicles and crews, evaluate driver performance, improve fleet maintenance and reduce breakdowns.

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 headcount are restricting your capabilities.

How will you gain greater efficiency in tracking drivers, vehicles, cargo and assets from end to end? Handle exceptions more capably? Measure driver performance? Maximize routes and loads and accurately account for resource allocation?



Improving driver safety and productivity are two of the top five challenges facing fleet managers.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 transportation and logistics companies the world over to help them achieve their next generation objectives.

We'll map out your needs, help you prioritize what's important and 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.

TOP 3 REASONS LOGISTICS COMPANIES INVEST IN NEW TECHNOLOGY²



1. MAKE OPERATIONS MORE EFFICIENT
2. FULFILL CUSTOMER REQUIREMENTS
3. DELIVER INNOVATION



Integrating with customer IT systems is the biggest challenge for logistics companies that provide IT solutions to shippers.²

PLANNING

Our Professional Services team works with you to understand what you need to accomplish your vision – whether it's improving fleet efficiency or optimizing drivers and assets. We'll assess your current technology, benchmark operational processes, analyze return on investment (ROI) and provide a map for continuous returns down the road.

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 companies, 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 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 of private and public access networks, mobile and command applications, devices and more. With one holistic view, you'll see what your company has today and determine where you want to go.

Observational research, on-site interviews and information-gathering exercises help form one holistic view of your business architecture.



DESIGN

Once your needs are identified and assessments completed, our Design Service team will develop the technical design your company requires to provide ample support for your planned mobility solutions. You'll walk away from this phase with a comprehensive technical architecture plan which will be your blueprint for implementation.



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 mobile devices, applications and connectivity with new broadband or wireless networks. This includes reviewing your existing IP network 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 gaps and offers specific recommendations to bridge them.

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 workforce 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 dispatchers, drivers and key 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.

BUSINESS INTELLIGENCE

UNLOCK AND OPERATIONALIZE THE DATA THAT SURROUNDS YOU

Our team will point out cost-effective ways to operationalize all the data that is coming in from diverse sources – and turn those streams of information into meaningful, actionable intelligence. Whether you are trying to increase your understanding of an event, drive more effective decisions or achieve specific operational goals, our data discovery tools and analytics can help you identify the patterns, relationships and trends you might miss – so your company can better assess, predict and respond.

THE BENEFITS

IMPROVE YOUR OPERATIONAL EFFICIENCY AND THE CUSTOMER'S EXPERIENCE

Our Professional Services team can help you improve your operational efficiency and enhance your customer's experience. Whether you are a long haul shipper or a third-party logistics provider, we'll show you how to drive up productivity, drive down costs and deliver on expectations.

Our team can help you 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 make the most of your workforce, vehicles and other assets.

Together we can move people and cargo more efficiently, manage your fleet cost-effectively and achieve the up-to-the-moment service your customers depend on.

PROFESSIONAL SERVICES HAS THE DRIVE TO HELP YOU

TRACK PEOPLE AND CARGO EFFICIENTLY,
FROM INITIATION TO DELIVERY

HANDLE EXCEPTIONS WITH GREATER
PROFICIENCY

OPTIMIZE ROUTES AND LOADS

IMPROVE TIME ACCOUNTING FOR
RESOURCE ALLOCATION



SOURCES

1. Fleet Management Today, February 2012
2. 2012-2013 Transport & Logistics CIO Report, eyefortransport

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

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