

A NEW LEVEL OF LOYALTY

EMPOWER ENGAGING SHOPPING EXPERIENCES WITH PROXIMITY AWARENESS AND ANALYTICS SOLUTIONS



Wi-Fi INFRASTRUCTURE IS UBIQUITOUS

- By 2015, 95% of mobile handsets shipped in the US will be Wi-Fi enabled

Nielsen

CREATE THE EXPERIENCES THAT KEEP SHOPPERS COMING BACK

Mobile technology has advanced in a way that gives shoppers the upper hand. They can purchase anything from anywhere at any time. To compete in this new multichannel world, you need to give shoppers a reason to choose your store.

But in the battle for shopper's hearts (and wallets), you have a strategic advantage: the experience. A personalized, in-store shopping experience that's simple and convenient gives you the chance to stand up to your online competition, and stand out from the crowd. But to meet the expectations of today's shoppers you need a new set of tools.

By leveraging the data from smart devices shoppers already use, you can increase engagement with your customers and improve the performance of your in-store retail business. Because when you know your customer's preferences you can put the right products and the right associates in front of the right shopper, and create experiences that surpass those offered by your online competitors.

BUILD RELATIONSHIPS WITH SHOPPERS USING MOTOROLA SOLUTIONS' PROXIMITY AWARENESS AND ANALYTICS

By taking advantage of shopper's use of mobile devices, you can improve your engagement with them. Retail store WLANs can be an effective tool for gathering real-time knowledge of shopper place and activity that you can use to immediately impact the shopping experience.

Motorola's Proximity Awareness and Analytics Solution supports the delivery of Location-Based Services and provides retailers with the insight they need to understand shopping habits, improve customer service, and increase sales.

Plus, you can use your WLAN infrastructure to identify and interact with shoppers and store associates carrying Wi-Fi enabled devices. And with an open API Architecture, 3rd party developers can create a range of personalized applications that work to build loyalty and improve the in-store experience. It's how you turn browsing into buying, and shoppers into brand advocates.

THE PERSONALIZED SHOPPING EXPERIENCE

EMPOWER ENGAGING SHOPPING EXPERIENCES WITH PROXIMITY AWARENESS AND ANALYTICS SOLUTIONS



BY 2015, 95% OF MOBILE HANDSETS
SHIPPED IN THE US
WILL BE WI-FI ENABLED.¹

SHOPPERS WHO USE A MOBILE DEVICE
IN-STORE ARE 6% MORE LIKELY TO MAKE AN
IN-STORE PURCHASE.³

BY 2011, 25% OF NORTH AMERICA BIG BOX AND
ANCHOR TENANT RETAILERS OFFER FREE IN-STORE
WI-FI ACCESS TO SHOPPERS.²

1. Nielsen

2. Deloitte 2011 TMT
Predictions, January 2011

3. State of Industry Report, Chainstor-
age.com,
September 2010

APPLICATION BRIEF

EMPOWER ENGAGING SHOPPING EXPERIENCES WITH MOTOROLA SOLUTIONS' PROXIMITY AWARENESS AND ANALYTICS



PROXIMITY AWARENESS AND ANALYTICS AT-A-GLANCE

- CUSTOMER ARRIVES ONSITE
- WI-FI DEVICE IS DETECTED
- PROXIMITY AWARENESS MODULE IDENTIFIES PRESENCE AND SENDS NOTIFICATION TO BACKEND SYSTEMS
- CRM/LOCATION-BASED APPLICATION TAKES ACTION
- PRODUCT OFFERS, SUGGESTIONS OR ASSISTANCE IS DIRECTLY PROVIDED TO SHOPPER

THE SERVICES THAT ENHANCE IN-STORE PERFORMANCE

When you have access to information that tells you who your shoppers are, where they are and what they're interested in, a new set of possibilities present themselves. With Proximity Awareness and Analytics, every store has the tools to collect and analyze data, and transform it into the intelligence needed to influence purchase paths and take your shopper's experience to a new level.

CONNECT WITH YOUR SHOPPERS BEFORE THEY ENTER YOUR STORE

With Presence Services you can detect a shopper's mobile device when they enter your Wi-Fi area, even when they're still in the parking lot. And with 3rd party applications that send rule-based push notifications like welcome notes, product suggestions and coupons, you can deliver personalized shopping experiences that keep shoppers coming back.

THE RIGHT PLACE AT THE RIGHT TIME, ALL THE TIME

Sales aren't always closed at the cash register. With Real-Time Location Services you can detect Wi-Fi capable devices throughout your store and trigger alerts to identify sales opportunities. With unmatched locationing response time and high location accuracy, you can quickly reach every shopper and position your associates to help them make more informed purchasing decisions. Plus, this system doesn't require special software

for the devices it follows, making it effective and easy to use. You can add tools to create maps that identify walls, doors and other structures, and create virtual boundaries to support geo-fencing for greater personalization and specificity. There's also a high-resolution option that gives you aisle level accuracy. And you can do all of this with your existing Wi-Fi infrastructure.

ANALYZE TO OPTIMIZE

Over time, the Motorola Proximity Awareness and Analytics Solution can help you optimize your store based on Historical Location Analysis. You can see which parts of the store are frequented the most, and make adjustments to the floor plan to relieve congestion and optimize merchandising. Track crowds so your associates can better prepare to take care of each shopper. Even track typical shopper paths so the flow of your store is always working with you.

LET YOUR SHOPPERS SHOW YOU HOW TO BETTER SERVE THEM

When you use Wi-Fi Analytics to learn more about your shopper's behavior, you can create the shopping experiences that connect and inspire them to purchase. With access to information in areas like network usage, shopper interest and response to offers, you can improve targeting, correlate with demographic information and create customer profiles that help you build a shopping environment that turns browsing into buying and keeps shoppers coming back.

THE BENEFITS OF A PROXIMITY AWARENESS SOLUTION

EXPERIENCE THE ADVANTAGES



IMPROVED INSIGHT FOR BETTER BUSINESS

Decision making is improved with technology that provides the information you need to make the most informed and insightful choices for your stores.

USE THE WI-FI INFRASTRUCTURE YOU ALREADY HAVE

Motorola Proximity Awareness and Analytics is easy to implement because you don't have to replace your existing Wi-Fi infrastructure. The software based capability uses information from your existing WLAN network and can be deployed easily and cost-effectively in any retail environment.

GIVE SHOPPERS THE EXPERIENCE THEY WANT WITH AN OPEN API

You can implement 3rd party or home grown Location-Based Service applications using the Motorola Solutions' open API. With ultimate application flexibility, you can put a wide range of information and capability in the hands of the shopper, which enhances their engagement and drives their loyalty.

LEARN MORE ABOUT SHOPPERS AND DRIVE THEIR LOYALTY

When you know your shopper's habits and preferences, you can anticipate their needs. With Proximity Awareness and Analytics you can track return-customer shopping habits over time so you can personalize the shopping experience and influence the purchase path with rule-based push notifications, coupons and suggestions.

EFFICIENT LOCATION TRACKING FOR EFFICIENT STORES

This technology is optimized for indoor environments and offers a level of accuracy not possible with GPS. Understand where your shoppers are so you can send associates to assist them, or optimize your layout to eliminate congestion for a more functional flow.

GATHER ACCURATE REAL-TIME INFORMATION

An advanced correlation engine, sophisticated forensic capabilities and flexible visualization tools provide the most accurate insight of shopper location and behavior. When you're always up to date you can better meet customer needs and turn potential sales into a reality.

FOR MORE INFORMATION VISIT

WWW.MOTOROLASOLUTIONS.COM/CARIBBEAN/WIRELESSNETWORKSOLUTIONS

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC, and are used under license. All other trademarks are the property of their respective owners. © 2012 Motorola Solutions, Inc. All rights reserved.