GREATER ACCESS TO MORE SATISFYING CUSTOMER EXPERIENCES

MOTOROLA'S AP 8132: REDEFINING WIRELESS ACCESS

KEY BENEFITS

- Significantly reduced application deployment and management costs

- High-performance guest and staff access

- Simplified, cost-effective future expansion

- Unmatched flexibility to introduce value added services

- Standard USB interface offers virtually unlimited possibilities for third party modules

- Enhanced IT readiness for future needs

MAKE DEPLOYING HIGH-SPEED ACCESS AND POWERFUL APPLICATIONS EASIER, FASTER AND LESS COSTLY

In today's customer-centric business climate, customer satisfaction is king. In retail, in hospitality, in virtually any business, the key to creating satisfied customers is your ability to offer them unique experiences that are positive, memorable, money-saving and empowering…and that differentiate you from your competition. Crucial to enhancing customer experiences are high-performance communications solutions that help optimize customer engagement and powerful applications that streamline operations efficiency and customer service.
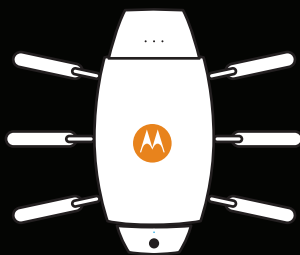
APPLICATION DEPLOYMENT CHALLENGES

But access and applications deployment can be anything but simple. First, you must offer customers network access virtually everywhere within your environment. Next, you must deploy innovative applications where they will make the most impact,

which traditionally involves installing separate hardware-based technology throughout the premises. It's costly. It's time consuming. But now, thanks to a bold new idea from Motorola, it's becoming unnecessary. Our modular AP 8132 is the industry's first access point that's able to multi-task.

BEYOND ACCESS

The AP 8132 is the innovative new access point that goes beyond typical AP functionality and features. In addition to providing high-speed network access for customers and staff, its unique modular design also enables you to more efficiently deploy applications where they are most needed. By leveraging your wireless network, the AP 8132 lets you deploy these applications without the time, effort and cost of having to install additional hardware and cabling.

THE AP 8132:
THE FIRST MULTI-TASKING ACCESS POINT

AP 8132

WHAT IF AN ACCESS POINT COULD MULTI-TASK?

What if it could do more than simply provide high-performance network access? What if it could streamline deployment of advanced applications that help improve customer experiences, optimize operations efficiency and save on hardware costs?

Our AP 8132 is a dual-radio unit that provides high-performance network access with data rates of up to 450 Mbps, and much more. Its modular design allows you to deploy and manage multiple applications quickly, securely and cost-efficiently. The AP 8132 leverages your wireless network and enables application modules to work seamlessly with software on your integrated services platform.

UNLIMITED POSSIBILITIES
FROM A SINGLE ACCESS POINT

There's never been an access point like the AP 8132. Its ability to multi-task unleashes unlimited possibilities for application module development and deployment in a wide range of industries. As the third-party developer community ramps up design of innovative new modules, IT managers will find a virtually limitless number of ways of using the AP 8132. These can include, for example, sensor networks, security systems, inventory management applications, video analytics, redundant 3G backhaul networks and more.*

SPOILER ALERTS

A high-end food store requires sophisticated refrigerated storage with numerous products needing to be stored at a variety of temperatures from cool to frozen. The store could deploy the AP 8132 in the kitchen area to not only provide high-speed communications, but also to collect data from numerous sensors, alerting managers to product-specific temperature fluctuations that could cause spoilage.

BETTER-CONNECTED GUESTS

Today's hospitality guests demand high-performance network connectivity for their mobile computers and smart devices. At a resort complex, the IT department could use AP 8132 access points to provide different levels of wireless Internet services by differentiating between premier and regular guests. This enables the resort to charge a premium for — or reward loyal customers by — providing higher data rates that increase range and performance on tablets and mobile devices. Because of the AP 8132's ability to utilize additional plug-and-play modules, the hotel can use the same units to deploy an IP camera application module for real-time, round-the-clock video surveillance.

CODES AND CLOUDS

In an enormous membership store, shopping for a television set can be daunting. Faced with a wall of TVs of every size and type, shoppers need information. And while customer-accessed QR codes can provide useful data, coverage inside such large interiors can be problematic. In addition to its modularity benefits, the AP 8132 offers high data rates that enable strong smartphone and tablet connections for accessing QR code data and information, as well as information the customer has stored on the cloud.

NETWORK SECURITY IMPROVEMENT

For a large-scale home improvement center, safety and security are significant and costly challenges. The IT department can deploy AP 8132 access points to enhance connectivity across both a large retail floor and interior greenhouse spaces. Using the same AP 8132s, the retailer can use a plug-in module to easily deploy 24/7 network monitoring and wireless intrusion protection and detection systems, such as Motorola's AirDefense solutions to help identify, respond to and eliminate security threats.

AN EYE ON THE CUSTOMER

To help maximize client experiences, a sporting goods superstore could use the AP 8132 for more than high-performance customer access. Using a plug-in video camera module, merchandisers could use video analytics to pinpoint a customer's exact location in the store. This micro-locationing provides the ability to interact with customers where the buying decision is being made, for example, sending a special offer on parkas as they're shopping for outerwear.

IT'S A WI-FI WORLD

Using an array of mobile communications devices with Internet connections — such as smartphones, tablets and mobile computers — today's customers want to be in touch with you wherever they are. Even, or perhaps especially, when they're on your premises. In a 2011 study, Motorola Solutions found that "38% of shoppers are likely to use a retailer's wireless Internet access to search for product information and post to the web while shopping." That number will surely continue to rise.

FASHION CONTROL

Inventory at a women's specialty clothing store can move at the speed of fashion. What's hot can fly off the shelves and pressure floor and operations staff to keep the hottest items on the floor at all times to maximize both customer satisfaction and sales. By adding an RFID module to its AP 8132 access network, retailers can help eliminate costly out-of-stock situations quickly, easily and cost-effectively.

FIVE-STAR REDUNDANCY

Today's Five-Star hotels rely on high performance communications networks to increase guest satisfaction and repeat stays, as well as ensuring 24/7 operations efficiency, security and productivity. In a smoothly running hospitality business, a network outage can be a disaster. An IT director needing to ensure business continuity could use the AP 8132 to deliver network access simply by plugging in a 3G backhaul application module, to provide network redundancy.

STRONG DEVELOPER ENVIRONMENT

In conjunction with the AP 8132, Motorola is planning to introduce a number of efficient and powerful applications modules. In addition, we've designed the platform with open APIs to encourage a virtually unlimited portfolio of third-party application modules. As more and more application modules are developed, the AP 8132 will leverage them to drive more productive operations, more empowered personnel and, ultimately, more satisfied customers.

For more information on how you can more efficiently deploy applications where they are most needed, please visit www.motorolasolutions.com/AP8132.

* These are examples of the types of modules that can be designed and how they can be used. These modules are not available today and the information is not a commitment or an obligation to deliver any product, product feature or software functionality. Please contact your Motorola sales representative for available modules.

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