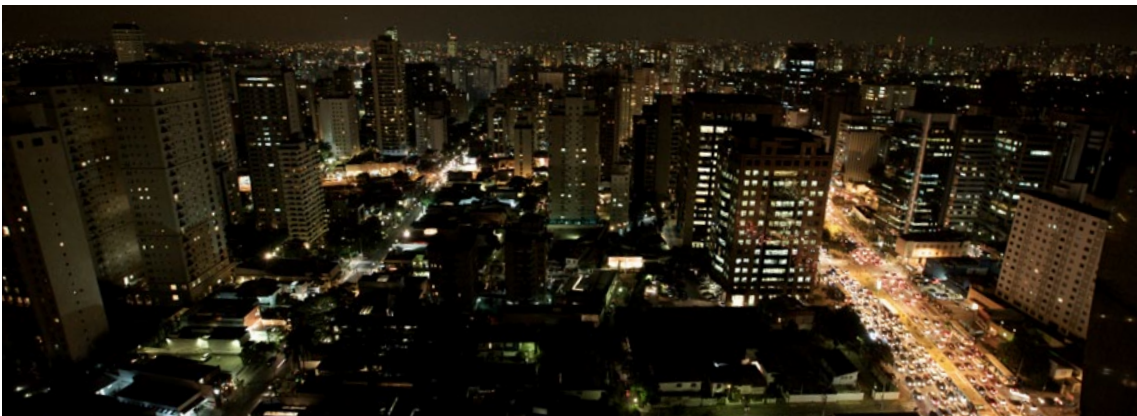# A CUSTOMER FRIENDLY MOBILE ENVIRONMENT: WILL YOU BE READY?

There's a moment on its way right now.

The moment when your customer will expect – what used to be, unexpected. It's the moment when you will either win a customer for life. Or lose her – forever.   In this moment, she needs you – to locate hard-to-find inventory. Order an item online. Or ring her up wirelessly, because she doesn't have time to stand in line.

This is the moment when you need to be completely equipped to deliver.

It's a moment you can't afford to lose.

Will you be ready?

THE FULL POTENTIAL OF A MOBILE ENTERPRISE ENVIRONMENT

In the retail environment, customer's expectations are evolving. And, It's important that you evolve too. In this new rapidly growing wireless environment, you are now expected to offer shoppers in-store guest access services, locate inventory through mobile computing devices and execute point of sale transactions from anywhere in your store. As in-store mobile devices and applications become more critical to enhancing the customer experience and as shopper grow to expect the instantaneous service they afford – it's imperative that you maintain your competitive edge with a high-performing wireless LAN (WLAN) infrastructure.

THE SOLUTION: MOTOROLA SOLUTIONS AND MOTOROLA WLAN CLOUD SERVICES

Maintain your competitive edge in this fierce new marketplace with Motorola WLAN Cloud Services. Our cloud-based WLAN Service is an affordable option that gives you the capability you need to expand the use of mobility services in your store environments. Motorola WLAN Cloud Services enable you to take full advantage of your shopper engagement potential while providing the added security, management and upkeep you need with a multi-use, multi-user wireless enterprise network.

AT MOTOROLA WE DO IT ALL FOR YOU

As you know, creating and managing your own private network infrastructure takes expertise, skill and time. It means installing equipment, updating software, troubleshooting, and managing the everyday maintenance of a network operation. It means making sure your systems are secure, productive, accessible and it means making sure your network can grow with you as you expand your business.

At Motorola, we do it all for you.

With Motorola WLAN Cloud Service, you no longer have to worry about the day-to-day issues associated with maintaining a high-performance WLAN environment. All of the operational requirements associated with managing a WLAN Services platform go away. We take care of everything. All of the responsibility for keeping your WLAN management system up and running lies with us. So let our experience work for you. Our experts will ensure you always have access to the latest tools and capabilities as soon as you need them. This way you can leave your experts free to focus on identifying security issues, adding new applications, defining use policies and quickly addressing business critical activities like compliance tracking and reporting.

GET THE MOST FROM YOUR NETWORK INVESTMENT

Our solution is designed to ensure you get the most from your network investment by providing only what you need. Use our cloud-based tools to plan and optimize the placement of your network access points and sensors. Or identify rogue devices and mitigate threats. Or simply make sure your network is ready for the daily tasks that it is designed the serve. Whatever it is, we have the expertise to get you what you need.

And, you select only the functions you need.

Our modular design combined with our SaaS delivery system means that you select only the software functions that you need based on your specific requirements. As your application needs change or your network grows, it's easy to adjust your service.

As your needs evolve – so do our services.

As WLAN services management has evolved over time, so have our capabilities. At Motorola, our focus has evolved from an early focus on security and monitoring, to include a wide range of activities to improve the performance and availability of Wireless LAN environments. Now our services include assurance via proactive testing and troubleshooting, historical analysis, application optimization, planning and configuration management. At Motorola, you don't have to keep up with what's coming next, because we do that for you.

With Motorola's WLAN Cloud Services, we ensure you are always ready.

Ⓜ MOTOROLA