



MC5590 Retail Manager

Leveraging the power of mobility to deliver revolutionary customer service



Lightweight and pocket-sized, the MC5590 packs the power of a walkie-talkie, VoIP phone, mobile computer, bar code scanner and camera into a robust business class device with true consumer ergonomics and styling.

The challenge: providing the ultimate customer experience

For retailers, competition and customer expectations are at an all time high. No longer limited to the brick and mortar store, shoppers can turn to online stores to find virtually any product at the lowest price in just a few keystrokes – without suffering through long lines at checkout, making a fruitless trip to the store only to find the item is out of stock or waiting for associate assistance. In addition, the Internet has created a global marketplace — now your competitors can just as easily be across the ocean as across the street.

To succeed in this hyper-competitive environment, brick and mortar retailers need to redefine the customer experience with a new level of customer service that will not only impress shoppers — but keep them returning. To incent loyalty in the retail world, customers need to find the items they want on the shelves. When questions arise, customers want prompt and informative responses. And checkout lines must be kept short, so shoppers never need to endure long wait times just to make a purchase, even during peak shopping times.

The consistent delivery of service excellence day after day requires effective execution throughout the store — from inventory management and merchandising, to associate availability and the point of sale. At all times, managers need to stay on top of what is happening on the sales floor, at the checkout stands and in the back room in order to keep associates productive, ensure customer service quality and proactively address customer or employee issues. Store associates must be reachable at a moment's notice, regardless of whether they're in the back room or manning a register. Associates need to be able to reach managers and department experts to find answers to customer questions and address customer issues on the spot.

The solution: MC5590 Enterprise Digital Assistant

The MC5590 Enterprise Digital Assistant (EDA) from Motorola provides all the tools managers and associates need to achieve exceptional efficiency...and deliver a truly revolutionary in-store experience for every shopper. Lightweight and pocket-sized, the MC5590 packs the power of a walkie-talkie, VoIP phone,

KEY BENEFITS

Associates are empowered to deliver truly unparalleled customer service — without leaving the customer's side, associates can:

- Check inventory, pricing and product information databases
- Call a manager, product expert or other associate
- Ring up purchases — via debit or credit card
- Receive a message that a favored customer has entered the store to enable a prompt and personal greeting
- Access the most up-to-date personal customer relationship management (CRM) information

Associate productivity is improved — bar code scanning automates and error-proofs everyday tasks such as:

- Shelf tag audits
- Markups
- Markdowns

KEY BENEFITS (continued)

Managers can remain on the sales floor where they are most effective, enabling:

- Better management of staff
- Better monitoring of the entire store environment, from merchandising programs to timely stocking of shelves to fast response times to growing queues in checkout lines and more
- Improved accessibility for associates, customers and management
- Improved store security

mobile computer, bar code scanner and camera into a robust business class device with true consumer ergonomics and styling. With the MC5590 in hand, store managers and sales associates can be reached at a moment's notice — rich voice functionality, including push-to-talk (PTT) and full extension of the desktop phone and features, allows employees to field phone calls anywhere in the store.

A full suite of data capture applications — including 1D and 2D bar code scanning and a 2 megapixel high-resolution auto focus color camera — gives associates the power to improve productivity and respond to customer needs without leaving their side. The same tool enables managers to take action anywhere in the store, with access to email, inventory databases, staff schedules, task lists and more. And a complete ecosystem of accessories extends the MC5590's versatility to meet the needs of various workers in your retail environment — from keypad choices to magnetic stripe readers that provide on-the-spot processing of debit, credit and loyalty cards (Mobile Payment Module available Q2 '09).

With its integrated voice and data capabilities, the MC5590 can replace as many as five business devices in the retail environment, substantially reducing capital and operational expenses. Using a common device for managers and store associates further simplifies your mobility architecture. Delivering voice and data over the WLAN offers a cost-efficient way to connect managers, store associates and critical back-office systems throughout the four walls without the drawbacks of cellular services — no monthly service fees and no in-building cellular and wireless phone coverage issues. And use of those noisy overhead paging systems can be dramatically reduced to give shoppers a better in-store experience.

While the MC5590 offers the ergonomics of a consumer-styled device, it provides the performance and rugged construction to withstand all day every day use throughout the retail environment — from the sales floor to receiving dock. Support for the latest in wireless security standards, as well as PCI compliance, ensures the maximum security needed to protect sensitive financial data and prevent security breaches that can quickly ripple into costly financial settlements and even greater losses in consumer trust and loyalty.

Regardless of the size and scope of your retail outlet, the MC5590 EDA equips your store managers and associates with the tools needed to achieve a new level of on-the-job effectiveness and responsiveness — ultimately driving greater productivity, customer satisfaction, sales performance...and profitability.

Mobilize your managers...for the most effective store management

The retail store manager has a more direct effect on store performance than anyone in your organization. Yet, typical managers spend an average of 40 to 60 percent of their time in the back office in order to respond to emails, review sales reports, check staff schedules and more. The MC5590 puts all these critical desktop tools right in the manager's pocket. With convenient access to the deskphone, email and line of business applications from anywhere in the retail environment, store managers can remain where they have the most impact — out on the sales floor. And with all the tools in hand to perform any task, managers can keep the entire store running smoothly, delivering the best possible experience for every customer who walks through your door.

Instant anyone, anytime voice connection — from anywhere in the store

The MC5590 keeps managers connected to associates, suppliers, headquarters and customers at all times, so they'll never miss a critical question or request as they move throughout the retail environment. With one-to-one voice calls and group PTT capabilities, managers can reach associates, departments and the entire store at a press of a button. In seconds, managers can request assistance in the women's shoe department or give instructions to collect shopping carts in the parking lot. And with a mobile solution in hand, there's no need to waste time trying to locate a fixed phone on the sales floor in order to pick up or place an incoming call.

Streamlined task management for mobile employees

When store associates are also armed with the MC5590, they are never more than a second away. Managers can instantly distribute tasks throughout the day via your task management solution, voice or email — without subjecting customers to distracting overhead pages or roaming the sales floor to track

down available workers. And employees can send confirmation as soon as a task is completed, giving managers better visibility into task status and employee availability as well as providing an audit trail. With a direct and efficient communication link between managers and associates, managers can keep employees productive and actively working to maintain a clear and orderly store environment — ensuring timely restocking of shelves, inventory markdowns and more.

Email triage right on the sales floor

The MC5590 frees email from the desktop computer, so managers can keep an eye on urgent items when they're out on the sales floor. With the ability to check email from anywhere in the store, managers never have to worry about missing a critical message from a supplier or superior supervisor — and no longer experience email overload upon returning to their desk. With the MC5590 in hand, managers can stay on top of their inbox at all times, providing the rapid response needed to keep the store running at peak efficiency with well-stocked shelves and happy customers.

For example, a supplier sends an email to your store manager that must be addressed before fulfilling a special order that is slated for overnight delivery. Without the MC5590, the store manager will not see the message until he returns to his desk — and may not be able to provide a response in time to make the day's shipment. But with the MC5590, the same manager can see the message right on the sales floor and respond in time for shipment — protecting your ability to meet customer commitments and deliver on customer expectations.

Inventory management at your manager's fingertips

The MC5590 puts inventory and supply chain management data right at the fingertips of the mobile manager. Without leaving the sales floor, managers can monitor inventory levels, verify in-stock positions, confirm order status and check stock at another store.

Increased effectiveness of in-store merchandising


More time on the sales floor gives store managers a first hand look at customer buying trends, so they can better assess the effectiveness of promotions, identify fast-moving products and address under-



performing displays. With increased visibility, managers can proactively monitor inventory levels of best-selling items — keeping the shelves stocked at all times to capitalize on purchasing trends and to avoid lost sales. And if promotional items are selling poorly, managers can make on-the-spot decisions to improve the display, reduce the price or make better use of the selling space with a different product. The end result is enhanced execution of in-store promotional activities, improving sales as well as margins.

Workforce management and scheduling

On any given day, managers need to check employee scheduling and timekeeping systems for break coverage, new shift starts, overtime limits, time clock exceptions and more. With the MC5590, managers always have this information in hand. Mobile access keeps managers on the sales floor yet ensures a rapid and efficient resolution to staffing issues. If there is an unexpected surge in customer traffic or an associate on the floor must leave before the end of a shift, a manager can instantly access the staffing system to check staff availability and place calls to the necessary backup workers — all with one device, and without returning to the desk.



Point of sale management from anywhere on the sales floor

With the ability to access the POS system right from their mobile device, managers have the ability to monitor new cashiers, approve voids or over-rings and even approve a customer's check from anywhere in the store. The ability to respond on the spot removes the inefficiency typically associated with POS management. Customers no longer need to wait at the register for an associate to page the manager, and for the manager to respond. And, managers no longer need to interrupt the task at hand to walk over to the POS station.

Enhanced store security

The robust processing power and bandwidth of the MC5590 allows store managers to monitor real-time footage from any security video camera in the store — enabling them to respond instantly to door alarms and security issues from any floor or office location. And with the device's one-to-one and PTT walkie-talkie style communications, managers can reach security and emergency assistance at the press of a button. This quick response to shoplifters, intruders and other disturbances helps improve security for both shoppers and associates.

Empower your associates to deliver a truly unparalleled level of service

Retail associates are on the move throughout the store all day long, checking inventory for a customer in the back room, attending to customers on the sales floor or ringing up purchases at the register. Armed with the rich voice and data functionality of the MC5590, these highly mobile employees are 'supercharged', able to streamline the many day-to-day processes. Now, associates can enhance the customer experience to spur increased loyalty and sales, able to offer instant answers to questions, instant checkout anywhere in the store, and more. Offering a new level of affordability, the MC5590 removes the cost barriers that once prohibited retailers from equipping all retail associates and task workers with a mobile device featuring integrated voice and data. With the MC5590's price point, it is now possible place a high-performance mobile device in the hands of all retail associates — from the sales floor to the receiving dock — achieving new gains in associate effectiveness, customer service excellence and supply chain efficiency.

A cost-effective and instant voice connection to managers and other associates

With the MC5590 in hand, store associates have the ability to request assistance and find answers on the spot. With a quick call, associates can get a manager's authorization on an exception, request delivery of an item from the backroom to the register and check a product's availability at a sister store — all without leaving the customer's side. This constant connection to product experts and managers gives customers a real 'lift' in service quality, as questions are answered in record time. And associates save valuable time too, since the ability to call 'on-the-spot' eliminates the need to walk to the backroom, track down a colleague in a different department and then try to relocate the customer, who may have become irritated with the wait and left the store — without making a purchase.

The MC5590's rich voice functionality provides the flexibility to maximize efficiency with single step action for any situation. For example, associates can place a one-to-one call to a manager, or use the group push-to-talk to broadcast a request to all workers in a specific department. Handset mode allows associates to conduct private calls when required. And since incoming customer calls can be instantly routed to associates on the sales floor, customers are never kept on hold and reach the right department expert to handle their questions in seconds.

The ability to deliver voice over a store's existing wireless LAN (WLAN) provides a literal 'no-cost' solution for mobile voice services, bringing added value to a retailer's existing technology infrastructure and investment. The MC5590 gives associates the same anytime, anywhere availability of a cellular phone without the typical in-building coverage issues or the high cost of a monthly cellular service plan — or the quality and coverage issues associated with cordless handsets. And with the MC5590, the noisy overhead pagers that detract from the shopping experience can be nearly eliminated, and utilized only for those rare occasions that truly require paging, instead of forming a prime remote communication bridge between customers, associates and managers.

Payment processing anywhere on the retail floor

The MC5590 can also act as a full POS station, with one additional major feature — mobility. With the addition of a snap-on magnetic stripe reader (MSR)

and a mobile printer that is small and light enough to be worn on a belt, employees can ring up purchases right on the spot, complete with a printed receipt. And Motorola's Snap-on Mobile Payment Device adds the ability to accept any payment card — credit or debit — as well as scan driver's licenses and loyalty cards (Mobile Payment Module available Q2 '09).

Retailers can use the MC5590 payment processing capability in two ways:

- For queue busting during busy times to prevent customers from experiencing long wait time at the register and potentially abandoning sales
- In lieu of the standard wired POS stations, enabling associates to start and complete sales without ever leaving the customer side. Associates now can provide a truly differentiating experience — a new level of service, and faster service than ever before possible. No need to take purchases to the counter and wait in line. Now, associates can ring up customers right at the point of decision, improving sales and the customer experience.

In addition, with the added ability to scan a shopper's driver's license, associates can instantly process loyalty card applications without burdensome forms and procedures — boosting membership and the success rate of customer relationship marketing (CRM) loyalty programs, again helping promote sales as well as customer retention levels.

And lastly, the MC5590 can also be utilized to help with queue busting. In stores with traditional checkout lanes, associates can use the MC5590 to pre-scan items in the basket during peak traffic periods to reduce wait times at the POS. Once the customer reaches the register, there's no need to scan each item. The checkout clerk simply scans the bar code on the printed receipt or swipes the loyalty card to pull up the total, and the customer can pay for the purchase and be on their way.

Stronger customer relationships with mobile CRM

The MC5590 also serves as an 'electronic black book' capable of strengthening the relationship between your customers and your associates. Now, associates always have a wide variety of vital customer data right at their fingertips — from

preferences and sizes to the names of family members, birthdays and more. As a result, the MC5590 becomes — a critical building block to enriching the customer bond and in fostering increased customer loyalty.

When new merchandise arrives, associates can easily scan through their customer database, identify and set aside preferred items and call or email customers to alert them to the arrival of merchandise they may be interested in — all within minutes, and all via the MC5590.

Additionally, if a kiosk is available for customers to scan their loyalty card when entering the store, an email or text message can be automatically generated to notify all associates. If the customer's preferred shopper is available, the instant notification ensures a prompt personal greeting in moments. In the event that a customer's personal shopper/preferred associate is unavailable, another associate can promptly respond. And since a customer's information is stored on a server-based application, any associate can access a customer's store profile — so no matter who waits on the customer, the customer experiences truly seamless service excellence.

On-the-spot access to product information

The MC5590 gives store associates the tools needed to locate information and answer customer questions in seconds — minimizing customer wait times and the chance of a lost sale. With a quick scan of the merchandise or shelf tag and access to a full line of business applications, associates can check pricing and location on the spot as well as availability — even at other store locations. And Internet access even allows associates to check manufacturer websites to handle more detailed product information requests — without having to look for a product expert or check in the back room.

Exceptional value, efficiency and customer service levels

With the MC5590, the enterprise enjoys a strong return on investment, able to deploy one device for both managers and associates to meet two of the most critical retail objectives — improve customer service and productivity. Managers enjoy an always-on connection to customers and associates as well as business applications, able to easily monitor and address issues at the point of sale, delegate or check

the status of a task, monitor promotions, address schedule issues, check order status and more — without ever leaving the sales floor. Associates have the tools to improve productivity and efficiency, providing more time to focus on your most valuable asset — your customers. Associates can provide customers with a prompt and personal greeting, and answer virtually any question or fulfill any request — from checking inventory and price to placing an order from the warehouse or sister store — without ever leaving the customer's side. And with the ability to scan bar codes and read RFID tags in hand, associates are empowered to get more done during a shift — from replenishing shelves to markups and markdowns and shelf tag audits. The result is the next generation retail store, offering a new level of store efficiency and a new level of customer service excellence, improving the customer experience... and loyalty.

For more information

For more information on how the MC5590 can help you deliver revolutionary customer service, please visit us on the web at www.motorola.com/MC55 or access our global contact directory at www.motorola.com/enterprisemobility/contactus

About Motorola's retail mobility solutions

When you choose Motorola, you get the peace of mind that comes with choosing an industry leader with well-tested and well-proven solutions as your technology partner. Every day, Motorola's retail mobility solutions help retailers of every size all over the world maximize associate productivity and supply chain efficiency — and deliver service with a difference. Our broad technology portfolio and world-class partnerships enable us to offer true end-to-end

solutions that offer 'anywhere retailing' — anywhere your customers happen to be — in the retail store, in the car or at home. No matter what you need, we've got it — hardware, software and services.

Hardware

We offer: integrated, rugged and compact voice and data mobile computers for store employees; fully-featured rugged integrated voice and data mobile computers for managers; retail mobile computers designed for consumer use; micro kiosks for automated in-store customer interaction and purchasing; RFID readers and tags for real-time inventory visibility; PCI capable wireless LANs for secure in-store purchasing and communications; wide area secure wireless network connectivity to mobile phones, and more.

Software

The Motorola Mobility Suite provides all the tools you need to easily and centrally manage and secure your entire Connected Retail Solution, from the wireless LAN to your mobile computers, as well as all the software and data resident on those mobile computers — providing unparalleled control and effectively reducing the complexity and cost of your mobility solution.

Robust Partner Ecosystem

Our award-winning partner ecosystem provides best-in-class tested applications that integrate seamlessly into your mobility infrastructure.

Services

Motorola's Enterprise Mobility Services provide a complete range of pre-and post-deployment services to help get and keep your retail mobility solution up and running at peak performance, every day of the year.



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