



# The next revolution in retail technology



## **Executive summary**

Today's retailer faces some of the toughest issues ever experienced in the history of the industry — from a fundamental change in the way consumers shop to greatly increased expectations for service and price, thinning margins and skyrocketing competition.

Addressing these issues will require a new way of thinking — and a new way of marketing. This white paper will explore how retailers can deploy available technologies in new ways to expand customer touchpoints and achieve revolutionary excellence in marketing, customer service, associate effectiveness and supply chain efficiency. In the following pages, we will take a look at how and where retailers can transform operations through the creative deployment of today's technologies to increase sales, improve customer retention rates and reduce costs for a significant competitive advantage.



***By applying today's technologies in new ways, store associates have all the tools they need to best serve your customers, right on the spot. With mobile computers in hand, sales associates can: receive notification when customers in the loyalty program enter the store, enabling a personal greeting; check the store and all other locations for a specific product; call for an item in the back room to be delivered to the front; check price; complete a sale and more.***

## Background

Bar code scanning, the first major evolution in retail technology, brings a new level of automation to the front end register process. Customer enjoy faster service. Cashiers are more productive. There are fewer errors at the register, helping protect profitability. And inventory and buying trends are more visible and more accurate — with less effort and expense.

The next retail technology evolution arrived with the invention of the mobile computer. Information is no longer tethered to a desktop application — now workers in the front and back rooms can hold all the tools needed to streamline day-to-day tasks right in the palm of their hands. At the press of a button, a store associate can look up pricing and check stock — in the backroom and at other store locations. Advanced data capture — including the ability to scan a bar code or magnetic stripe on a credit or other ID card — enables associates to quickly perform a stock take, ring up sales and more. Integrated voice and data devices with push-to-talk

functionality allow associates to quickly reach out for assistance or answers to questions — without ever leaving the customer's side. And RFID makes real-time inventory visibility a reality, delivering a number of strategic advantages for retailers from better purchasing decisions and a reduction in stocking inventory requirements to the ability to instantly locate any item in the store — even if it has been misplaced. The result?

- A new level of efficiency — the automation afforded through mobile computing enables workers to complete more tasks in a shorter period of time.
- A new level of customer service — workers have the information in hand to enable fast response times to customer requests, and the time to deliver more personalized attention.
- A new level of business information — mobile technology makes the daily inventory take a reality, providing real-time visibility into inventory and buying trends to support better and more timely purchasing decisions.

The Internet represents the third major technological development in retail. The advent of the Internet allows retailers to enjoy new sales opportunities outside the four walls through the creation of an online store — a virtual extension of the storefront where customers can shop 24 hours a day. Anyone, anywhere in the world can set up an around-the-clock worldwide storefront — from traditional brick-and-mortar stores to small boutiques and individual craftsmen. As a result, retail customers can now literally search the world for any item with just a handful of keystrokes, right from the comfort of their own homes, whenever it is convenient. The global marketplace is born, and the Internet becomes the proverbial double-edge sword, expanding sales opportunities while driving competition to new heights.

As the Internet becomes a significant new retail channel, competition is no longer limited to stores in your own geographic ‘back yard’ — competition now extends around the globe. And in addition, customer demands and expectations rise significantly, since in just minutes on the Internet, consumers can have it all — the quality product they want at the lowest price possible, delivered right to their front door.

As this paradigm shift in shopping behavior increases the need to reach your customers, the face of advertising also changes. The invention of the digital video recorder (DVR) allows people to record shows to view later, when they can fast forward through commercials. Software allows people to easily block pop-up ads on the Internet, and seasoned surfers quickly become impervious to online banner ads. Permission is now required in order to send your customers electronic direct mail (eDM) — often denied even by some of your most faithful shoppers who are not interested in adding to the avalanche of email they must process each day.

Lastly, the advent of the Internet creates new pricing pressures. As Internet-savvy consumers search the web in minutes to locate the product they want at the lowest available price, manufacturers turn to offshore manufacturing to better compete through reduced costs — a trend that further complicates the industry environment. While this cost savings enables a reduction in pricing to the retail consumer, it translates into thinner margins throughout the entire retail supply chain, from manufacturer to retailer.

And last but not least, the 24x7 availability of the Internet on cell phones and PDAs as well as computers is paving the way for an unprecedented change in retailing. Traditionally retailers have defined customer shopping paths. But now, customers are defining their own shopping processes — and each customer can create a shopping pathway to best suit his or her needs. For example, one customer may choose to research products and pricing online at home before visiting the store, while another might utilize the cell phone while inside your store to check pricing or obtain product information.

To succeed in this challenging market, retailers must figure out how to navigate this host of issues — from a fundamental change in the way consumers shop to greatly increased expectations for service and price, thinning margins and skyrocketing competition. Addressing these issues will require a new way of thinking, a new way of marketing. Addressing these issues will require the next revolution in retail technology.

## The next revolution in retailing

The next revolution in retailing doesn’t require the birth of new technology — but the application of today’s technology in new ways.

Today’s consumers are always-on and connected to the world around them. Cell phones provide a wireless voice and data connection to friends, family and co-workers, as well as email and the Internet — and this always-on connection provides a virtual explosion of new ways to touch your customer. In addition, the television has also become more centric in many households, keeping people connected to the news and to their favorite forms of home entertainment — from educational, reality, game, talk and news shows to the latest movies.

Retailers can leverage these connections with today’s technologies to create an unprecedented real-time connection to customers — a connection that allows you to leverage the many new available customer touchpoints. Your business is transformed from channel-centric to customer-centric, enabling

## ***The next revolution in retailing doesn't require the birth of new technology — but the application of today's technology in new ways.***

the creation of dynamic shopping pathways inside and outside the store to meet the needs of the new connected consumer. Now, consumers can be reached in new ways — ways that offer more convenience for today's harried customer while substantially increasing sales opportunities for the retailer. Through cell phones, RFID readers and tags, wireless LANs, cellular networks and even set-tops, retailers can reach consumers anywhere and anytime — at home, at work, during commute time, upon entry into your store, in the dressing room and even at the checkout line. And this new real-time connection can increase sales and reduce costs by enabling retailers to:

- Excel at customer service: With Motorola retail mobility solutions, the information and tools your workers need to best serve customers is always in hand. For example, access to the inventory database enables store associates to determine in seconds if an item a customer wants is in stock and where it is located — or if it is in stock in another location. And walkie-talkie style voice communications enable store associates to reach managers, product experts and more to obtain on-the-spot answers to customer questions. The result is a new level of personalized service that will inspire customer loyalty and increase customer retention rates.
- Increase buying opportunities: To touch your customer today, the customer needs to either physically visit the brick-and-mortar store, or log on to a computer to visit your online store. With Motorola technology, you can reach out to your customers all day long as they move throughout the day, providing new opportunities and methods to interact with your business — interactions that simplify busy lives.
- Improve worker productivity: When your managers and store associates are armed with Motorola mobile technology, the efficiency of many business processes is improved. Checking stock and verifying prices can be performed at the press of a button right on a small and easy to carry mobile device, right from the store floor — no need to search for a phone to call a back room clerk, wait for the answer, or walk to the back room to personally search for the answer. The ability to place an order and arrange for delivery at the press of a few buttons reduces wait times and frees your associates to offer more personalized service for your customers.
- Improve business efficiency: The same technology you use to deliver better service, increase buying opportunities and improve worker productivity can provide the real-time information needed to better manage inventory, make better buying decisions, reduce inventory replenishment cycles, increase inventory turns, ultimately improving retail supply chain efficiency.

### **Motorola: forging new connections to your customers**

The following scenarios illustrate how Motorola Connected Retail Solutions can help expand and enrich your ability to touch your customer inside and outside the retail store. Motorola can provide a direct line to your customer all throughout the day through a wide variety of mediums, improving sales, service and business efficiency through cell phones, interactive kiosks and personal mobile shopping devices as well as the TV remote control and set-tops — delivering the future of retail today.

## At home in the morning

### 6:00 a.m. — Grocery store

Diane Parker is awakened by her wireless alarm clock on her cell phone to begin her day as a homemaker and sales manager at a furniture manufacturer. She turns off her alarm and reads a new text message that was sent overnight from her neighborhood grocery store, reminding her to place her grocery order this morning — a reminder that she requested from the grocer's opt-in permission marketing application. Diane sees the reminders as a benefit — she's sure to place the weekly grocery order on time, and this week it is critical — she's hosting a dinner party the next day and wants to make sure everything she needs is on hand.

After dressing for work, Diane enters the kitchen and turns on her DVR to watch last night's recording of her favorite cooking show while she makes breakfast for the family. The recipe that is being prepared on her show looks good — she decides she'd like to make it for dinner this evening. At the press of a button on her TV remote control, she downloads the recipe to her computer and adds the ingredients to her shopping list — all through the TV set-top.

Diane then accesses the display on the front of her 'smart' refrigerator to review the grocery list that has been automatically prepared, thanks to RFID technology. RFID sensors in the pantry and refrigerator are being utilized to automatically compile a real-time inventory of all grocery-related items. That list is then automatically cross-checked against Diane's list of staples, and an order is generated based on her pre-set inventory levels. She then verifies that the ingredients for the recipe on her cooking show were added to the list, and adds any last minute items.

Before she places her order, the grocer delivers a screen of available electronic discounts and two-for-one coupons — either for items she has ordered or for complementary items (for example, a salad dressing coupon for lettuce). She selects the checkboxes for the coupons she would like to use — those items are automatically added to her grocery list and the coupons applied to her total.

Finally, a press of a button sends the list to the local grocer, along with a request to deliver tonight after 7:00 p.m.

The customer enjoys improved service — service that helps simplify a busy life and save money on the weekly grocery order. The retailer enjoys richer customer data to support better Customer Relationship Marketing (CRM) programs, automated cross-selling and 1-to-1 marketing programs that increase basket size and improve customer satisfaction and loyalty.

*Enabling technologies:* Motorola mobile phones; Motorola set-tops; RFID tags and readers, MOTOMESH

*Applications:* Reminders; inventory (the home kitchen); automated ordering; dynamic order changes; personalized point-of-sale (ability to present coupons and specials based on the purchasing list)

## Commuting to work

### 8:00 a.m. — The office connection

As Diane walks to the car to drive to work, she switches her cell phone to 'work mode'. Now, her cell phone becomes a mobile extension of her desk phone with one number reach: all calls placed to her desk phone at the office automatically ring through to her cell phone as well. If she is on the phone, unanswered calls roll into her voicemail box at work, giving her one convenient place to check for all business messages — the work voicemail box. Because she can access her email and calendar on her cell phone, she reviews her daily schedule to check for any changes and scans her email for any critical messages that she might want to answer before she starts the car. As she drives to work, Diane is easily reachable, her office associates need only dial her 4-digit extension to locate her — there is no need to try multiple numbers (office number, home phone and cell phone) in an attempt to obtain a fast answer to a question.

Workforce responsiveness and overall business agility are improved since co-workers are now easier to reach. The workday is simplified since a single device can be utilized for one-to-one voice calls and push-to-talk group calls as well as access to business





*The pervasive use of cell phones provides retailers with many new possible customer touchpoints. For example, a local coffee shop can enable customers to place orders on a web site via cell phones, while a department store might leverage cell phone text messaging capabilities to notify customers when a special order has been received, or provide frequent buyers with advance notification of an upcoming sale.*

applications — from email to inventory and sales. And the ability to provide one multi-function device to deliver many everyday business tools reduces capital and operational costs — there are fewer devices to purchase and manage.

*Enabling technologies:* MOTOMESH, Enterprise WLAN, Motorola mobile phones; Fixed Mobile Convergence (FMC)

*Applications:* PBX-to-cell phone extension; mobile Personal Information Management (PIM) applications, including email and calendar; Good Technology

#### **8:20 a.m. — Music store**

Still in the car driving to work, Diane hears a song on the radio that she'd like to purchase for her MP3 player. She accesses her favorite online store with her cell phone to purchase. She has a choice

to either store the song on her cell phone for later download to her home computer or download the song to her home computer when she arrives home that evening. By expanding purchasing possibilities for music beyond the desktop to the mobile phone, every song on the radio becomes a possible point-of-sale (POS) for music lovers everywhere.

*Enabling technologies:* MOTOMESH, Motorola mobile phones; PCI Compliant Internet access

*Applications:* Internet store for online purchasing

#### **8:45 a.m. — Specialty coffee shop**

Diane is almost at work and is running behind this morning, but since she has the right technology on her phone, there's no need to miss her morning latte. A quick press of a button on her cell phone sends an email message to her favorite coffee shop

to order her morning latte. When she arrives, her order is ready and waiting for her — no standing in line to order or waiting while her order is filled. And since she can also pay for her coffee with her phone, via her bank debit card or a ‘cardless gift card’, she can just pick up her coffee at the pick-up window and leave.

*Enabling technologies:* MOTOMESH, Motorola mobile phones; PCI Compliant Internet access; Enterprise WLAN; Near Field Communications (NFC) equipped Motorola Payment Device

*Applications:* Remote purchasing; M-Wallet

## Lunchtime

### 12:00 p.m. — Electronics store

Diane has decided to buy a flat screen TV for her home and visits the electronic superstore by her work. She selects the TV she would like to purchase and locates a sales associate to assist her. The associate has a wirelessly-enabled mobile computer — Diane beams her contact information from her mobile phone/PDA to the associate’s mobile device. A database lookup locates her frequent buyer record — the associate happily gives her the good news that she has a 10% off coupon good for any purchase in the store. The TV is not in stock at that location, but that turns out to be good news too. The sales associate is able to check stock in the online store on a mobile device while standing in the aisle with Diane. “You’re in luck”, he tells Diane. “Our online store has the TV in stock — if you like, I can place an order for delivery and set-up tomorrow.” Diane is delighted — she no longer has to worry about transporting and setting up the heavy and bulky item, nor does she need to worry about whether the TV could be defective and require her to make a return trip to the store.

In spite of the fact that the item was not in stock, Diane places the order because of the convenience and pricing the retailer is able to offer — all through the power of mobility. Thanks to mobility, the sales associate was able to identify Diane as a frequent customer, present a special discount offer and check stock without ever leaving the customer’s side, effectively eliminating the opportunity for a lost sale.

To Diane’s delight, the associate is also able to complete the purchase, apply her discount coupon, complete the warranty registration, and schedule delivery and set-up — all within moments while standing in the aisle with Diane. Diane opts to receive an electronic version of her receipt and warranty registration via email on her cell phone, enabling her to verify that the charges on the receipt are accurate before leaving the store — while eliminating the time and costs related to managing paper receipts for the retailer. She is out of the store in record time for such a large purchase, and makes a mental note to let her friends know about the unbelievable level of convenience and customer service she experienced in the store.

The retailer has been able to offer Diane the best of all retail shopping worlds — brick-and-mortar and online. This unique combination allows customers to have the tactile experience that is often critical for retail customers — the ability to ‘see and touch’ merchandise in a brick-and-mortar store to help with a buying decision, as well as the convenience of online ordering for next-day delivery and in-home setup. The hassle of transporting a large item home is eliminated. And since Diane has opted for in-home setup, she knows that in the event that the TV does not work properly, the delivery driver will take the faulty product back and return the next day with a new TV — eliminating the hassle of returning and exchanging the large item.

The same technology that enabled the delivery of red carpet customer service also provides the real-time data required to streamline retail store operations. Real-time mobile computing and RFID technology provide real-time inventory visibility for better trending analysis, better buying decisions and more prompt placement of orders. Inventory turns can be increased, reducing the associated capital expense.

*Enabling technologies:* Enterprise-class mobile computer (for example, Motorola MC50); Enterprise WLAN; Internet access; PCI Compliant Payment Device with NFC, RFID tags and readers

*Applications:* Mobile inventory check; mobile ordering; mobile delivery/dispatch; mobile email; M-Wallet, Merchandise Locator



**An integrated voice and data computer allows store associates to perform whatever tasks are needed — without ever leaving the customer's side. If a customer wants to see an item in a different size or color, associates can easily check inventory and find the exact location of the item — all in real-time.**



#### **12:45 p.m. — The deli**

Diane has only a few minutes left of her lunch hour before she has to return to the office for a meeting. She stops in a deli, selects a ready-made sandwich and heads to the self-checkout Motorola Micro Kiosk™ device on the front counter of the deli. With a quick scan of the bar code on the sandwich at the Micro Kiosk and then a pass of her cell phone over the payment device, Diane is able to use her debit card to pay for her lunch in seconds — no need to wait in line and spend time on a purchase transaction. Diane is on her way and arrives back at the office in plenty of time to eat her lunch — and arrive at her meeting on time.

*Enabling technologies:* Motorola mobile phone; Enterprise WLAN; Motorola MK2200 Micro Kiosk™; Motorola PD8750 with NFC

*Applications:* Self-checkout solutions; M-Wallet

#### **Commuting home**

#### **5:30 p.m. — Clothing retailer**

Diane stops at her favorite clothing store to pick up a new outfit for her dinner party tomorrow. Diane has enrolled in the store's Customer Loyalty program, allowing the customer kiosk at the front door to sense her mobile phone as she enters the store and pass her frequent shopping card information to the store system. Since all store associates carry an enterprise digital assistant (EDA) mobile computer, the store system sends an alert to all store associates to announce Diane's arrival in the store, along with her store profile. Her favorite associate is working and, upon seeing the message that Diane is in the store, immediately presses a key on her mobile device to notify all other associates that she is responding to this customer.

The store associate can see which kiosk Diane utilized and is able to quickly locate her to extend a personal greeting. After selecting a few garments, Diane heads to the dressing room. She decides that she likes the sweater she is trying on, but needs it in another size, and would like to check to see if it is available in any other color. Since the retailer has an interactive RFID-enabled mirror installed in the dressing room, Diane can press the display on the mirror to check current inventory for available sizes, colors and coordinating pieces. The retailer knows Diane will be presented with all the appropriate selections that are currently in the store and available for purchase — RFID-enabled smart shelves and racks in the front and back room provide real-time visibility into all inventory in the store. Diane selects two items she would like to see from inventory via convenient check boxes, and then presses a button to send the message to the store associate that is assisting her.

The associate receives an alert on her mobile computer, and sees Diane's request for two items. She locates one of the two garments quickly, but the second item does not seem to be on the right rack. At the press of a few buttons on a handheld RFID reader, the store associate is able to see which RFID reader on which rack is detecting the RFID tag of the misplaced garment. The associate searches that specific rack zone with a handheld RFID reader and locates the item in seconds. Thanks to RFID, the associate delivers all the items right to Diane's dressing room promptly — Diane does not have to re-dress and scour the floor for the items.

Diane has selected three items she would like to purchase — she would like one of the garments in a different color, but is unable to locate one in her size on the racks. She approaches her sales associate, who scans the bar code on the item with a mobile computer. Since the sales associate can access real-time inventory for all stores, she quickly locates the item — it is in another city. The mobile computer is also outfitted with a magnetic stripe reader and electronic signature capture, enabling the associate to order the blouse complete with overnight shipping by simply swiping Diane's credit card and collecting her signature on the display of the mobile computer. The receipt is printed on the associate's belt-mounted wireless printer, enabling completion of the entire transaction right on the

spot — Diane does not need to go to the sales counter to complete the sale or obtain her receipt. The end result? Diane enjoys the benefits of a blended brick-and-mortar and online store. She has the tactile experience so critical to fashion that can only happen in the physical brick-and-mortar store — she can see the actual color and fabric, assess the quality of the garment and try it on to ensure a fit before purchasing. And at the same time, she enjoys convenient one-swipe purchasing (not unlike one-click purchasing) with the same overnight delivery service she has come to expect from online stores.

The same technology that enables differentiating customer service also serves many other operational business objectives. The RFID-enabled mirror in the dressing room tracks items that are carried in and out of the dressing room, while the same handheld RFID reader used to locate the missing item can enable a complete inventory of the entire store stock in minutes — without this technology, this data could take days or even weeks to compile. Now, retailers have instant visibility into what customers are trying on versus what is selling — and what is not selling. The retailer now has the real-time data required to make better buying decisions more rapidly. The granular trend analysis enables more refined purchasing decisions that enable the retailer to keep the items that are selling on the shelves — and reduce the investment in less desirable inventory.

In addition, RFID can provide an additional layer of protection against loss and theft, complementing existing Electronic Article Surveillance (EAS) systems. Where EAS systems can only detect shoplifting when it occurs (as an item is removed from the store), RFID-enabled smart shelves can alert retail personnel if an unusual number of items are removed from a shelf. This information can provide insight into potential theft before products leave the store premises, enabling proactive action prior to the actual occurrence of the theft.

**Enabling technologies:** Motorola mobile phones; Motorola mobile computers (including integrated voice and data devices); RFID tags and readers, including mobile RFID readers; Enterprise WLAN; Motorola Micro Kiosk™





**Personal shopping systems allow grocers to enable customers to scan and bag purchases as they shop, enabling instant checkout. In addition, the same device can be utilized for 1-to-1 marketing to customers. Grocers can present coupons, frequent shopper discounts and recipes based on items scanned, providing value for customers and store alike — customers enjoy savings and convenience, while the store enjoys increased basket size.**

**Applications:** Real-time inventory; customer relationship management (CRM) with real-time associate electronic paging; Mobile Point-of-Sale

### **6:30 p.m. — Grocery store**

Diane is ready to head home when her husband phones and asks her to stop at the grocery store for several items she forgot to include in the morning grocery order. It's rush hour and she's uncertain which route to take. She uses her phone to select a grocery store and receive directions for the route that will avoid a present traffic jam. When Diane enters the store, she uses the store's portable shopping device to check for any specials and coupons in her account. She also scans items before she places them in the cart to enable instant self-checkout. When she scans the steak she is purchasing, she is presented with a recipe for a potato side dish and a coupon for several of the

ingredients. When she weighs and then scans cucumbers, she is presented with a buy-one, get-one free coupon for a head of lettuce. Diane is hungry and since both sound good, the discount is enough incentive to make the extra purchases. She proceeds to the self-checkout lane where she instantly purchases the items in her cart since they have already been scanned and bagged, and she is at last, on her way home. Not only is Diane happy, the retailer is happy too — mobile technology improved customer service levels by helping Diane save money and time in the store, and improved profitability by helping increase basket size and sales.

**Enabling technologies:** Motorola mobile computers (Motorola MC17); Enterprise WLAN

**Applications:** Motorola Portable Shopping System; Customer relationship management (CRM) — 1-to-1 marketing; self-checkout solutions

## At home after dinner

### 9:00 p.m. — The book store

Diane is watching one of her favorite evening talk shows, and wants to purchase a new book that is profiled on the show. She simply presses a button on the remote control to order the book. An email message arrives shortly with her receipt, as well as shipping information so she can track her purchase until it is delivered. The entire transaction was completed through the TV remote and the set-top.

This technology allows retailers to overcome a key issue associated with the growing trend in the entertainment industry — more and more people are recording their favorite shows to watch at a later date, fast forwarding through all the traditional TV commercials. Cable companies working with retailers can now leverage the TV remote and the set-top, enabling every instance of a mention of a product on the TV to become a potential point-of-sale — regardless of whether that mention is through a traditional commercial break, or embedded in a television program. Now, customers who see an item they may want to purchase on TV no longer need to get in the car and visit the brick-and-mortar store, or turn on the home computer and access an online store — instead, the point-of-sale has been effectively moved to the family living room. And the ability to store a customer's buying profile on the set-top further strengthens this application by enabling single button purchasing — just like single-click ordering on an online store.

And the instant visibility of the data helps streamline the retail supply chain. For small items such as books, where the items are stored in inventory at the retail level, orders are processed more rapidly and with fewer errors. The order can be immediately deducted from inventory, and when inventory drops below a pre-set level, a replenishment order is sent to the distributor. And for larger items, such as consumer electronics, the order can be sent directly to the manufacturer or distributor for drop

shipping directly to the customer, significantly reducing physical inventory requirements — reducing the associated space and capital requirements as well.

The streamlining of the supply chain directly benefits the customer, the cable company and the retail business. Customers enjoy better service — orders are processed more rapidly and accurately, ensuring they receive the right item at the right time. Improving business process efficiencies throughout the supply chain helps improve margins for the retailer. For example, the reduction of stocking levels for inventory and safety stock reduces capital requirements, while the automatic reconciliation of incoming and outgoing shipments improves worker productivity. And for cable companies, the new service offerings provide a new revenue stream for increased profitability.

*Enabling technologies:* Motorola remote control; Motorola set-tops; broadband cable Internet access

*Applications:* 1-to-1 marketing; single-click ordering

## Supply chain benefits

In addition to delivering benefits for the retail store, Motorola's retail technology also improves the velocity of the retail supply chain — especially critical in the time-sensitive world of fashion. The benefits of real-time inventory visibility in the retail store flow up the supply chain in the form of more prompt and refined orders, allowing manufacturers to better manage raw materials ordering as well as manufacturing schedules. Benefits then ripple back down the supply chain to retailer and consumer. Since orders can be fulfilled more rapidly, retailers can enjoy more inventory turns: smaller orders can be placed more frequently, allowing the retailer to maintain a well-stocked store yet respond instantly to consumer buying patterns and trends. And consumers enjoy a consistently great selection of merchandise that will increase the likelihood of a return visit in the future.



***Retailers can leverage the set-top to create point-of-purchase opportunities within television programming. For example, a bookstore can enable viewers watching an interview of an author promoting a new book on a talk show to purchase the book with the press of a button on the remote control.***

## Summary

With Motorola Connected Retail Solutions, you can move the customer shopping experience into a new realm, bringing real-time transaction capability to wherever your customers may be located. Whether your customers are at home while watching television, on the train to work or browsing at the local mall, retail customers will have the ability to make purchasing decisions at the click of a button — a button that can be located on a desktop or mobile phone, an interactive kiosk, a mobile POS terminal, or even the television remote control. By providing new ways for your customers

to interact with your store, you can maximize sales opportunities as well as deliver service with a difference — service your customers will remember, service that will earn you one of the most valuable marketing vehicles available — the power of word of mouth.

With this expansion of buying opportunities, optimization of the retail supply chain will become even more critical. Motorola's latest retail innovations include business solutions that provide the ability to deliver goods at record pace by streamlining and providing real-time visibility into inventory, ordering, sales, receiving and other business processes.



## About Motorola Connected Retail Solutions

With Motorola's Connected Retail solutions, retailers enjoy the real-time connections required to achieve 'seamless retailing', improving every aspect of the supply chain — from manufacturing to the consumer. A real-time connection to consumers improves the customer experience while increasing buying opportunities. A real-time connection to inventory translates into more timely orders to manufacturers, improving overall supply chain efficiency. And a real-time connection to business systems and on-the-spot data capture — via bar code scanners, RFID and magnetic stripe readers and signature capture capability — dramatically improves the effectiveness and productivity of store associates.

This comprehensive product offering can meet all your retail technology needs with proven technologies, including:

- Integrated voice and data mobile computers for your employees — designed for all-day everyday use with a broad array of features, including rich voice functionality (push-to-talk and one-to-one/

one-to-many voice calls) and rich data functionality (bar code/RFID tag/magnetic stripe reading, signature capture and image capture)

- Mobile personal shopping devices for consumers, enabling self-checkout, the delivery of frequent shopper discounts and more
- RFID solutions to enable real-time inventory visibility and automated daily inventory takes
- Wireless LANs for real-time in-store voice and data communications
- M-Wallet for mobile wallet and automated payment options to simplify and automate the purchase process at the register
- Micro Kiosks™ for in-store interaction with customers
- Set-top applications for in-home one-touch ordering via the television set
- Fixed mobile convergence to mobilize the desk phone and all desk phone functions for store associates and managers for on-the-spot voice communications

### ***Take your store into tomorrow with today's technology — from Motorola***

To find out how Motorola can help you thrive in the highly competitive global retail environment, please visit us on the web at [www.motorola.com](http://www.motorola.com) or access our global contact directory at [www.motorola.com/enterprise/contactus](http://www.motorola.com/enterprise/contactus)





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