



UNIFIED RETAIL COMMUNICATIONS FOR ALL YOUR TELEPHONY SERVICES

URC

COST-EFFECTIVE WIRELESS AND WIRED GO ANYWHERE COMMUNICATION SERVICES

Looking for a way to give your workers all the communication features they need — features they can take with them wherever they go, on practically any device? With Unified Retail Communications from Motorola, you can. This flexible, easy-to-deploy and easy-to-manage solution easily scales to handle the needs of operations with many stores located around the world. Our comprehensive bundled feature set offers everything you need for everyday business at a substantial savings. Advanced features can be licensed to meet new business needs, allowing you to buy what you need today and pay as you grow for superior future-proofing. The flexible architecture is capable of high availability, so your workers can get anywhere, anytime rich telephony services they can count on.

COMPREHENSIVE TELEPHONY FEATURES

When it comes to functionality, Unified Retail Communications offers basic telephony features such as caller ID and call forwarding to conferencing, abbreviated four-digit extension dialing, voicemail, auto-attendant, least cost call routing and more. Optimized call routing features allow you to direct calls to any worker over the WLAN or cellular network, based on the time of day, availability and presence. You get the peace of mind that customer calls are always routed as efficiently as possible, preventing long hold times, multiple call transfers and call abandonment.

SUPPORT FOR WI-FI AND CELLULAR NETWORKS

With Unified Retail Communications, your workers enjoy the telephony features they need to remain in touch and productive, regardless of whether they are inside or outside the four walls. Features that are available on both your wired handsets and your mobile devices function the same way, so they are familiar and easy to use — virtually eliminating training. The result? True fixed and mobile telephony functionality made easy — wherever the business day may take your workers, key telephony services can follow.

BROAD DEVICE SUPPORT

With comprehensive device support, you are free to choose virtually any type of device for your workers. You can even accommodate the devices your employees bring to the workplace, providing support for “bring your own device” (BYOD) policies. Choose from Motorola voice-enabled mobile computers and VoWLAN smartphones; SIP deskphones; legacy analog deskphones; and third-party devices including Apple and Android-based smartphones.

FLEXIBLE DEPLOYMENT OPTIONS AND HIGH AVAILABILITY

We designed Unified Retail Communications to fit into your existing infrastructure environment for fast, easy and low-cost deployment. URC can be installed in a site to enable the easy and cost-effective delivery of telephony services to all users — inside and outside the four walls. If you have a central PBX in your headquarters that serves all your stores, you can install URC in the stores to gain two major business benefits — a disaster recovery link that will continue to serve workers at that branch in the event the link to your central PBX fails, plus the ability to extend all your PBX features to your mobile voice-enabled devices. In the event you have a PBX installed in your stores as well as your headquarters, you can install URC in the branch, where it can work together with the local PBX to serve telephony features to mobile users and ensure seamless and constant delivery of telephony features in the event the local PBX fails.

REDUCED TELECOM COSTS

Unified Retail Communications helps you save money. SIP trunking eliminates the need for costly leased T1 lines. In addition, you can leverage your existing telephony investments, from handsets and two-way radios to wiring, yet still deploy the most advanced

telephony features. With centralized and automated configuration and provisioning, management time and cost is reduced to a minimum.

INTEROPERABILITY WITH OTHER MOTOROLA SOLUTIONS' ADVANCED TELEPHONY AND COMMUNICATION SERVICES

Since URC is part of the Motorola Software portfolio, you can easily integrate additional services into your telephony solution. For example, in addition to telephony functionality, you can also enable enterprise-class texting and professional push-to-talk between devices.

THE INFORMATION YOU NEED TO IMPROVE OPERATIONS AND CUSTOMER SERVICE QUALITY

The integrated presence server logs the state of every handset — for example, whether the handset is on an active call or in “do not disturb” mode, logged on to a hunt group and which hunt group. Since that information is shared with the central PBX, calls can be better routed based on handset status. Callers reach their parties faster, improving customer service. Add the ability to see how long calls are on hold, the number of dropped calls and a host of other metrics, and you have all the data required to monitor and preserve service quality for your customers.

END-TO-END SUPPORT

Motorola's comprehensive portfolio of services offers assistance at every phase of network lifecycle — from planning and implementation to post-deployment everyday support. Our services help you reduce risk, lower your capital investment and operational costs, improve service delivery and tailor your network to meet your specific needs.

Want rich “always available” telephony services that **cost less — and follow your workers wherever they go?** Get Motorola's Unified Retail Communications.

Visit www.motorolasolutions.com/URC today to help your workforce start better serving your customers today.

TECHNICAL SPECIFICATIONS

Following is an overview of the technical specifications for the current version of URC.

SYSTEM FEATURES	
System Capacity	Maximum 200 users per system
Voicemail	<ul style="list-style-type: none">• Integrated voicemail• Personalized greetings
Management	<ul style="list-style-type: none">• Centralized management of remotely deployed solutions via the Centralized Management Tool• Call detail records from web-based interface for reporting and analysis• High Availability (requires WiNG 5.4.2)

AUTO ATTENDANT FEATURES
<ul style="list-style-type: none">• Feature rich, menu driven automated call routing alternatives to a live operator• Administrator customizable with menu definitions and corresponding pre-recorded audio

ADMINISTRATOR FEATURES
<ul style="list-style-type: none">• Integrated provisioning• Routing• Trunks• SIP Trunk authentication• Auto Attendant construction and prompts upload• CDRs check and download• Class of Service (COS) (unlimited)• Class of Restrictions (COR) (unlimited)• Conference management• Hunt groups• Music-on-hold management• Voicemail• E911 mapping• Groups definition and naming• Extensive COS-based feature control• System-wide preferences• System dashboard• Guided logging retrieval• Centralized Management• Platform Portability• URC graceful release and patch upgrades• Wireless Subscriber Authentication (username, password)

END USER FEATURES
<ul style="list-style-type: none">• Overhead Paging• Basic call• Abbreviated dialing• Caller ID – Caller name ID – Caller ID blocking• Call waiting• Call forwarding: CFU/CFB/CFNA• CF activation/deactivation• CF status notification• Call hold/resume/music on hold• Call park and retrieve• Call transfer attended• Call transfer blind• Coverage answer group (department ring groups)• Simultaneous ringing• Simultaneous ringing activation / deactivation• Multiple call appearances• Voicemail and message waiting indicator (MWI)• Call pick-up - group• Do not disturb• Automated Attendant• Integrated Push to Talk Professional• Integrated Text Messaging• Long Distance PIN support• Remote Voicemail Access, continued• E911• Meet-Me conferencing• Ad-Hoc conferencing• Hunt groups (linear and rotary)• Operator-driven coverage path• PLAR (automatic ringdown)• User mobility• User presence

THIRD PARTY/PERIPHERAL SUPPORT
<ul style="list-style-type: none">• IP Desksets• DECT Support• Telephony Gateways Internal PCIe cards or External Appliances• Overhead paging (interface to third party system)• Night ringer (overhead)• 3rd party smartphones running Mobile Extension Client

PRODUCT SPEC SHEET
URC

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